



INVITATION

**INTERNATIONAL YOGA DAY 2024 -
YOGA FOR WOMEN EMPOWERMENT AND
YOGA AWARENESS RUN**

18th June - 21st June 2024

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PARTNER
MEDIA



TARGET AUDIENCE

- 1. WOMEN OF ALL AGES AND BACKGROUNDS
- 2. YOGA PRACTITIONERS AND ENTHUSIASTS
- 3. HEALTH PROFESSIONALS AND EDUCATORS
- 4. LOCAL COMMUNITY MEMBERS
- 5. STUDENTS AND YOUTH



EXECUTIVE SUMMARY

VEDANSHI ENERGY ASSOCIATION, IN COLLABORATION WITH ANT WELFARE ASSOCIATION, PRESENTS "INTERNATIONAL YOGA DAY 2024 - YOGA FOR WOMEN EMPOWERMENT AND YOGA AWARENESS RUN." THIS INITIATIVE AIMS TO TRANSFORM YOGA INTO A WIDESPREAD MOVEMENT, PROMOTING WOMEN'S WELL-BEING AND ADVANCING GLOBAL HEALTH AND PEACE. THE EVENT WILL FEATURE A SERIES OF ACTIVITIES AND SESSIONS DESIGNED TO HIGHLIGHT THE BENEFITS OF YOGA, PARTICULARLY FOR WOMEN, AND WILL INCLUDE A YOGA RUN TO RAISE AWARENESS.

BACKGROUND AND RATIONALE

YOGA SERVES AS A HOLISTIC TOOL FOR EMPOWERING WOMEN, ADDRESSING THEIR PHYSICAL, MENTAL, EMOTIONAL, SOCIAL, AND SPIRITUAL NEEDS. EMPOWERED WOMEN PLAY VITAL ROLES AS LEADERS, EDUCATORS, AND ADVOCATES FOR CHANGE, FOSTERING INCLUSIVITY, DIVERSITY, AND EMPOWERMENT THROUGHOUT SOCIETY. THE MINISTRY HAS ACTIVELY SUPPORTED RESEARCH ON VARIOUS HEALTH CONDITIONS AFFECTING WOMEN, SUCH AS PCOS/PCOD AND STRESS MANAGEMENT, TO PRIORITIZE WOMEN'S HEALTH REGARDLESS OF THEIR AGE OR CIRCUMSTANCES.

OBJECTIVES

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| Promote Women's Well-Being: Highlight the benefits of Yoga for women's health, focusing on physical, mental, and emotional wellness. | Raise Awareness: Increase awareness about Yoga as a tool for women's empowerment. |
| Community Engagement: Foster a sense of community and shared purpose through group activities and a pre-marathon awareness run. | Educate and Inspire: Provide practical knowledge and skills through workshops, discussions, and cultural programs. |

DETAILED ACTIVITY PLAN

Inaugural Session

Opening Ceremony:

- **Keynote Address:** Prominent women leaders and Yoga practitioners will discuss the significance of Yoga for women's empowerment and its impact on society.
- **Special Guest Performance:** A renowned Yoga expert will perform a demonstration focusing on poses and practices beneficial to women.

Yoga Workshops

Women's Health Yoga Workshop:

- **Focus:** Addressing common health issues affecting women, such as PCOS/PCOD and stress management.
- **Activities:** Participants will learn effective Yoga poses and breathing techniques to improve their physical and mental health.

Stress Management Session:

- **Focus:** Managing stress through Yoga.
- **Activities:** Expert-led session providing tools and techniques to cope with daily stressors and maintain mental well-being.

Prenatal and Postnatal Yoga:

- **Focus:** Supporting expectant and new mothers.
- **Activities:** Safe and beneficial Yoga practices to support physical and emotional health during and after pregnancy.

Empowerment Through Yoga

Self-Empowerment Workshop:

- **Focus:** Enhancing self-esteem, confidence, and emotional strength.
- **Activities:** Participants will engage in activities that promote self-awareness and inner peace.

Leadership and Yoga:

- **Focus:** Exploring how Yoga influences leadership styles and decision-making processes.
- **Activities:** Panel discussion featuring women leaders who practice Yoga.

Yoga Awareness Run

Awareness Marathon:

- **Focus:** Raising awareness about the importance of Yoga for women's empowerment.
- **Activities:** Participants will run through designated routes while spreading the message of health, well-being, and empowerment.

Community Engagement:

- **Focus:** Involving local communities, fitness enthusiasts, and Yoga practitioners.
- **Activities:** Marathon to foster a sense of unity and shared purpose.

Community Building Activities

Group Yoga Sessions:

- **Focus:** Fostering a sense of community and collective well-being.
- **Activities:** Large group Yoga sessions including a mix of traditional and contemporary Yoga practices suitable for all skill levels.

Mindfulness Meditation:

- **Focus:** Cultivating mindfulness and relaxation.
- **Activities:** Guided meditation sessions to promote overall mental health and emotional balance.

Research and Insights

Presentation on Women's Health Research:

- **Focus:** Ministry's research on health conditions affecting women.
- **Activities:** Presentation of evidence-based findings and practical applications of Yoga in managing these conditions.

Interactive Q&A Session:

- **Focus:** Engaging participants with personalized advice.
- **Activities:** Open forum for participants to ask questions and share their experiences with Yoga.

Cultural Program

Cultural Performances:

- **Focus:** Celebrating the essence of Yoga and women empowerment.
- **Activities:** Dance and music performances highlighting the cultural significance of Yoga.

Closing Ceremony

Reflections and Future Goals:

- **Focus:** Reflecting on the day's activities and discussing future goals.
- **Activities:** Participants will be encouraged to take the lessons learned into their daily lives and communities.

Certificate Distribution:

- **Focus:** Recognizing participation.
- **Activities:** Distribution of participation certificates to all attendees.

DETAILED SCHEDULE OF EVENTS

INTERNATIONAL YOGA DAY 2024 - YOGA FOR WOMEN EMPOWERMENT

18th June 2024 (6:00 AM - 8:00 AM)

Venue : Bareilly Sports Stadium , Stadium Road, Model Town, Bareilly, Uttar Pradesh 243005

Yoga Workshops - Session 1

- Women's Health Yoga Workshop:
 - Focus on PCOS/PCOD Management
 - Practical Yoga Asanas and Breathing Techniques
- Prenatal and Postnatal Yoga:
 - Safe Practices for Expectant and New Mothers

Yoga Workshops - Session 2

- Stress Management Session:
 - Techniques to Manage Stress and Anxiety
 - Guided Meditation
- Self-Empowerment Workshop:
 - Enhancing Self-Esteem and Confidence through Yoga
 - Interactive Activities

Empowerment Through Yoga

- Panel Discussion:
 - "Leadership and Yoga: Empowering Women Leaders"

Community Building Activities

- Group Yoga Sessions:
- Mindfulness Meditation:

Light Refreshments

19th June 2024 (6:00 AM - 9:00 AM)

Yoga Awareness Run

- **Location:** Gandhi Udhyan Park, Nagar Nigam, Bareilly, Uttar Pradesh 243001
- **Activities:**
 - Lighting of the Lamp
 - Welcome Address by [Chief Guest]
 - Keynote Speech on "The Significance of Yoga for Women Empowerment" by [Prominent Guest]
- **Mashal Rally:**
 - Flag Off by Chief Guest
 - Route: **Gandhi Udhyan Park to Bareilly Sports Stadium , Stadium Road, Model Town, Bareilly, Uttar Pradesh 243005**
- **Yoga Awareness Run:**
 - Warm-Up Session led by Professional Trainer
 - Run with Mashal
 - Cool Down and Refreshments
 - Yoga Runner Souvenir Distribution to Participants

21st June 2024 (6:00 AM - 8:00 AM)

Venue : Bareilly Sports Stadium , Stadium Road, Model Town, Bareilly, Uttar Pradesh 243005

Yoga through International Yoga Protocol

- **Group Yoga Session:**
 - Following the International Yoga Day Protocol
 - Led by Experienced Yoga Instructors

Closing Ceremony

- Summary of the Day's Activities
- Discussing Future Initiatives for Women's Empowerment through Yoga

Research and Insights

- **Presentation on Women's Health Research:**
 - Findings on Yoga's Impact on Women's Health Issues
- **Interactive Q&A Session:**
 - Open Forum for Questions and Discussions

Networking and Farewell

- Informal Networking
- Farewell Refreshments
- Distribution of Participation Certificates

June 21, 2024
International Yoga Day



International Yoga Day 2024 - Yoga for Women Empowerment focuses on enhancing women's physical, mental, and emotional well-being through Yoga. This event aims to empower women by providing them with the tools to improve their health and confidence. Activities include specialized Yoga workshops, empowerment sessions, and a Yoga awareness run. Join us to celebrate and promote the holistic benefits of Yoga for women's empowerment and overall wellness.



JUNE 21 2024

JOIN
NOW

YOGA FOR
WOMEN
EMPOWERMENT

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