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## Press Release

### IIM Jammu Commemorates 10<sup>th</sup> International Day of Yoga with Enthusiasm and Harmony under the Aegis of Anandam – The Center for Happiness

**Jammu, 21st June 2024** – IIM Jammu commemorated the 10<sup>th</sup> International Day of Yoga (IDY) with great enthusiasm and harmony at its City Campus Jammu on June 21, 2024. This year's theme, "*Yoga for Self and Society*," focus is on the transformative power of yoga to enhance the well-being of Individuals and contribute to a healthier society. The event was organized under the aegis of Anandam – The Centre for Happiness at IIM Jammu. The celebration commenced with the lighting of the ceremonial lamp by the Yoga Guru Shri Sahil Mehra, Yogatvam. Prof. B.S. Sahay, Director, IIM Jammu presided over the event.

Present on the occasion were Prof. Jabir Ali, Dean Academics, IIM Jammu; Dr. Ashish Kumar, Chairperson, Student Affairs, IIM Jammu; Dr. Mamta Tripathi, Chairperson, Anandam, IIM Jammu, Cmdr Kesavan Baskaran (R), Chief Administrative Officer, IIM Jammu, and other faculty members, officers, staff, and students at the Institute. Their presence underscored the institute's commitment to promoting a balanced and healthy lifestyle. The opening ceremony was further enhanced by a soulful rendition of Saraswati Vandana by the students, setting a serene and auspicious atmosphere.

Prof. B.S. Sahay, Director, IIM Jammu, emphasized the benefits of incorporating yoga into daily life and shared his rich experiences. He highlighted its potential for customization to suit individual needs and stressed how regular practice of Yoga brings a healthy rhythm to both body and mind, particularly during the pandemic period. Drawing from his decades of experience, he described Yoga as an inexpensive way to boost immunity and achieve holistic healing—a concept India has shared globally. He credited the Hon'ble Prime Minister of India, Shri Narendra Modi for popularizing yoga worldwide by proposing International Yoga Day at the UN General Assembly on September 27, 2014. Following this, June 21, 2015, was observed as the first International Day of Yoga. He noted that yoga is more than physical exercise; it is a path to holistic health and spiritual growth. He emphasized its ability to foster inner strength, confidence, and resilience, aligning with the 2024 International Day of Yoga theme, "Yoga for Self and Society." He also mentioned the establishment of Anandam - Centre of Happiness at IIM Jammu, highlighting its connection with yoga and its role in promoting well-being and joy among student's faculty and staff members.

He mentioned that the emphasis placed on yoga at both the national and international levels underscore its importance in fostering physical well-being, preserving cultural heritage, and enhancing India's soft power on the global stage. Yoga has become a symbol of India's ancient wisdom and spiritual heritage, fostering goodwill and understanding across borders. Recognized on UNESCO's list of intangible world heritage, he mentioned, Yoga continues to be a symbol of India's profound connection between mind and body. He urged everyone present to incorporate yoga into their routines, stressing its importance in contributing to the nation at large.

Chief Guest and Yoga Guru Shri Sahil Mehra, Yogatvam in his address, encouraged everyone to adopt a healthy lifestyle and practice yoga and meditation to achieve the unification of mind, body, and soul. He expressed his happiness over the display of disciplined yoga practice during the event by the IIM Jammu fraternity. His emphasis on the personal benefits of yoga and its potential to create a healthier community resonates with this year's focus on yoga's transformative power for both individual well-being and societal health.

The yoga session began with a systematic practice of various asanas, including standing, sitting, and lying postures, guided by Shri Sahil Mehra and his team of two young children, supervised by trained volunteers. The session showcased a variety of asanas and was highlighted by Shri Sahil Mehra's demonstration of some of the most challenging postures, which left the participants in awe.

Following the yoga practice, a Yoga Quiz was held, engaging students, faculty members, and staff in a lively and educational competition. The quiz not only tested their knowledge of yoga but also deepened their understanding and appreciation of its benefits. The event witnessed active participation from the entire IIM Jammu community, with a large turnout of faculty, officers, staff, and students. As a token of appreciation, Prof. B.S. Sahay, Director, IIM Jammu, presented Yoga Guru Shri Sahil Mehra and his team with a plant sapling, symbolizing growth, health, and sustainability.

To align with the theme of health and sustainability, the event concluded with the serving of nutritious refreshments, including sprouts, jaggery, coconut water, and fruits. The event was meticulously planned and executed under the able guidance and supervision of Dr. Mamta Tripathi, Chairperson, Anandam, in close coordination with the Student Affairs Office, IIM Jammu. The event culminated with the National Anthem, instilling a sense of pride and unity among all participants. The 10<sup>th</sup> International Day of Yoga at IIM Jammu's Jagti Campus was a resounding triumph, celebrating the ancient practice of yoga and emphasizing its profound impact of Yoga on wellness and fostering holistic well-being.

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Glimpses from the 10<sup>th</sup> International Day of Yoga at IIM Jammu City Campus











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अभियान  
1947 TO 2047

Indian Institute of Management Jammu  
Celebrates

10वां अंतरराष्ट्रीय योग दिवस 2024  
10<sup>th</sup> International Day of  
**Yoga**

"YOGA FOR SELF AND SOCIETY"



"Yoga for Self and Society"

21<sup>st</sup> June 2024



"YOGA FOR SELF AND SOCIETY"



"Yoga for Self and Society"

21<sup>st</sup>









