



सत्यमेव जयते

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

D.O. M.16011/8/2021-YN

11th June, 2021

Dear Madam/Sir,

I am writing this in connection with the **7th International Day of Yoga i.e., IDY 2021**, scheduled to be held on the **21st of June 2021**, with key focus on the use of digital media to promote Yoga and maximize its acceptance and adoption, considering the resurgence of COVID-19 in different parts of the world.

As you are aware, 21st of June was recognized as the International Day of Yoga by the United Nations General Assembly (UNGA), in December 2014 at the initiative of Hon'ble Prime Minister, Shri Narendra Modi Ji, and since then, IDY has been an occasion observed around the world with great enthusiasm and fervour.

The observance of IDY serves the purpose of highlighting the immense potential of Yoga to enhance the physical, psychological and emotional aspects of wellbeing. IDY, over the years, has not only boosted Yoga's popularity, but has also expanded its geographical presence by inspiring its adoption in several new territories. The event has triggered advances within the field of Yoga, such as development of universal Yoga protocols for people of all ages, development of specific protocols addressing lifestyle diseases, and research in developing Yoga as a potentially productivity enhancing tool.

As you know, In India, the Ministry of Ayush (MoA) plays a nodal role every year in the mobilization of efforts for the observance of this day. However, the endeavour to drive awareness and adoption of Yoga worldwide cannot be achieved working alone. All through the past 6 years of IDY observation, the contribution made by the National Institutes and Research Councils under MoA, has been critical in the success achieved, and in inspiring an increasingly larger number of people year after to be a part of IDY.

An **IDY Handbook** (https://yoga.ayush.gov.in/public/assets/IDY_ebook.pdf) has been developed, keeping in mind, the current pandemic situation - lending focus predominantly on mobilization activities which can be undertaken through digital media, in addition to bringing back the key message of following COVID Appropriate Behaviour (CAB) to ensure personal health and wellbeing. The Handbook, through the standardization of activities, will help to strengthen the collaborations among different stakeholders in organizing activities for IDY 2021.

The reference material provided will enable the stakeholders to adopt a systematic approach in conducting outreach activities, thus widening the net of potential participants and facilitating a larger number of stakeholders to come on board. The Handbook is structured to provide a background on the IDY, its significance and past achievements and the importance of the Common Yoga Protocol (CYP). It will indicate how individuals and institutions can get involved to make IDY a truly universal event. The Ministry has also included in the Handbook, a list of publicly accessible digital resources which can be leveraged by the organizers, and suggestions on various activities which can be conducted by each stakeholder.

The Ministry is always striving to innovate and deepen its relationships with various stakeholders of IDY. Your esteemed institution can take a lead in championing the cause of Yoga, and in taking IDY forward in a significant way. Consequently, the Ministry invites the Heads of Institutions and other key representatives from all its National Institutes and Research Councils, for a meeting being organized on **MS Teams, at 10.30 am on the 15th of June 2021 (Tuesday)**, to explore how additional initiatives can be undertaken in collaboration. The meeting will be chaired by Joint Secretary, MoAyush. The link of the meeting will be shared soon.

As IDY 2021 is fast approaching, there is an urgent need to involve the members from your institution. One of the key activities of every IDY is the 45-minute CYP drill, which is a sequence of relatively simple Yoga exercises put together as a protocol by some of the most renowned Yoga experts in the country. Steps may be taken to introduce CYP to the members of your institution. IDY, 2021 will be observed with message '**Be With Yoga, Be At Home**'.

Further, we are sharing some ideas with you, in **Appendix 1**, which can be implemented by your esteemed institution, to support the Ministry of Ayush in this endeavour. Links for some digital resources on Yoga have been shared in **Appendix 2**. More communications regarding the events and initiatives being organized by the Ministry shall follow. With this backdrop, I would be very grateful if you could keep all the members of your institution motivated for the observance of IDY 2021 at home with their families, and provide active support to the Ministry. An illustrative template for tracking participation from your institution has been shared in **Appendix 3**. I would also request you to share your suggestions, if any, with the Ministry of Ayush, so that additional initiatives and best practices may be adopted and undertaken to achieve the goal.

Warm regards.

Yours sincerely

Vikram Singh

(Vikram Singh)

To:

1. All the DGs of Councils under MoAyush.
2. Director AIIA/Heads of National Institutes
3. Heads of Ayush Institutes.