

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

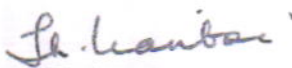
NBO Building, Nirman Bhawan
New Delhi, the 18th June, 2020

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
- 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
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