

Shastri Bhawan, New Delhi
Dated: 19 June 2020

CIRCULAR

As a part of International Yoga Day 2020 celebrations in the Ministry of Culture (proper), all the Officers/Officials of this Ministry are requested to:-

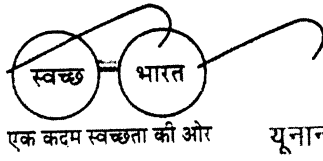
- a. Join the live session of HCM doing Yoga at Purana Quila on 21st June 2020, from their home, that will run on all the social media platforms of the Ministry of Culture.
- b. Follow the message from HCM on benefits of making yoga a part of our life which will be posted on Ministry's media handles.
- c. Join Common Yoga Protocol (CYP) drill organized by M/o Ayush from 7:00 AM on 21st June 2020 from their homes. Instructions for the same are available on M/o Ayush's social media handles.

S.S. Dhavale
(Sunita Dhavale)
Deputy Secretary
Tel: 2338 1208

To:

- i. PS to HCM
- ii. Sr.PPS to Secretary (C)
- iii. Sr.PPS to SS&FA (C)
- iv. PS to JS (PLS)/PPS to JS(NK)/ PS to JS(NK)/PPS to JS(AR)/PS to JS (APS)
- v. All Divisional Heads
- vi. All Officers/Officials of MoC (proper)
- vii. CDN Section with a request to circulate the action plan enclosed herewith to all the Organizations under this Ministry and coordinate with Medial Cell on needful matters.





वैद्य राजेश कोटेचा
idya Rajesh Kotecha

सचिव
भारत सरकार
आयुर्वेद, योग व प्राकृतिक चिकित्सा
यूनानी, सिद्ध, सोवा रिग्पा एवं होम्योपैथी (आयुष) मंत्रालय
आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स,
आई.एन.ए. नई दिल्ली-110023
SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY
UNANI, SIDDHA, SOWA-RIGPA AND HOMOEOPATHY (AYUSH)
AYUSH BHAWAN, B-BLOCK, GPO COMPLEX
INA, NEW DELHI-110023
Tel. : 011-24651950, Fax : 011-24651937
E-mail : secy-ayush@nic.in

Dear Shri Anand Kumarji,

D. O. M.16011/42/2019-YN
Date: 4th June, 2020

I am writing this for seeking your kind support for promotion of activities related to the observance of the International Day of Yoga (IDY), 2020 scheduled to be held on 21.06.2020. It is pertinent to note that in light of current pandemic situation in the country, the observation of International Day of Yoga (IDY-2020) may need to be re-purposed, requiring social distancing and other guidelines of the Government. There is a need to encourage people to pursue Yoga from their homes in this situation to serve the twin objectives of:

- (i) Health promotion including building of immunity through yoga, and
- (ii) Providing relief from stress and improving the sense of well-being by the practice of yoga.

It may kindly be recalled that since the year 2015, after the United Nations General Assembly took the historic decision to declare 21st June as the International Day of Yoga, this day has been observed all over the world with a lot of enthusiasm. However, due to COVID-19 situation, no mass gathering would be advisable this year. With a slight modification from the earlier approach, Ministry of AYUSH would like to encourage people this year to practice yoga at their home along with their family members. As a step towards this, the Ministry of AYUSH is planning to maximize the use of social and digital media platforms like YouTube, Facebook, Twitter, Instagram etc. to facilitate online participation from the people. Considering that your Ministry/ Department also have dedicated media and publicity platforms, I would request that the various decisions, events etc. related to IDY are shared, tweeted and liked from those platforms as well. Please also find attached at **Annexure I** a note on how the common people can join IDY-2020 from their respective homes.

As you are kindly aware that UNESCO has formally inscribed Yoga in its representative list of Intangible Cultural Heritage of Humanity. Your support in reaching out to various cultural organisations to make this a mass movement is invaluable to this Ministry. Yoga@home and Yoga with family can be kindly considered as an organizational goal for this season and promoted through all cultural organisations. It is solicited to mobilize potential stakeholders of your Ministry at the grass root level with a general request for supporting IDY, importance of Yoga, and online resources to engage in IDY activities from home.

You are also requested to use the Ministry's social media handles to publicize IDY activities in coordination with the IDY messaging of Ministry of AYUSH. It is also requested to kindly provide a reporting template to all institutions for recording participation on the final day.

For any assistance and seamless coordination, Shri P. N. Ranjit Kumar, Joint Secretary (011-24651938) or Shri Vikram Singh, Director (09868893051), Ministry of AYUSH may please be contacted.

With regards,

Yours sincerely,

(Rajesh Kotecha)

Encl. as above

Shri Anand Kumar
Secretary,
Ministry of Culture
secv-culture@nic.in

I want to be a part of IDY -2020. What should I do?

Congratulations for deciding to be a part of IDY- 2020.

Yoga is an invaluable ancient practice of India with multiple physical and mental health benefits. The Covid 19 crisis and the consequent restrictions on movement of people and slowing down of economic activity have led the entire world into difficult times. In this scenario, the rewards of Yoga are very relevant. Of particular importance are (i) its proven positive impact on general health and immunity enhancement, and (ii) its globally accepted role as a stress reliever.

While mass performance of Common Yoga Protocol (CYP) will remain at the heart of the observation of IDY this year also (as in previous years), this will be done in a non-congregative way, in the respective homes of participants. You and your family can join thousands of others by doing the 45- minute long CYP drill at 7.00 AM on 21st June 2020 at home. The CYP is a Yoga Protocol developed by accomplished Yoga experts, to facilitate harmony in the observation of IDY. Over the last few years, it has become one of the most popular Yoga programmes in the world. It is designed to be easily adoptable by the majority of the people irrespective of age and gender differences, with a training sessions. (Individuals facing health issues are advised to consult a physician before taking up Yoga practice).

To make the observation of IDY at home feasible, the Ministry of AYUSH and other stake-holders have been running multiple training programmes on Yoga and CYP. These programmes are being intensified, and daily online sessions on Common Yoga Protocol will be streamed on the Ministry's Social Media Platforms as well as partnering TV Channels. You may watch the Ministry's social media handles for details. Announcement on specific activities for 21st June 2020 will also be made on these channels. Various reputed Yoga institutions will also be imparting online training lessons in CYP in the coming days. Please use these resources and prepare yourself and your family in advance for IDY-2020.

If you are already trained in CYP, please start teaching the same to your family members.

June 21st is just a few days away. Prepare yourself, and be there to do Yoga with the world.

See you at 7.00 AM on 21st June 2020.

2020/CDN

TENTATIVE MEDIA PLAN FOR INTERNATIONAL YOGA DAY

Yoga being a physical, mental and spiritual practice which originated in India and also it has been inscribed in representative list of Intangible Cultural Heritage of Humanity by UNESCO.

Therefore, to disseminate and promote the importance of Yoga especially in these difficult times of Covid 19 crisis on a larger platform, Ministry of Culture, Govt. of India is planning to celebrate International Yoga Day by organizing a three day campaign named "NAMASTE YOGA" starting from 19th June till 21st June, 2020.

Media Activities planned for the above mentioned campaign are as follows:

| S.NO | DATE | ACTIVITIES PLANNED |
|------|-----------------------------|---|
| 1. | 19 th June, 2020 | <ul style="list-style-type: none"> • Creative related to the three day celebration of International Yoga Day will be shared on all the social media handles of the Ministry as well as the Organizations under the MoC. ✓ The Banners and cover pages of all the social media handles of the Ministry as well as the organizations shall be made uniform portraying the celebration of International Yoga Day by organizing a campaign named "NAMASTE YOGA" ✓ A creative portraying the benefits of yoga shall be posted/tweeted on all the social media handles of the Ministry as well as the organizations. ✓ A creative including a prominent yoga pose shall be shared on all the social Media Handles of the Ministry as well as the Organizations. • A <u>webinar</u> shall be conducted in coordination with Ministry of Tourism & Ministry of Ayush which will feature a celebrity Yoga Influencer. |
| 2. | 20 th June, 2020 | <ul style="list-style-type: none"> • A creative of prominent yoga Asana/pose shall be posted on the social media handles. • A <u>video</u> from Morarji Desai Institute of Yoga shall be shared to gain maximum reach for this incredible campaign. • Webinar in coordination with Ministry of Tourism & Ministry of Ayush featuring a great celebrity from the world of Yoga. • A program featuring Artists performing Yoga in the form of Nritya Mudras shall be made live/shared on the various digital platforms available with the Ministry. |

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|----|-----------------------------|---|
| | | <ul style="list-style-type: none"> • A video containing all the steps of performing Surya Namaskar Asana shall be shared on all the social media handles. |
| 3. | 21 st June, 2020 | <ul style="list-style-type: none"> • A program featuring HCM doing Yoga at the Purana Qila shall run live on all the platforms of the Ministry of Culture. • A creative prepared by Media Cell on International Yoga Day will be shared on all the social media handles available with the Ministry. • A valuable message of HCM as well as Secretary, Culture on the benefits of making Yoga a part our life shall be shared on all the social media handles of the Ministry as well as the organizations under MoC. • Webinar shall be conducted in coordinated with Ministry of Tourism & Ministry of Ayush featuring a renowned Yoga Influencer. • A program of half n hour duration shall be broadcast live on <u>OTA aggregators</u> while tying up with several private channels and Rajyasabha and Loksabha Television as well as on all the digital platforms of the Ministry and the organizations associated with it featuring seven to eight Celebrities who will perform and share the benefits of doing Yoga on a regular basis to gain immunity and protect themselves and their families from Coronavirus. |