



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
GOVERNMENT OF INDIA
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY UNANI
SIDDHA, SOWA-RIGPA & HOMOEOPATHY (AYUSH)
"AYUSH BHAWAN", B-BLOCK, GPO COMPLEX
INA, NEW DELHI-110023

DO No. M-16011/24/2021-YN dt. 04/05/2021

Dear Sir,

This is a request to make maximum use of the digital and social media resources at our disposal for propagating Yoga, against the backdrop of the recent surge in the pandemic.

2. The spread of COVID-19 has taken a turn for the worse in our country and the news reports show the situation is worsening with each passing day. There is growing anxiety among the public arising from the fear of the pandemic as well as from being confined at home in compliance to the health advisories. As you would agree, Yoga can be adopted fruitfully in this situation both for filling the space of inactivity (from confinement at home) and for coming out of the various anxieties induced by the different stressful aspects of the pandemic. As individuals and institutions dedicated to propagation of Yoga, I believe it is our duty to take this aspect of Yoga to the public in these difficult times.

3. The International Day of Yoga (IDY) 2021 is coming up in less than two months from now, and this is good occasion to tap into the spirit of participation that the public would have in the context of IDY, to spread the message of Yoga all around.

4. As you would agree, the severity of the current resurgence in the pandemic makes it essential that congregation of people for the promotional activities related to IDY-2021 is avoided and hence most of these activities need to be conducted in a virtual or digital mode. It is therefore requested to send out the message "Be with Yoga, Be at Home" against the backdrop of the pandemic to one and all. The IDY -2021 observation would also be required to be done largely in a non-congregational way, and hence participation from respective homes appears to be ideal.

5. In this connection, I would like to inform that through various internet and social media platforms, the AYUSH Ministry and its Autonomous Bodies (MDNIY, NIN and CCRYN) have been providing ample learning material and promotional content to enable individuals and institutions to prepare and participate in Yoga activities. Since the Common Yoga Protocol (CYP) is at the heart of the observation of IDY, a lot of such materials are devoted to CYP. This material is of relevance in the current context, and can be used by one and all for promotion of IDY. I invite you to check out the content available on the Yoga Portal (<https://yoga.ayush.gov.in>) and the popular Social Media handles of the Ministry and use them freely for propagating the IDY spirit among the public. You may choose to adapt this content to your requirement, or to use it as it is on your Social Media handles and portals.

The following is a list of the Ministry's Social Media handles, for ready reference:

- a) Facebook: <https://www.facebook.com/moayush>
- b) Youtube: <https://www.youtube.com/channel/UCqRR2gs-I3zrNcE4so4TpgQ>
- c) Instagram: <https://www.instagram.com/ministryofayush>
- d) Twitter: <https://twitter.com/moayush>
- e) Morarji Desai National Institute of Yoga: <http://www.yogamdniy.nic.in>
- f) Central Council of Research in Yoga and Naturopathy: <http://www.ccrn.gov.in>
- g) National Institute of Naturopathy: <http://www.punenin.com>

6. It is once again requested to initiate/ accelerate the use of digital and virtual media to reach out to the public to promote the adoption of Yoga to ameliorate the present pandemic-related difficulties and to increase the participation in IDY.

With regards,



Vikram Singh
Director

To,

Sh. Mrutyunjay Behera,
Economic Adviser,
Department of Higher Education
RK Puram, Sector-1
New Delhi- 110066