



Uttarakhand Yoga Policy, 2025

Department of AYUSH and AYUSH Education
Government of Uttarakhand

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Definitions



"Annual approval limits" means the maximum budgetary allocation authorized for incentive components under this Policy for a given financial year.



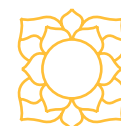
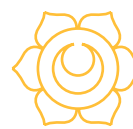
"Capital subsidy" means the financial assistance provided to individuals or institutions under this Policy, aimed at partially covering the capital expenditure incurred in the establishment of Yoga and meditation centers, in accordance with the provisions outlined in this Policy.



"COD" means the date of commencement of operation / commencement of services on a commercial scale.



"Eligible Capital Assets (ECA)" mean and include site-level infrastructure, structure and buildings (with 20 sq. ft. of studio space per person per visit), equipment (Teaching aids like audio and video equipment, boards), mechanical, electrical and plumbing installations, fixtures, furniture and fittings, utilities and other support facilities installed for use in the premises including any installation charges.



a. ECA shall not include:

- i. Land
 - ii. Intangible assets including, without limitation, Intellectual Property Rights and goodwill.
- b. All capital assets should have been paid for and should be owned by the project/investor.
- c. All capital assets should be used and installed only within the Project Site. Eligible investment in ECA shall not include:
- i. Pre-construction expenses
 - ii. Capitalized interest
 - iii. Working capital
- d. In case of expansion projects, the ECA shall be counted only for the expansion component, as per calculation outlined above.

"In-principle approval" means the primary approval given after scrutiny of documents by the State Empowered Committee (here, State Level Review Committee) on the application made by the investor, basis the Single Window Clearance Act, 2012.

"Investor" means any person who invests capital in any new enterprise or in an existing enterprise for expanding, modernizing or diversifying for securing income or profit or common social good.

"Yoga center" means a facility promoting health and wellness through traditional Yoga and meditation practices by offering training programmes, community Yoga sessions, etc.

"Yoga hub" means a central location where at least 80-100 individuals are employed, mainly for providing Yoga and meditation services through Yoga centers and training facilities, workshops, and community engagement, wellness retreats, spa services etc. Additionally, services like nutritional counselling, café or restaurant may also be developed.

01

Introduction

Uttarakhand, known as the 'Land of Gods,' has a rich history closely linked with ancient Yoga and meditation practices, serving for centuries as a hub for spiritual and yogic exploration. Historical figures like Swami Vivekananda and Maharishi Mahesh Yogi have found solace and shared their teachings here, with places like Chaurasi Kutiya and Kainchi Dham continuing to serve as spiritual havens. The cultural heritage of Uttarakhand elevates Yoga beyond mere physical practice, embodying a holistic approach that nurtures physical health, mental clarity, and spiritual enlightenment. This rich tradition draws seekers from around the world, guiding their journey towards inner peace amidst the region's serene beauty.

The State is also home to a plethora of ashrams and spiritual centers, including Patanjali Yogpeeth, Dev Sanskriti University, Omkarananda Yoga Kendra, Yoga Niketan, Gurukul Kangri Vishwavidyala, Shivananda Ashram, Parmarth Niketan, Kainchi Dham, Anasakti Ashram, Vedalife and many more. These institutions are pivotal in preserving and promoting the profound teachings of Yoga, collectively embodying the transformative power of this ancient practice and fostering both physical well-being and spiritual growth.

Existing initiatives and practices

Uttarakhand, with its ingrained yogic culture, has witnessed a multitude of initiatives and community practices that promote and sustain the essence of Yoga. Some of the ongoing initiatives include:

- Yoga festivals and events** – Various festivals and events like Yoga Mahotsava, International Yoga Day, etc. are organized in the State.
- Promotion of Yoga in educational institutes** – Department is promoting the AyurVidya Programme in schools and higher education institutes to encourage inclusion of Yoga in the curriculum.
- Government support** – The State Government actively supports and promotes Yoga through policies, events, and collaborations with Yoga institutions. Regular camps are organized by AYUSH Health and Wellness Centers (HWC) at community level to promote Yoga.

These initiatives contribute to the ecosystem of Yoga and meditation in Uttarakhand, ensuring that the ancient practice continues to thrive and evolve in the modern era.

02

Vision



To establish
Uttarakhand as the
global epicenter for
Yoga and wellness

03

Mission

- 1** Promote world-class Yoga centers with a distinct focus on the spiritual facets of Yoga, including Vipassana.
- 2** Promote Yoga tourism to elevate Uttarakhand's position as an international spiritual hub, offering a transformative yogic journey beyond Asana and Pranayama.
- 3** Establish guidelines, rules, regulations, and monitoring protocols aimed at elevating the standards of training facilities and services for Yoga and meditation, to ensure consistent quality.
- 4** Strengthen the Yoga ecosystem by generating awareness in communities and integrating Yoga in education curriculum, specifically promoting mindfulness practices and fostering a deeper connection with body, mind, and soul.
- 5** Promote capacity building in the sector through national and international partnerships, propelling research & innovations.

04

Goals

Promote establishment of at least 5 new Yoga hubs with world class infrastructure, including meditation caves, Vipassana centers, Yoga retreats by March 2030, through private partnerships.

Ensure availability of Yoga services in 100% of AYUSH Health & Wellness Centers by March 2026.

Launch Yoga tourism promotion campaigns highlighting natural heritage of Uttarakhand for a spiritual and holistic experience in collaboration with the tourism department.

Implement long-term brand development action plan for promoting Uttarakhand as a holistic wellness hub through Ayurveda, Yoga and spiritual practices.

Promote registration of Yoga centers and training institutes under wellness registration portal, with an aim to achieve 100% registration by December 2025.

Launch Uttarakhand's exclusive online Yoga and meditation platform by March 2026.

Include Yoga and meditation as an extracurricular activity in every school in the State by March 2028.

Design and launch community-based mindfulness programme and advisory for Yoga and Meditation protocols for diverse demographics by March 2026.

Promote research and development in Yoga and meditation through grants.

Promote tie-ups with 15-20 leading national and international, globally reputed Yoga institutions and organizations by March 2028, with an aim to promote knowledge exchange and employment opportunities.

Actively participate in international Yoga events and host annual global Yoga events in the State to attract practitioners, experts and enthusiasts from around the world.

05

Validity

This Policy shall remain in effect for 5 years from the date of notification or until a new policy supersedes it.



06

Key initiatives & incentives

6.1 Yoga and meditation center

Under this Policy, the State shall provide a one-time capital subsidy for development of Yoga and meditation centers.

6.1.1 Eligibility criteria

Greenfield or expansion projects for Yoga and meditation centers that have not received financial benefits or incentives under any other Central or State Government policy shall be eligible to avail incentives. The centers shall employ Yoga trainers certified from Yoga Certification Board (YCB) and conduct sessions as per standardized YCB courses to avail incentives.

Proposals for development of Yoga and meditation centers in Yoga hubs shall be given preference. Development of Yoga hubs under this policy shall be promoted in the following locations:

- Jageshwar
- Mukteshwar
- Vyaas Valley, Dharma Valley and Chaudans Valley in Pithoragarh
- Tehri Lake area
- Koli Dhek Lake area

6.1.2 Incentives

Incentive under this component shall be given in the form of capital subsidy on Eligible Capital Assets as below:

- Hills** – 50% subsidy up to a maximum of INR 20 lakh per project
- Plains** – 25% subsidy up to a maximum of INR 10 lakh per project

Hill and plain regions can be defined as below:

Table 1: Hills and plains classification

Category	Area/regions covered
Hills	<ul style="list-style-type: none">Entire area under districts Pithoragarh, Uttarkashi, Chamoli, Champawat, Rudraprayag, Bageshwar, Almora, Pauri Garhwal, Tehri GarhwalAreas lying above 800 m from mean sea level in districts Nainital and Dehradun
Plains	<ul style="list-style-type: none">Areas lying under 800 m from mean sea level in districts Dehradun and NainitalEntire area under districts Haridwar and Udham Singh Nagar

Total capital subsidy incentive under this component shall be capped at INR 25 cr for the duration of this Policy. Annual in-principle subsidy approved, i.e., total subsidy amount to be disbursed for projects approved within a specific year under this Policy, shall be subject to the following limits:

Table 2: Annual in-principal subsidy amount

Financial year	Annual in-principle subsidy amount (INR Cr)
2025-2026	5
2026-2027	5
2027-2028	5
2028-2029	5
2029-2030	5



Subsidy shall be calculated basis capital investment and disbursed in three instalments as below:

- a. Instalment 1 on COD** – 50% of total subsidy amount shall be disbursed when the eligible project completes investment and attains commencement of operation date (COD). The disbursement shall be completed within 3 months of end of financial year in which COD is achieved.
- b. Instalment 2 and 3 on Yoga operations/ services** – 25% of total subsidy amount shall be disbursed after furnishing relevant documents as proof of sessions / training / workshops for minimum 100 individuals per annum. The disbursement shall be completed within 3 months, each at the end of subsequent two financial years.

Notes

- a. For all claims filed in a given financial year, the entire approval and disbursement process shall be completed within three months from the date of end of the given financial year.
- b. The subsidy approval for each year shall be done on a first-come-first-serve basis, subject to the annual approval limits, as defined in this Policy, or amended from time to time.
- c. If a project applies first but exceeds the remaining approved subsidy limit for the current year, it shall be waitlisted for the next year and shall be considered the first entry for the next year.
- d. Subsequent projects with lower subsidy requirements, falling within remaining approved subsidy limit for the current year, will be considered for approval within the current year.
- e. The Directorate of Yoga shall maintain and update the waitlist throughout the Policy validity period.
- f. Projects availing subsidy under this component shall have to remain operational for a minimum of five years post COD. If operations are curtailed before the stipulated 5-year period, the investor will be obligated to reimburse the proportional subsidy, calculated based on the remaining number of years of mandated operations divided by 5, with an applicable interest rate of RBI Repo Rate + 4% per annum from the dates of subsidy release.



6.2 Research and development grant

Under this Policy, the State shall provide a one-time grant for research and development in the field of Yoga and meditation. The support shall extend to both private and Government institutions and organizations.

6.2.1 Eligibility criteria

Applicant including university, research institution, medical / health organization, and existing AYUSH organization including non-profit organizations shall be eligible.

6.2.2 Incentives

Incentive under this component shall be available in the form of research grant with maximum limit of INR 10 lakh per project.

Total research grant under this component shall be capped at INR 1 cr for the duration of this Policy.

The State Level Review Committee formulated under this policy in section 7.2 shall decide the application process, selection mechanism and disbursal of incentive for this component and notify accordingly.

6.3 Teacher certification

This Policy shall provide reimbursement for examination fee to candidates passing Yoga certification examination organized by Yoga Certification Board (YCB), Ministry of AYUSH which offers seven levels of certification.

6.3.1 Eligibility

Candidates from Uttarakhand, successfully passing the Yoga Certification Board examination for any level shall be eligible to avail this incentive.

A candidate shall be eligible to avail benefits only once under this component for any one level of certification.

6.3.2 Incentives

The examination fee for certification through YCB shall be reimbursed for 500 applicants on an annual basis subject to their rank and the maximum number of beneficiaries for each level of certification as below:

Table 3: Annual allocation for teacher certification

Level of certification	Certification	Top Rank holders
1	Yoga Protocol Instructor	50
2	Yoga Wellness Instructor	50
3	Yoga Teacher and Evaluator	60
4	Assistant Yoga Therapist	70
5	Therapeutic Yoga Consultant	80
6	Yoga Master	90
7	Yoga Therapist	100
Total		500


Notes


- a. For all reimbursement claims filed in a given financial year, the entire approval and disbursement process shall be completed within 3 months from the date of end of the given financial year.
- b. In case number of eligible applications received for any certificate level is less than the quota for that level, more applications may be considered for subsequent level certificate holders.
- c. The number of applicants to be benefitted against respective level of certification may be modified in future, as per revisions in the mandate given by YCB (referring to changes in level of certification, addition of new levels of certifications, revisions in examination fee budgeted under this Policy etc.).


6.4 Promotion of Yoga in existing institutions

Under this Policy, the State shall promote Yoga, in existing institutions/ facilities where Yoga sessions can be conducted, by reimbursement of fee charged by Yoga trainers per session.



-  **6.4.1 Eligibility**
- Homestays, resorts, hotels, Government institutions like colleges, schools etc. shall be eligible to avail this incentive under following conditions:
- a. Applicant shall be registered under respective department of the Government of Uttarakhand.
 - b. Applicant (institutions/ facilities) shall engage trainers certified from Yoga Certification Board to conduct sessions.
 - c. A minimum of 4 sessions shall be conducted per month.
 - d. Sessions conducted shall be a minimum one hour long.
 - e. One institute shall be eligible to avail incentive for a maximum period of 3 months.

-  **6.4.2 Incentives**
- Incentive under this component shall be available in the form of reimbursement of fee charged by trainer for a Yoga session at INR 250 per hour for maximum 20 hours per month.
- Total incentive under this component shall be capped at INR 7.5 cr for the duration of this Policy.

-  **Notes**
- For all reimbursement claims filed in a given financial year, the entire approval and disbursement process shall be completed within 3 months from the date of end of the given financial year.

6.5 Promotion of startups

Startups specializing in the field of Yoga and Meditation shall be promoted in accordance with the guidelines of the Uttarakhand Startup Policy, 2023. Additionally, the State shall engage with Startup India to explore opportunities and provide enhanced support for Yoga-related startups originating from Uttarakhand.



Harit Yoga Programme celebrated by the youth of Almora to promote a disease-free society through Yoga



International Day of Yoga countdown programme, 2025 at Government girls' inter college, Barkot, Uttarkashi

6.6 Marketing and promotional activities

The State shall:

- Promote establishment of Yoga and meditation centers at homestays, colleges, and other institutions. Technical support shall be extended by the nearest AYUSH Health and Wellness Center (HWC) for setting up these centers. Additionally, cluster of homestays shall be connected with the nearby AYUSH HWC to facilitate Yoga sessions, fostering a community-based approach to promote well-being through Yogic and spiritual practices.
- Undertake development of an online platform for Yoga and spiritual practices, featuring live Pranayama sessions, mindfulness sessions from serene locations, etc.
- Conduct International Yoga conclaves to extend the reach of existing international events bringing together experts, practitioners and enthusiasts from all over the world.
- Organize awareness campaigns through mass media promotion including videos in regional languages for communities to promote the benefits of Yogic and spiritual practices.



- Organize strategic branding events at places of spiritual importance to highlight the spiritual significance of Yogic practices.
- Include Yoga in AYUSH public outreach camps and all AYUSH-related events organized in the State, ensuring its widespread presence and promotion during various AYUSH initiatives.
- Provide technical support and input for targeted campaigns conducted by Tourism Department for promoting Uttarakhand as a holistic wellness destination based on Ayurveda, Yoga and meditation.
- Develop curriculum for inclusion of Yoga in education institutes (K-12 schools, higher education institutions) as follows:
 - Design engaging sessions for schools based on expert advice covering physical postures (Asana), breathing techniques (Pranayama) and incorporating spiritual aspects such as Yama, Niyama, Pratyahara, Dharana, and Dhyana.
 - Incorporate Yoga as part of physical education curriculum in schools.
 - Promote Yoga in higher education institutes by introducing internationally recognized short-term courses aligned with curriculum for certification through Yoga Certification Board, along with promotion of long-term courses like Bachelor of Naturopathy and Yoga Sciences (BNYS).



07

Governance & institutional mechanism

7.1

Nodal authority

Directorate of Yoga shall be formed under the Department of AYUSH and AYUSH education, as the nodal authority under this Policy for undertaking planning, implementation and monitoring of initiatives towards promotion of Yoga in the State. The Directorate shall ensure the effective implementation of this Policy in the State.

The Directorate shall comprise the following staff:

- Director, Yoga (Ex-officio Director Ayurveda)
- Joint Director, Yoga
- Deputy Director, Yoga
- Yoga experts, registrar and other staff as per requirement

The Directorate of Yoga shall facilitate implementation and monitor the initiatives under this policy as below:

- Implement this Policy and any future policies developed to promote Yoga.
- Facilitate applicants in availing subsidies / incentives under this Policy.
- Assign district level nodal officers for monitoring of initiatives under this Policy.
- Monitor the ongoing initiatives under this Policy at the State level and submit progress report to the State Level Review Committee.

The Directorate shall have additional responsibilities as below:

- Enforce Clinical Establishment Act for Yoga centers and institutions providing healthcare facilities.
- Enforce registration of Yoga centers and institutions on the Wellness Registration portal.
- Promote accreditation of Yoga institutions under Yoga Certification Board.
- Establish monitoring mechanism of Yoga centers and institutions established in the State to ensure quality of services.
- Formulate quality standards for Yoga and meditation centers, training, research and development institutes.
- Develop star rating system for Yoga and meditation centers.
- Facilitate exchange of Memoranda of Understanding (MoU) between renowned national and international institutions to facilitate exchange of knowledge, research initiatives, and organize events.
- Promote Yoga in the State through awareness campaigns, international conferences, newsletter publications, and annual awards to recognize excellence within the Yoga community.



7.2 Policy review

A State Level Review Committee shall be formulated for the annual review of this Policy. The committee shall additionally be the final approving authority for subsidy / incentive claim applications scrutinized and forwarded by the Directorate of Yoga. This Committee shall comprise the following:

- a. Secretary, AYUSH - Chairperson
- b. Additional Secretary, AYUSH - Member
- c. Director Yoga - Member
- d. Joint Director, Yoga - Member Secretary
- e. Other members as required, on a case-to-case basis, may be co-opted as special invitees by the approval of the Chairperson.

The State Level Review Committee shall review the overall progress of the Policy in the third year of policy implementation to assess the impact generated and review the need to either scale up the Policy and increase budgetary provisions or terminate the Policy in due course of time as mentioned in the Validity section of this Policy.

7.3 Investment facilitation

Investments in Yoga and meditation sector shall be facilitated through online ‘Single Window Clearance’ system via www.investuttarakhand.uk.gov.in.

7.4 Grievance redressal

An AYUSH helpdesk as outlined in the ‘Uttarakhand AYUSH Policy 2023’ shall be established for grievance redressal and resolution of queries across the entire Yoga ecosystem.

Annexure

Table 1: Annual budget allocation for teacher certification (INR Cr)

Level of certification	Certification	Top rank holders	Exam fee per head (in INR)	Budget allocation (in INR)
1	Yoga Protocol Instructor	50	3,250	1,62,500
2	Yoga Wellness Instructor	50	4,750	2,37,500
3	Yoga Teacher and Evaluator	60	6,250	3,75,000
4	Assistant Yoga Therapist	70	6,250	4,37,500
5	Therapeutic Yoga Consultant	80	11,750	9,40,000
6	Yoga Master	90	8,250	7,42,500
7	Yoga Therapist	100	7,250	7,25,000
	Total	500		36,20,000

Table 2: Budget outlay (INR Cr)

Outlay in INR Cr	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Yoga and Meditation Center	5	5	5	5	5	25
Research and Development Grant	0.2	0.2	0.2	0.2	0.2	1
Teacher Certification	0.36	0.36	0.36	0.36	0.36	1.81
Promotion of Yoga in existing institution	1.5	1.5	1.5	1.5	1.5	7.5
Total	7.06	7.06	7.06	7.06	7.06	35.31

