



The YogFluencers Initiative

Guidelines for Registration as a YogFluencer

1. Criteria for being a Yogfluencer:

- (i) The applicant individual needs to be present on at least one social media platform (Facebook, X, YouTube or Instagram)
- (ii) The individual must have at least 10,000 followers on their social media platform. The individual should be a health and wellness enthusiast, and he/she should be willing and ready to post Yoga related content on his/her social media handles by using hashtag promoted by Ministry of Ayush.

The hashtags presently being promoted are #IDY2025, #YogaForOneEarthOneHealth #InternationalDayofYoga2025 and #InternationalDayofYoga . These may change from time to time, as notified by the Ministry.

- (iii) The applicant individual should be willing to tag MDNIY & Ministry of Ayush official social media handles in Yoga related content created by the Yogfluencer
- (iv) The individual organizes/participates in MDNIY (Morarji Desai National Institute of Yoga)
- (v) & Ministry of Ayush on-ground/virtual events wherever possible.
- (vi) The individual must be following social media handles of MDNIY & Ministry of Ayush.

SM Platforms	Ministry of Ayush	Morarji Desai National Institute of Yoga (MDNIY)
Facebook	@moayush	@mdniyayush
X	@moayush	@mdniy
Instagram	@ministryofayush	@mdniyyoga
YouTube	@MinistryofAyushofficial	@mdniyyoga

If selected, the individual's association with MDNIY & Ministry of Ayush will be purely non-commercial and he/she cannot use the name or logo of MDNIY & Ministry of Ayush for any commercial promotion or benefits.

2. Requirements for being a Yogfluencer:

The individual has not been punished for any criminal offence.

Any Criminal legal proceedings shall not be pending against the individual

The selected/ nominated individual shall always act in compliance with the rules/regulations/guidelines mentioned on the website of MDNIY & Ministry of Ayush.

The decision of selection process will be done by MDNIY & Ministry of Ayush, and it shall be final.

The selected/ nominated individual, in his/her posts associated with MDNIY & Ministry of Ayush, shall not include content/text/pictures which may be offensive and hurt sentiments of any religion, caste, gender and sexuality.

The initial period of association will be for a period of one year, subjected to renewal based on discretion of MDNIY & Ministry of Ayush.

MDNIY reserves the right to terminate the association at their discretion at any point of time during the association in public interest, without giving any reasons.

3. Deliverables of MDNIY:

Recognition as Yogfluencer on official website of MDNIY.

Recognition as Yogfluencer on official social media handles of MDNIY & Ministry of Ayush.

Promotion of Yoga-related content created by Yogfluencer on MDNIY & Ministry of Ayush Official social media handles.