

No.1801125/O/o JS(A)
Government of India
Ministry of Home Affairs

North Block New Delhi,
Dated 13th June, 2020

OFFICE MEMORANDUM

Sub:- Observation of International Day of Yoga (IDY) 2020.

The undersigned is directed to forward herewith a copy of D.O. Letter No M.16011/39/2019-YN dated 12th June 2020 along with annexures regarding observation of (IDY) 2020 for information and necessary action.

2. It is also requested that Subordinate /attached offices under the administrative control of your Division may also be informed about the observation of (IDY) 2020 for compliance.

Shri Prakash
(Shri Prakash)
Joint Secretary (Admin)
Ph: 23092962

To,
All Joint Secretaries in MHA

Copy To :-

- (1) PS to HM/ MOS (G)/ MOS(N)
- (2) Sr. PPS to HS/ Secy(BM)/ SS(P)/ AS(JKL)/ AS(UT)/ RGI/
AS(PM)/ AS (F)/ AS&FA/ DG(Awards)
- (3) All officials in MHA.
- ✓(4) SO (IT), MHA for uploading the OM on e-office.

पी. एन. रणजीत कुमार
P. N. Ranjit Kumar

संयुक्त सचिव
Joint Secretary

Tel. : 011-24651938
Fax : 011-24651952
E-mail : jspnrk-ayush@gov.in



भारत सरकार
आयुष मंत्रालय
आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स,
आई.एन.ए., नई दिल्ली-110023
GOVERNMENT OF INDIA
MINISTRY OF AYUSH
AYUSH BHAWAN, B-BLOCK, GPO COMPLEX
INA, NEW DELHI-110023
D.O. M.16011/39/2019-YN
12th June, 2020

Respected Sir,

This relates to the observation of International Day of Yoga (IDY) 2020. At the outset I am to convey the deep appreciation of Ministry of AYUSH to your esteemed Ministry/ Department for various steps being taken for its observation.

Many of the decision points arrived at during the first meeting Inter-Ministerial Committee for IDY 2020 held on 11.02.2020 regarding the modalities for celebration of IDY 2020 have undergone modifications on account of the current health emergency. The observation of IDY 2020 has since been re-purposed with less emphasis on its celebratory aspects and increased focus on doing Yoga at home, the latter having the objective of improving health and wellbeing of the people in these difficult days.

A trend of sorts is already visible, wherein Yoga adherents are making plans to learn and propagate Common Yoga Protocol (CYP) (which is at the heart of the harmonious Yoga demonstration done all over the world on 21st June 2020) through digital media in preparation to IDY. Activities and collaborations that encourage "Yoga at Home, Yoga with Family" have emerged in notable numbers across various districts of the country. The Government is supporting this movement, and encouraging one and all to learn and practice Yoga from the safety of their homes through the various resources made available online. It is being urged to promote the practice of Yoga amongst their friends and family in addition to expressing solidarity with the global Yoga fraternity by collectively performing Yoga based on CYP from their respective homes at 7 am on the 21st of June.

As a step towards this, kindly find attached in Annexure I, brief guidelines, indicating as how each Ministry/ Department/ Institution can encourage people to perform yoga from their homes on the International Day of Yoga 2020. Further resource links, including the social media guidelines, are enclosed in Annexure II and Annexure III, which can be used by each organization in further dissemination of information and use of your employees, associates and their families for Yoga practice. It is requested to kindly cause issue of directions to all concerned to make full use of these resources, and disseminate as many e-mails and messages as possible, based on the templates attached.

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Kindly also find enclosed (Annexure IV) is a comprehensive note on video blogging contest 'My Life My Yoga' announced by Hon'ble PM during 'Mann ki Baat' address on 31.5.2020. This provides for your kind perusal and further dissemination, various to participate in the same and win prizes ranging from Rs. 25,000/- to Rs.1,00,000/-.

We keenly look forward to your kind support as an important stakeholder Ministry/ Department in taking this year's re-purposed IDY observation forward in a significant way. The detailed guidelines in the annexures mentioned above can kindly be implemented by your esteemed Ministry/ Department to support the MoA in this endeavour. More communications regarding the events and initiatives being organised by the Ministry shall follow.

With this backdrop, I would be very grateful if you could kindly keep all the employees/ volunteers and their families of your Ministry/ Department motivated for the observance of IDY 2020 from their homes and provide active support to this Ministry. Further kindly also find enclosed (Annexure V) a sample template which may be used by organizations to record the participation on 21st of June, 2020, and forward to this Ministry.

with regards,

Yours sincerely,



(P. N. Ranjit Kumar)

To

Shri Ajay Kumar Bhalla
Secretary
Ministry of Home Affairs

Annexure I:**Guidelines for Yoga at Home, Yoga with Family**

The following guideline provide steps that can be undertaken to promote the International Day of Yoga (IDY) 2020 and encourage people to do Yoga from Home, especially at 07:00 a.m. on the 21st June 2020. These are suggested steps which should be considered in addition to specific communications which the respective Ministry/ Institution finalises for itself.

For Ministries/ Departments

- Sample letter attached in subsequent sections along with a list of online resources can be uploaded and publicised 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. Annexure III to this letter lists such digital resources for IDY 2020/ Yoga at Home.
- 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. Increased use of resources from AYUSH Ministry's Portals and Social Media handles as and when uploaded.

It is of utmost important that the concept of Yoga@Home be highlighted in any such communication, due to COVID-19. Any miscommunication/ misunderstanding which may lead to the violation of GoI advisories on the management of the pandemic—especially social distancing norms, and use of basic protective measures such as masks and sanitisers may be avoided.

For education and research institutes (including AYUSH)

- Educational 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 publicised 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

It is of utmost important that the concept of Yoga@Home be highlighted in any such communication, due to COVID-19. Any miscommunication/misunderstanding which may lead to the violation of GoI advisories on the management of the pandemic – especially social distancing norms, and use of basic protective measures such as masks and sanitisers may be avoided.

Annexure II

Sample letter, email, and message

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.

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.

Annexure III

Digital resources for Yoga@Home

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=wgiZ_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-Telugu, 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.	ShriAmbikaKutir	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.	PatanjaliYogpeeth (Trust)	www.divyayoga.com
14.	Swami Vivekananda Yoga Anusandhanasamsthana(S-VYASA)	www.svyasa.edu.in
15.	KaivalyadhamaShrimanMadhav Yoga MandirSamiti, 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.	DevSanskritiVishwavidhyalaya	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-IV

My Life My Yoga Video Blogging Contest

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 closing date is 21st June 2020.

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 will be forwarding the link to various promotional material relating to the contest to you shortly. 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.

Looking forward for your participation.

