

No. Z-11018/14/2015-Admn.
Government of India
Ministry of Rural Development
Department of Land Resources

NBO Building, Nirman Bhawan
New Delhi, the 18th June, 2020

OFFICE MEMORANDUM

Sub:- Celebration of 6th International Day of Yoga on 21st June, 2020.

The undersigned is directed to refer to Secretary, Ministry of AYUSH's D.O.letter No. M.16011/42/2019-YN dated 03.06.2020 and e-mail dated 08.06.2018 received from M/o AYUSH on the above subject and to forward herewith the guidelines regarding 'My life, My Yoga contest', 'Yoga@Home', and 'sample email and message attached alongwith the list of digital resources' for information and compliance.

Encl: As above


(Th. Lianboi)
Under Secretary (Admn.)
Tel:23044635

To,

1. All officers/officials in the Department for compliance.
2. JS(LR)/JS(WM) with a request to circulate the same to their field units in states for compliance.
3. ✓ STD, NIC with a request to upload the guidelines on Yoga@Home and list of digital resources on Department's website.

Respected Madam/ Sir

As you are aware, the Hon'ble Prime Minister in his Mann Ki Baat address on 31st May announced the contest, and called upon one and all to participate in the same.

The "My Life – My Yoga" (also called "Jeevan Yoga") Video Blogging Contest is a joint effort by the Ministry of AYUSH and the Indian Council for Cultural Relations (ICCR). The contest focuses on the transformative impact of Yoga on the lives of individuals, and comes as one of the activities related to the observation of the sixth International Day of Yoga (IDY) coming up on 21st June 2020. The contest has gone live on the social media handles of the Ministry of AYUSH from 31st May 2020. It has since been made open on the MyGov platform as well.

The Ministry of AYUSH has made open multiple channels for facilitating easy entry into the contest. The participants are required to upload a 3 minutes duration video of 3 Yogic practices (kriya, asana, pranayama, bandha or mudra), including a short video message/ description on how the said Yogic practices influenced their life. The video may be uploaded on Facebook, Twitter OR Instagram with the contest hashtag #MyLifeMyYogaINDIA and appropriate category hashtag. Detailed guidelines for participation can be found on the Yoga Portal of Ministry of AYUSH (<https://yoga.ayush.gov.in/yoga/>). Entries to the competition can also be submitted through two other channels: (i) the MyGov platform, and (ii) the contest website, namely <http://mylifemyyoga2020.com/>. Thus, taking part in the competition and submitting entry for the same has been made simple for the public.

We are happy to forward herewith the following link to various promotional material relating to the contest: <https://we.tl/t-k0y4LF5kIL>. It is requested to kindly to issue directions to the concerned in your organization to download and use the said material in a manner deemed appropriate in the social media and other communication channels to publicise the contest. It is requested that the social media channels of all the subordinate units of your organization, including field formations, educational institutions etc. may also be utilised for this. It is also requested to cause issuing appropriate messages based on the above to the staff and their families of your organization and its subordinate units to inform them about the contest and to inspire them to join the same.

The announcement of the contest by the Hon'ble PM has generated tremendous curiosity about and interest in it. The Ministry of AYUSH is confident that this interest would convert into significant public health gains, as the positive impact of Yoga in the management of many aspects of the COVID-19 pandemic situation is by now well accepted.

S/d
(Vikram Singh)
Director

Annexure I: Guidelines for Yoga@Home

The following guideline provide steps that can be undertaken to promote IDY 2020 and encourage people to do Yoga from Home, especially at 7 am on the 21st June, 2020. These are suggested steps which should be considered in addition to specific communications sent by the Ministry of AYUSH.

For Ministries/States/UTs/Departments

- Sample letter attached in subsequent sections along with a list of online resources can be uploaded and publicises on your social media channels. These have been provided for reference and can be amended as per your convenience
- Request your social media channels and employees to follow Ministry of AYUSH social media accounts for latest updates and information—this can be shared by official social media channels as deemed fit
- Upload of Yoga@Home guidelines and a list of digital resources on your website
- Circulation of sample email and message attached along with a link to the digital resources to all departments, employees, and partners so that they can be further shared externally to raise awareness about IDY 2020
- Closer to the 21st of June significant increase in messaging on social media and internal circulation to promote people to do Yoga from their home with their families
- It is of utmost important that the concept of Yoga@Home be highlighted in any such communication, due to COVID-19 to avoid any miscommunication/misunderstanding which may lead to the violation of leading GoI advisories on the management of the pandemic—especially mass gatherings, social distancing norms, and use of basic protective measures such as masks and sanitisers

For education and research institutes (including AYUSH)

- AYUSH institutes are encourages to conduct online trainer-led Yoga sessions for an hour each, starting 15 days before IDY for all its members and the public. These can be publicised using social media channels
- Sample letter attached in subsequent sections along with a list of online resources can be uploaded and publicises on your social media channels. These have been provided for reference and can be amended as per your convenience
- Request your social media channels and employees to follow Ministry of AYUSH social media accounts for latest updates and information—this can be shared by official social media channels as deemed fit
- Upload of Yoga@Home guidelines and a list of digital resources on your website
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- Closer to the 21st of June significant increase in messaging on social media and internal circulation to promote people to do Yoga from their home with their families
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which may lead to the violation of leading WHO advisories on the management of the pandemic—especially mass gatherings, social distancing norms, and use of basic protective measures such as masks and sanitisers

Letter: 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 Indian practice with numerous benefits to both physical and mental health. Given, the context of the current COVID-19 pandemic including restrictions on the movement of people and a slowdown in economic activity, the benefits offered by Yoga have become especially important for physical and mental wellbeing. Of particular importance are its proven benefits on general health and immunity enhancement, along with its globally accepted role as a stress buster.

As the mass performance of the Common Yoga Protocol (CYP)—one of the most popular Yoga programmes across the world—will remain at the heart of the International Day of Yoga (IDY) like always, this year IDY will be observed in a non-congregative manner. Therefore, you and your family are requested to join thousands of others on this day from your respective homes by doing the 45- minute long CYP drill at 7.00 AM on 21st June 2020. 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, which can be learnt through simple training sessions, even through online classes (individuals facing health issues are advised to consult a physician before taking up Yoga practice).

To make the observation of IDY at home possible, the Ministry of AYUSH and other stakeholders have been running multiple training programmes on Yoga and CYP. These programmes are being intensified, and daily online sessions on CYP will be streamed on the Ministry's Social Media Platforms as well as partner TV Channels. You may follow the Ministry's social media handles for additional details. Announcement on specific activities for 21st June 2020 will also be made available on these channels as we approach the IDY. Various reputed Yoga institutions will also be imparting online training lessons in CYP in the coming days. Please use the attached resources in preparing yourself and your family for IDY 2020.

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

As 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.

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

Yoga is an invaluable ancient Indian practice with numerous benefits to both physical and mental health. Given, the context of the current COVID-19 pandemic including restrictions on the movement of people and a slowdown in economic activity, the benefits offered by Yoga have become especially important for physical and mental wellbeing. Of particular importance are its proven benefits on general health and immunity enhancement, along with its globally accepted role as a stress buster.

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

As 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.

Message (Text/Whatsapp)

Stand in solidarity with everyone by doing Yoga@Home on the 21st of June.

Given, the context of the current COVID-19 pandemic including restrictions on the movement of people and a slowdown in economic activity, the benefits offered by Yoga have become especially important for physical and mental wellbeing.

Therefore, you and your family are requested to join thousands of others on this day from your respective homes by doing the 45- minute long CYP drill at 7.00 AM on 21st June 2020. To make the observation of IDY at home possible, the Ministry of AYUSH and other stakeholders have been running multiple training programmes on Yoga and CYP. You may follow the Ministry's social media handles for additional details and find training resources here yoga.ayush.gov.in.

As 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.

International Day of Yoga (IDY) Videos (Hindi & English) and Links of
Videos in 14 Regional Languages

S. No	IDY Videos – Common Yoga Protocol	YouTube Video Links
1.	International Day of Yoga 2019 Common Yoga Protocol - HINDI	https://www.youtube.com/watch?v=wgjZ_LyNLRw
2.	International Day of Yoga 2019 Common Yoga Protocol- ENGLISH	https://www.youtube.com/watch?v=K-GJh9GeOxE
3.	Common Yoga Protocol- Manipuri, International Day of Yoga - 2016	https://www.youtube.com/watch?v=iOGza5C9Yhl
4.	Common Yoga Protocol-Kannada, International Day of Yoga – 2016	https://www.youtube.com/watch?v=k5W4sR7Ercs
5.	Common Yoga Protocol- Sanskrit, International Day of Yoga - 2016	https://www.youtube.com/watch?v=KYDVngTkslo
6.	Common Yoga Protocol-Marathi, International Day of Yoga - 2016	https://www.youtube.com/watch?v=JNvyqnlOYTY
7.	Common Yoga Protocol- Malayalam, International Day of Yoga - 2016	https://www.youtube.com/watch?v=ijJQAw-XO8
8.	Common Yoga Protocol-Bengali, International Day of Yoga - 2016	https://www.youtube.com/watch?v=oUIZzBbXz_U
9.	Common Yoga Protocol- Kashmiri, International Day of Yoga - 2016	https://www.youtube.com/watch?v=06h8PrIOn3Y
10.	Common Yoga Protocol-Tamil, International Day of Yoga - 2016	https://www.youtube.com/watch?v=x_d3Ay7iy3c
11.	Common Yoga Protocol-Urdu, International Day of Yoga - 2016	https://www.youtube.com/watch?v=PWwp4KDQRwQ
12.	Common Yoga Protocol-Telgu, International Day of Yoga - 2016	https://www.youtube.com/watch?v=hKUqsrAXC34
13.	Common Yoga Protocol-Assamese, International Day of Yoga - 2016	https://www.youtube.com/watch?v=PEkxjWdNUU0
14.	Common Yoga Protocol-Punjabi (Full Version), International Day of Yoga - 2016	https://www.youtube.com/watch?v=LK4ZoeTKOdY
15.	Common Yoga Protocol-Oriya (full version), International Day of Yoga - 2016	https://www.youtube.com/watch?v=sqEHmSMCgt4
16.	Common Yoga Protocol-Gujarati (Full Version), International Day of Yoga - 2016	https://www.youtube.com/watch?v=0Bsb01XaCfc

Links of Ministry of AYUSH Website, Social Media Handles & Institutes

S.No	Ministry of AYUSH/ Institutes	Website Links
1.	Ministry of AYUSH Website	https://main.ayush.gov.in/
2.	Yoga Portal – Ministry of AYUSH	https://yoga.ayush.gov.in/yoga/
3.	Ministry of AYUSH – Facebook Page	https://www.facebook.com/moayush/
4.	Ministry of AYUSH – Twitter	https://twitter.com/moayush
5.	Ministry of AYUSH – Instagram	https://www.instagram.com/ministryofayush/?hl=en
6.	Morarji Desai National Institute of Yoga (MDNIY)	http://www.yogamdniy.nic.in/
7.	Central Council for Research in Yoga & Naturopathy (CCRYN)	http://ccryn.gov.in/
8.	National Institute of Naturopathy (NIN), Pune	http://punenin.org/index.htm
9.	Shri Ambika Kutir	www.ambikayogkutir.org
10.	Parmanand University Trust (Parmanand Institute of Yoga Sciences and Research)	www.parmyoga.org
11.	Sri Sri School of Yoga	www.srisrischoolofyoga.org
12.	The Yoga Institute	www.theyogainstitute.org
13.	Patanjali Yogpeeth (Trust)	www.divyayoga.com
14.	Swami Vivekananda Yoga Anusandhana samsthana(S-VYASA)	www.svyasa.edu.in
15.	Kaivalyadhama Shriman Madhav Yoga Mandir Samiti, Kaivalyadhama Yoga Institute	www.kdham.com
16.	Krishnamacharya Yoga Mandiram	www.kym.org
17.	Yoga Vidya Gurukul	www.yogavidyagurukul.org

S.No	Ministry of AYUSH/ Institutes	Website Links
18.	Dev Sanskriti Vishwavidhyalaya	http://www.dsvv.ac.in/
19.	Hata Yoga Abhyaasa and Prachaara Trust	www.a1000yoga.com
20.	Yoga Niketan Trust	www.yoganiketan.org
21.	Lovely Professional University	https://www.lpu.in/

Annexure 3: Participation details (Yoga@Home)

IDY Participation 2020 - 21st June 2020

S. No	Name of organization/ institute	Location	Number of People Participated