



Media Release

22 June 2020

6th International Yoga Day Celebrations

The 6th International Day of Yoga was celebrated in Sao Paulo with a virtual event organised by Consulate General of India, Sao Paulo and Swami Vivekananda Cultural Centre, Sao Paulo, in collaboration with prominent Yoga Gurus and organizations in Brazil and India. The celebration continued throughout the day with events planned for the morning and evening hours separately.

2. The morning event started with the screening of the video titled 'Spirit of Yoga' released by Indian Council of Cultural Relations with music especially designed for IDY based on the Yoga Sutras of Patanjali. This was followed by screening of message of Prime Minister Shri Narendra Modi on the occasion of IDY citing the benefits of Yoga and its need for healthy living. PM Modi also urged everyone to practice Yoga giving the mantra of #YogaFromHome & #YogaWithFamily. Consul General, Mr. Amit Kumar Mishra also addressed everyone and spoke about the growing popularity of Yoga in the present times followed by demonstration of Yoga protocol of Ministry of AYUSH led by Teacher of Indian Culture, Dr. Sanjay Kumar.

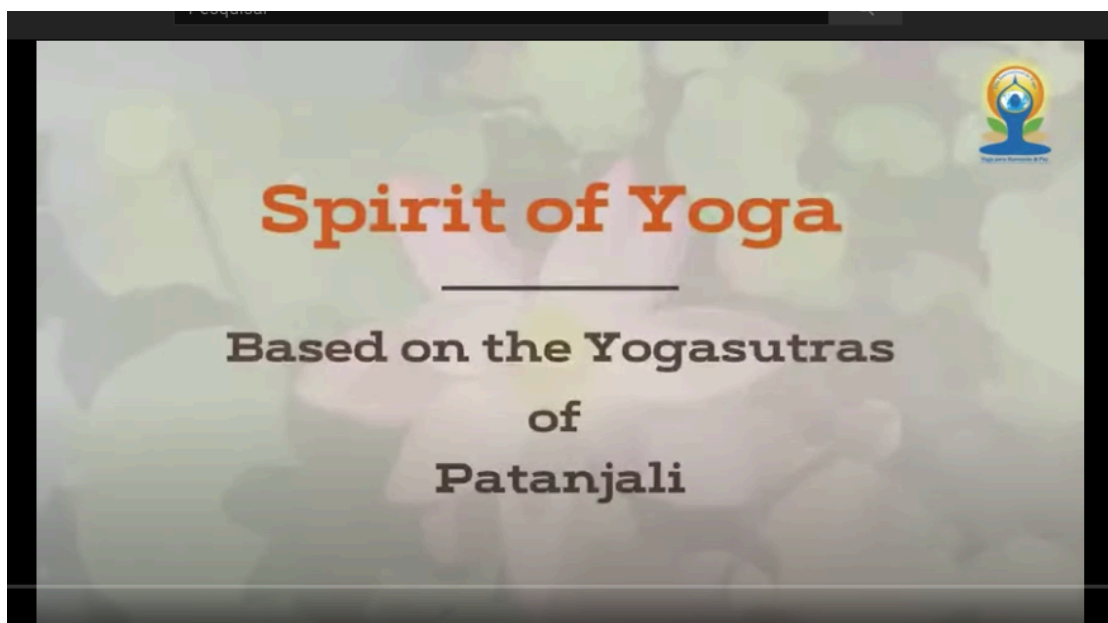
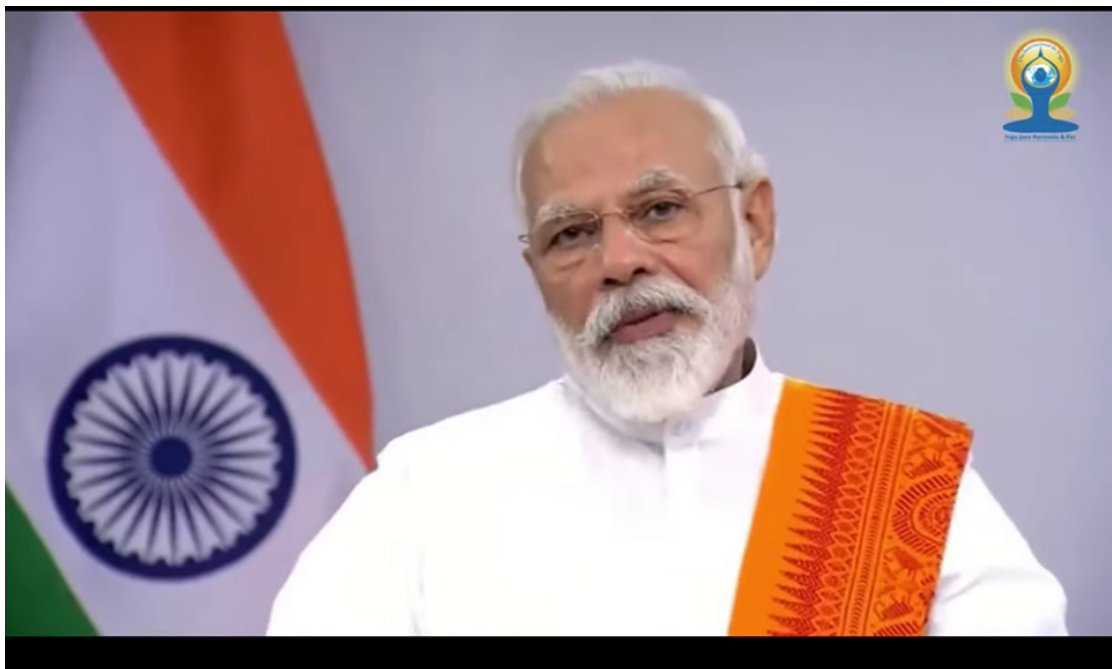
3. The event received participation from several Yoga schools and gurus from cities and states falling within the jurisdiction of the Consulate General of India, in addition to participation from India. Participating institutions were Arte de Viver (India and São Paulo); Brahma Kumaris (São Paulo), Lonavla Institute (India and Brazil), Espaço Vera Edler (Porto Alegre), Espaço Shanti Yoga (Atibaia) and Portal da Índia (Florianopolis). Speakers from partner Yoga institutions spoke on different aspects of Yoga ranging from Yoga for eyes, Pranayama, Raja Yoga, Yoga during time of COVID-19, Marma Therapy, and the science of meditation. The artistic presentations included Indian classical music by Fábio Kidesh and Indian devotional music, *bhajans*, by the popular Brazilian singer Fantine Tho, a former member of the Rouge group. The event ended with a talk by Lucila Nedelciu from Raidho tours on 'India as a tourist Yoga destination'. Ms. Lucila also announced the terms for the raffle ticket for India to visit the Golden triangle.

4. The evening event was a 'Yoga Talk', an interaction between Monja Coen Rōshi, Zen Buddhist nun from Soto Zenshu tradition and Prof. Marcos Rojo, a well-known Yoga Guru from Brazil. The journalist and author Ms. Florencia Costa moderated the talk. The guest speakers spoke about different aspects of Yoga ranging from the *aasnas*, to *dhyana* and *Samadhi*, highlighting the significance of each aspect for a perfect balance between mind, body and soul.

5. In the run-up to the main event on International Day of Yoga, the Cultural centre organized events on a daily basis starting from 1 June 2020. These events focused on various aspects of Yoga, Ayurveda, including meditation and pranayama sessions, special talks on yoga philosophy and Ayurveda, Gandhi Katha and a Yoga Webinar. The Yoga Webinar titled 'Yoga for well-being in the time of COVID 19: classical approach with Scientific research' was organized in collaboration with Kaivalyadham Yoga Institute, Maharashtra, received participation from Yoga experts both from India and Brazil.

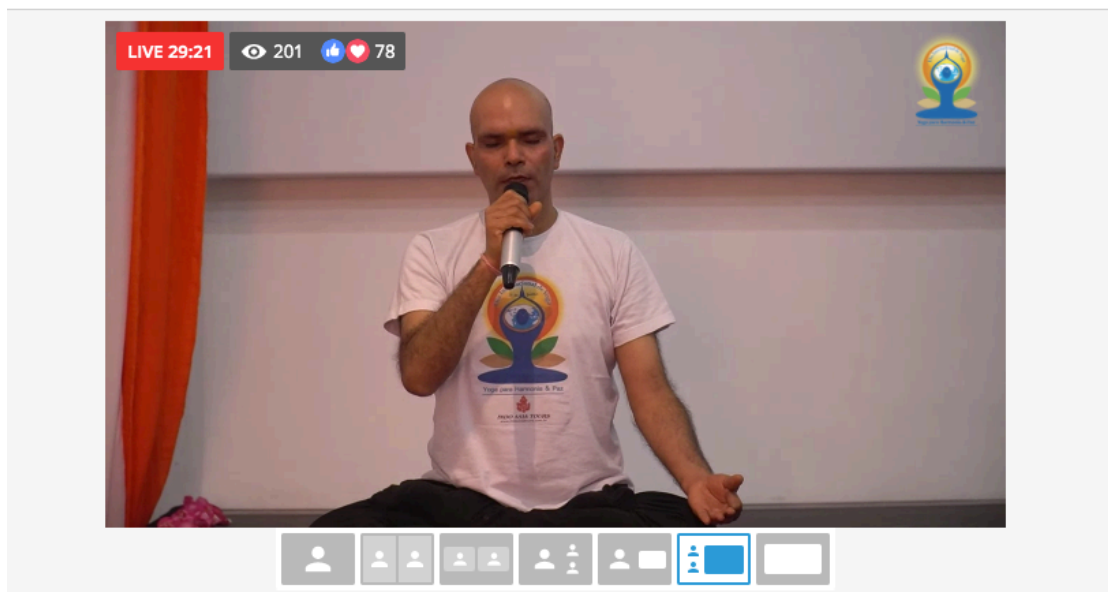
6. All the events organized during the Yoga month received good participation. More than 7000 people watched the main IDY celebration event on the social media platforms of the Consulate General of India, Sao Paulo, Swami Vivekananda Cultural Centre and partner Yoga institutions.

Some photographs of the main event held on 21 June are attached herewith.

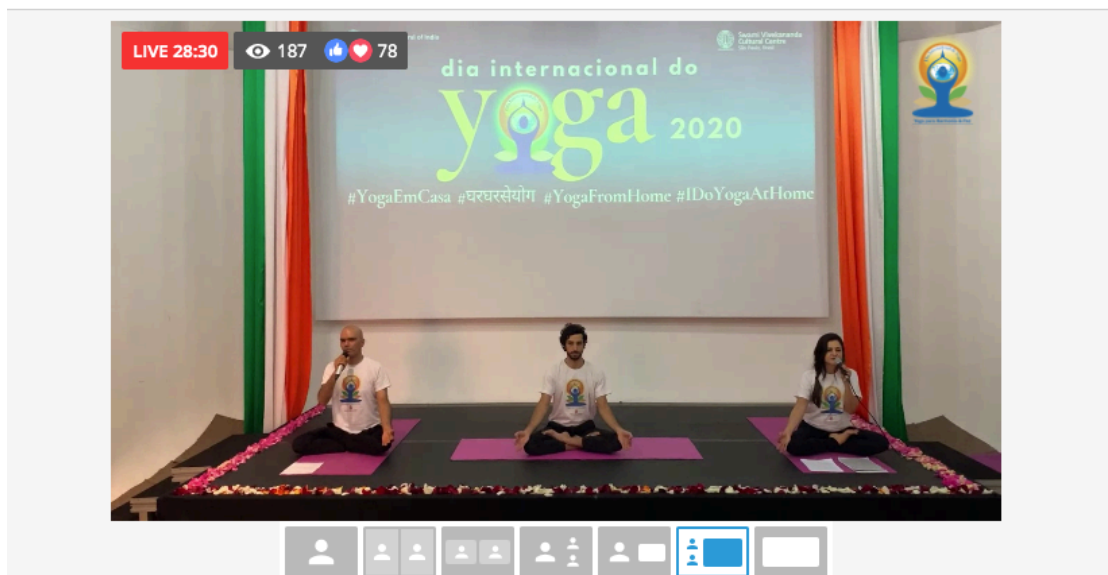




Dia Internacional do Yoga 2020

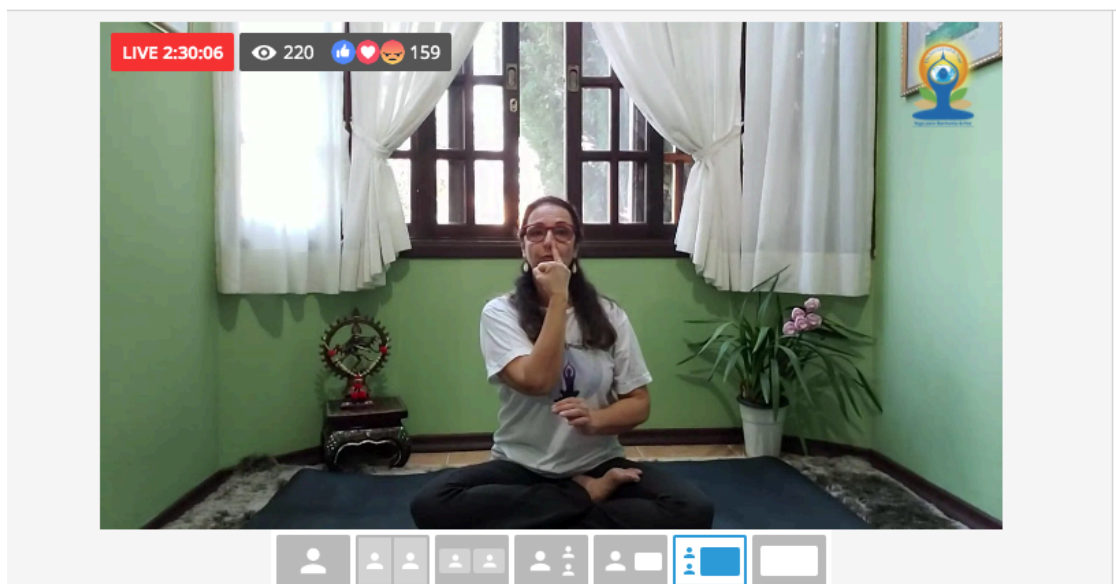


Dia Internacional do Yoga 2020

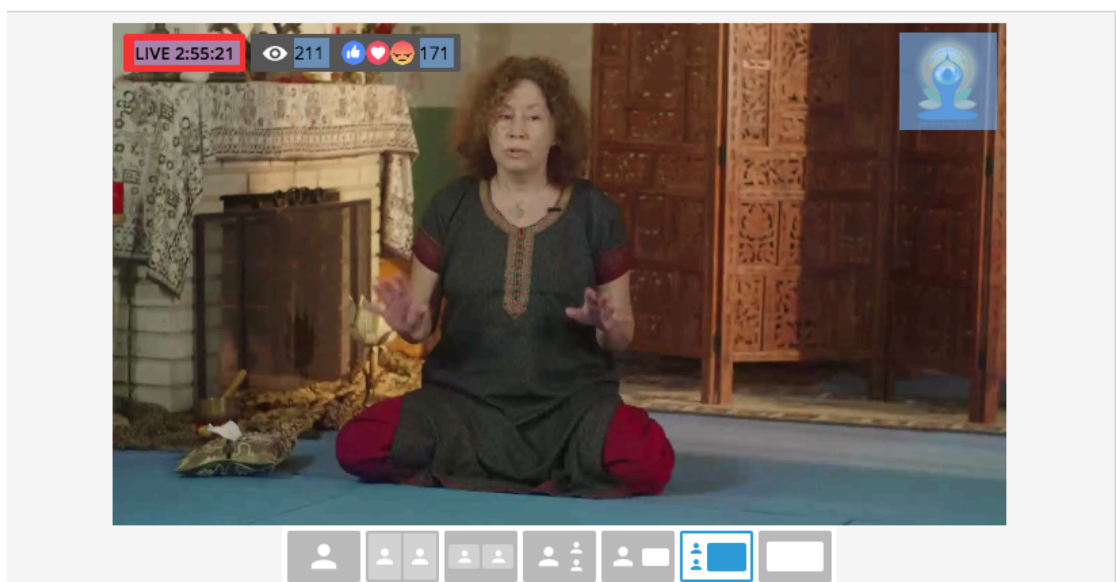




Dia Internacional do Yoga 2020



Dia Internacional do Yoga 2020





LIVE 2:42:17

209



163

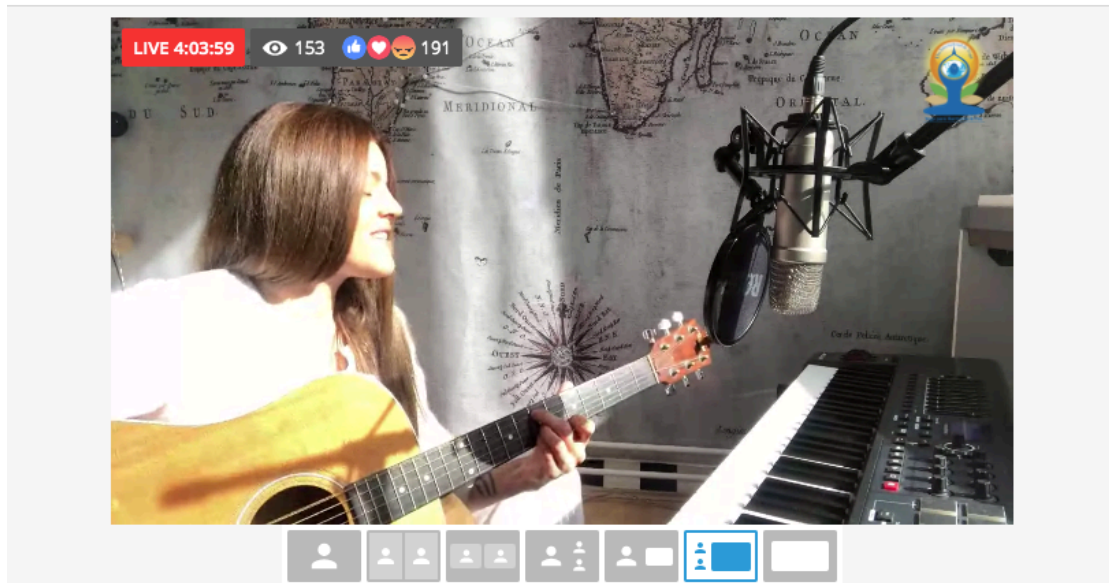


Juliana Vilarinho Brahma Kumaris





Dia Internacional do Yoga 2020



Yoga Talk - Dia Internacional d...

