

**Yoga Certification Board
Ministry of Ayush Govt. of India**

Guidelines for Nomination of YCB Yoga Ambassador

1. Introduction

Yoga Certification Board was established in March 2018 through an Executive Order of Ministry of Ayush, Govt. of India for Accreditation of Yoga Training Institutions and Certification of Yoga Professionals with the aim to bring quality and standards in practice of Yoga and promote Classical Yoga as career skill. Since inception, YCB has accredited 110 Yoga Training Institutions and 25 Personnel Certification Bodies. The activities of these accredited entities have generated over 49,000 certified Yoga Professionals in different categories, including over 1,600 professionals abroad. YCB has also certified about 6.6 lakh Yoga Volunteers including about 700 volunteers abroad spread over 52 countries. However, the growth is considered moderate as compared to the vast number of memberships and registrations being done by other organizations globally.

One of the means to promote and propagate accreditation and certification of YCB activities could be to nominate its ambassadors in different countries.

2. Scope

These guidelines are established for nomination of eminent Yoga personnel as YCB Yoga Ambassadors for promoting Yoga and YCB activities in foreign countries.

3. Objective

The objectives for nomination of YCB Yoga Ambassadors, herein after referred as the Ambassadors, are as follows:

- a) Promoting YCB's Schemes for accreditation of Yoga Training Institutions & Personnel Certification Bodies and Certification of Yoga professionals at global level through nominated Ambassadors.
- b) Creating demands for YCB Certified professionals in diverse sectors such as healthcare, hospitality, tourism, education, sports, workplace and public places etc.
- c) Global benchmarking of Yoga professionals and training programmers.

4. Criteria for nomination as YCB Yoga Ambassadors

The person to be nominated as the Ambassadors shall meet the following criteria:

a) Essential

- i) Qualification - Diploma/Graduate/Post-graduate degree or equivalent in Yoga.
- ii) Experience - Minimum 5 years' experience post-Yoga education qualification for teaching, training and/or promoting Yoga, of which a minimum of 2 years' experience

shall be in promoting Yoga in the country for which the applicant wishes to be nominated as the Ambassador.

- iii) Antecedents to be certified by a competent authority.
- iv) Age limit - Between 30 to 75 years. Age may be relaxed in exceptional cases of individuals having outstanding merit and stature in the field of Yoga, as evidenced by their sustained contribution to Yoga and their recognition in the country where they intend to serve the Ambassador.

b) Desirable

- i) Person could be citizen of the country for which he/she wishes to be nominated.
- ii) Fluency of speaking, reading and writing in the language of that country.
- iii) YCB Certification in any of the Yoga professional courses.

5. Scope of Work

The nominated Ambassador would be expected to carry out the following activities in the country for which he/she has been nominated:

- a) To interact with various organizations/institutions/governmental bodies, etc. on behalf of YCB for exploring opportunities for collaboration in promoting Yoga and YCB activities.
- b) To represent the Ministry of Ayush and YCB in various Yoga-related programs conducted by organizations/institutions/governmental bodies, etc.
- c) To plan and organize Yoga-related programs with focus on YCB accreditation and certification for various stakeholders, including individual Yoga enthusiasts, in the country.
- d) To use electronic, print and social media for promoting Yoga and YCB activities in a manner coordinated with Government of India guidelines and protocols.
- e) To study the Yoga certification-related practices of other organizations operating in the country and provide inputs to the Ministry of Ayush and YCB for expanding and improving YCB's courses.
- f) To identify Yoga experts who could contribute to various programs organized by the Ministry of Ayush and YCB in the foreign country and in India; such identified experts shall be given orientation about YCB.

6. Application for YCB Yoga Ambassador

Persons interested in being nominated as the Ambassador shall submit the duly filled-in prescribed Performa in the Annexure-1 attached.

7. Approval of Nomination

- 7.1 Nomination received shall be scrutinized and examined by a Screening Committee, constituted by Ministry of Ayush, comprising of the following:
- i) Chairperson - JS/DDG, Ministry of Ayush
 - ii) Member - Director, Yoga & Naturopathy (Y&N) Cell, Ministry of Ayush
 - iii) Member - Representative of Ministry of External Affairs, not below the rank of Director
 - iv) Member Secretary - Head of Institution, YCB,
- 7.2 Based on examination of the application and applicant's suitability for nomination as Ambassadors, the Committee shall submit its recommendations to the Competent Authority.
- 7.3 Secretary, Ministry of Ayush, shall be the Competent Authority to approve the nomination of the applicant the Ambassador.
- 7.4 More than one Ambassador can be nominated for a foreign country, depending upon the geographical location, size, population, and popularity of Yoga in that country.
- 7.5 An individual can be nominated as Ambassador for more than one country, depending upon merit and fulfilling the criteria of nomination.
- 7.6 The Screening Committee may hold its meetings as and when required and necessarily within 30 days of receipt of application in the YCB Sectt.

8. Terms & Conditions of Nomination

- a) The nomination as the Ambassador would initially be for a period of 3 years, subject to extension for another term of 3 years based on review by the Ministry of Ayush.
- b) The nominated Ambassador can voluntarily surrender the ambassadorship citing reasons. The nominated Ambassador shall serve a mandatory notice period of 3 months (90 days) before voluntarily surrendering the assignment, with reasons to be communicated in writing.
- c) The nomination can be terminated before the end of the term based on no activity by the Ambassador for a substantially long duration or based on adverse feedback from stakeholders including from the respective countries, Indian Embassies/Consulates in that country. Govt. of India Ministries/Departments etc.
- d) The nominated Ambassador would not be entitled to any financial assistance for carrying out the promotional work, nor to claim reimbursement of expenditure incurred by him/her for such promotional activities.
- e) The YCB Logo may be used on letterhead and promotional literature only in conjunction with the words "YCB Yoga Ambassador,".
- f) The YCB Logo shall not be used in any manner suggesting that the Ambassador is the official representative of the Govt. of India beyond the scope defined in these Guidelines or representative of the respective countries, Indian Embassies/Consulates in that country.

- g) The YCB Logo/nomenclature shall be used strictly in the Ambassador's personal capacity and shall not be extended, shared, transferred, or lent to any other individual, institution, or organization on his behalf.
- h) All use of the YCB Logo/nomenclature shall be discontinued immediately upon expiry, termination, or voluntary surrender of the Ambassador's nomination.
- i) Any misuse of the YCB Logo/nomenclature may result in termination of the nomination and debarment from future association with YCB and Govt. of India.

9. Privileges of YCB Yoga Ambassador

- a) The Ambassador can plan and implement promotional work in any form, such as workshops, conferences, meetings, seminars, social media, etc.
- b) The Ambassador can publish articles, write-ups, etc. in electronic and print media, provided due acknowledgement is given to the Ministry of Ayush and YCB.
- c) The Ambassador can obtain invitation/visitation letters for visiting the country for which he/she is nominated, provided applicable Government rules are complied with in this regard.
- d) Attending meetings of YCB Committees, as and when called upon, to present the activities undertaken as the Ambassador.

10. Obligations of YCB Yoga Ambassador

- a) At least one promotional activity should be undertaken every month.
- b) The Ambassador need to submit quarterly information on the promotional activities in the prescribed proforma (Annexure 2).
- c) To ensure that the privileges are availed by the Ambassador in his/her personal capacity only, and are not passed on to or shared with any other activity/organization with which he/she may be simultaneously associated.
- d) The Ambassador shall not represent any other Yoga-related institution/organization while continuing as an YCB Yoga Ambassador.

11. Interpretation clause

The power to interpret any of the guidelines or power to settle any dispute arising out of these guidelines shall lie with Secretary, Ministry of Ayush whose decision shall be final and binding. Further, any condition not explicitly covered under these guidelines shall be put up to Secretary, Ministry of Ayush) for decision which shall be final and binding.

Yoga Certification Board
(Ministry of AYUSH, Govt. of India)
Application for Nomination as YCB Yoga Ambassadors

Sl. No.	Particulars	Details
1.	Name (Full name as in Govt. ID)	
2.	Gender	
3.	Date of Birth (in dd/mm/yyyy)	
4.	Permanent Address	
5.	Current Address (if different from Permanent Address)	
6.	Mobile No. (with country code)	
7.	Email Id	
8.	Passport Detail i) Passport No. & Validity ii) Place of Issue & Nationality	
9.	Social Media accounts links Personal Institutional	
10.	Current Occupation (Organization & Designation)	
11.	Qualification related to Yoga (Degree/Diploma/PhD/Other)	
12.	YCB Certification, if any (Course Name & Certificate No.)	
13.	Association with Yoga Institutions, if any (Name of Institution, Role, since when associated)	
14.	Yoga related experience (Give details of experience in Teaching, Training, and Promoting Yoga with duration. Attach separate sheet, if needed)	
15.	Achievement in Yoga field (Attach separate sheet if needed)	
16.	Country of choice for nomination as YCB Yoga Ambassador.	

17.	Proposed address of stay/office in the Country for YCB Yoga Ambassador.	
18.	Country specific familiarization (for which nomination is sought)	
19.	Past experience as Ambassador, if any (In any field or association with. Attach separate sheet if needed)	
20.	Names and Contact details of 2 references of which one should be from the country for which the nomination is sought. Level of references should be not below the rank of Director to the Govt. of India and equivalent in the foreign country.	
a)	Name Designation Dept. /Organization Mobile No. Email Id	
b)	Name Designation Dept. /Organization Mobile No. Email Id	
21.	Recommendations from Indian Embassy/ Consulate in the country for which nomination is sought. (Attach document)	
22.	Brief write-up on strategy and methodology for promotion of Yoga and YCB activities (in about 300 words.) (Attach document)	
23.	Any other relevant information	

Declaration:

I, ..., hereby declare that the information furnished by me in this Application Form and the attached documents is true, complete and correct to the best of my knowledge and belief. I also declare to abide by the Terms & Conditions laid down in the Guidelines for Nomination of YCB Yoga Ambassador.

Place:
Date:

Signature
Applicant Name

✓ [Click here or Scan QR code to fill the Application Form](#)



Annexure-2

Doc. No.: YCB/YA/F-02, Issue: July 2026

Yoga Certification Board Ministry of AYUSH, Govt. of India

Performa for Quarterly Report for YCB Yoga Ambassador

Quarter (Month & Year)

Sl. No.	Particulars	Details				
A. YCB Yoga Ambassador Details						
1.	Name					
2.	Country for which Nominated					
3.	Date of Nomination					
4.	Validity					
B. Meetings/Webinars/Seminars/Workshops Conducted (Yoga and YCB related)						
Sl. No.	Date(s)	Activity Type (Meeting, Workshop etc.)	Topic/Theme	Role in Activity	Mode(Online/ Physical/ Hybrid)	Participants (Approx. Nos.)
C. Promotion for YCB Certification						
Sl. No.	Name of Individual(s) / Group	No. of Persons Encouraged	Certification Applied For (YPI/YWI/YTE/etc.)	Status (Applied/Enrolled/Pending)		
D. Yoga Institutes Guided / Facilitated for YCB Accreditation						
Sl. No.	Name of Institute	Location	Core activity of Institution	Status (Guided/Applied/Accredited)	Nature of Assistance Provided	

E. IEC (Information, Education & Communication) Material Disseminated					
Sl. No.	Type of IEC Material (pamphlet, poster, digital post, article, video, etc.)	Language	Mode of Dissemination	Estimated Reach	
F. Glimpse of Achievement's /Photo /Video Gallery					
G. Media coverage / links (if any):					
H. Any activity conducted jointly with another organization (Y/N):					
I. Remarks / Challenges Faced (if any)					
J. In case due to any unforeseen circumstances no YYA related activity could be done during the quarter a report should be submitted.					

Signature of YYA: _____

Date: _____

Place: _____