

IDY-2021

Background Note

1. The rewards of Yoga for disease prevention and health promotion are well known. They have acquired special significance against the backdrop of Covid-19. The International Day of Yoga 2021 presents an occasion to underline the health benefits of Yoga, and motivate the public to take up the pursuit of Yoga.
2. Taking cognizance of the current situation, it is not advisable to organize events that require congregation of people for observing IDY 2021. Therefore, it is advised that maximum use of digital, virtual and electronic platform be made this year. All stake-holders are invited to take up messaging to the public by highlighting the importance and contribution of IDY to public health, and encouraging the people to observe IDY 2021 by doing the Common Yoga Protocol (CYP) at home with their families, on **21st June 2021**. For this, the message ***“Be with Yoga, Be at Home!”*** can be sent out as much stakeholders as possible.
3. An ***“IDY Handbook”*** (https://yoga.ayush.gov.in/public/assets/IDY_ebook.pdf) has been developed by Ministry of AYUSH keeping in mind the current pandemic situation – lending focus predominantly on mobilization activities in the online/virtual mode. In addition to bringing back the key message of following COVID Appropriate Behaviour (CAB) to ensure personal health and wellbeing, these activities can be undertaken through digital media. The Handbook, through the standardization of activities will help to strengthen the collaborations among different stakeholders in organizing activities for IDY 2021.
4. IDY presents an occasion for all the Central Ministries and their Departments, State and UT Administrations, Yoga Organizations and Voluntary Organizations, to come forward and spread the message about gains from the regular practice of Yoga. With their commitment and passion, all these organizations can play an important role in making IDY an effective national movement for health and wellness.

5. Stake-holders are requested to reach out to individuals and other organizations in their respective domains, with the following IDY related activities –

- Issuing internal guidelines within the organization/offices giving the background of the observance of International Day of Yoga (IDY) 2021. This may be displayed prominently on their websites.
- Using your social media platforms to spread for latest updates and information about IDY. The required inputs can be easily accessed from the social media platforms of the M/o AYUSH and this can be shared on or adapted to the official social media platforms, as deemed fit.
- Displaying IDY logo on the website and uploading guidelines for IDY observance on the website.
- Familiarizing the employees/staff with Common Yoga Protocol (CYP). Information about the quality digital training resources and daily virtual training sessions being offered by the Morarji Desai National Institute of Yoga (MDNIY), an autonomous institute under M/o AYUSH may be widely publicized among the public and the staff. Organising online training programmes on CYP and ensuring maximum participation in the same, in a COVID-19 compliant manner can be considered.
- Circulating related materials to all departments, employees and partners, so that they can be further shared externally to raise awareness. Employees may be encouraged to include their families in the IDY activities.
- Organizing Yoga-related activities such as online lectures, workshops etc. by Yoga experts.
- Distributing Yoga attire, Yoga mats, and other Yoga related goodies duly having the logo of IDY 2021, to their staff, and encouraging everyone to practice and adopt Yoga.
- Publishing Yoga and IDY-specific articles in the official e-newsletters, bulletins, magazines etc.
- Encouraging employee and staff to participate in IDY activities organized by M/o AYUSH on MyGov platform (<https://www.mygov.in/>).
- Organising CYP workshops in association with other organizations, involving Yoga experts, subject to COVID-19 guidelines.
- Planning long term activities related to Yoga, so that the impact of IDY-related mobilization goes on well beyond 21st June 2021.

- Some online competitions like quiz, essays etcon Yoga-theme may also be organized to create interest among the volunteers/employees/public, especially among the younger generation.
- Depending on the local circumstances, people may be encouraged to participate in IDY 2021 from their homes contingent on the COVID-19 related Government guidelines on the management of the pandemic, especially on physical distancing norms and the use of basic protective measures such as masks and sanitizers etc.

International Day of Yoga (IDY)

- The UN General Assembly, on 11th December 2014, unanimously adopted a resolution for observing 21st June every year as the International Day of Yoga.
- This resolution originated from an earlier proposal of Prime Minister Shri Narendra Modi, in his UN address in September 2014.
- IDY promotes the culture of Yoga. It recognises the positive impact of Yoga on health and well being.
- Yoga is immensely rewarding to the common man. Practicing Yoga can lead to increase in the general level of health of the people.

Common Yoga Protocol (CYP)

- The CYP is a Yoga Protocol developed by accomplished Yoga experts, to facilitate harmony in the observation of IDY.
- It is a 45 minutes drill consisting of Asanas, Kriyas and Pranayam.
- Over the last few years, it has become one of the most popular Yoga protocols in the world.
- Designed to be easily adoptable by the majority of the people irrespective of age and gender.
- Can be learnt through simple training sessions, even through online classes.

3rd & 4th International Day of Yoga

- Main event of 3rd IDY was organized at Ramabai Ambedkar Maidan, Lucknow.
- Pune's **Ramamani Iyengar Memorial Yoga Institute** was announced the winner of the 1st Prime Minister's Award for outstanding contribution to promotion and development of Yoga.
- Main event of 4th IDY was organized at FRI Grounds, Dehradun, Uttarakhand.
- **Shri Vishwas Vasant Mandlik** and **The Yoga Institute, Mumbai** were announced the winners of the 2nd Prime Minister's Yoga Award.
- The Yoga Ambassadors' Tour was organized in collaboration with Kerala Tourism Department with participants from 22 countries.
- Two mobile technology based applications, namely **BHUVAN-YOGA** (by ISRO) and **Yoga Locator**, contributed to the public mobilization.

6th International Day of Yoga

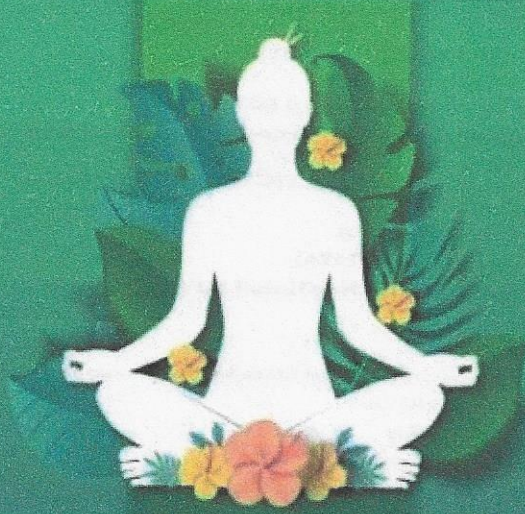
- Due to COVID-19, 'Yoga at Home, Yoga with Family' was adopted as the theme IDY, 2020
- Various online resources were made available on its digital platforms like the Yoga Portal and the social media handles like YouTube, Facebook, Twitter and Instagram to provide ample opportunities for the people to learn Yoga from their homes.
- 'My Life, My Yoga (MLMY)' video blogging contest with attractive prizes for the winners and runners-up in association with ICCR in which contestants from 130 countries participated.
- Prominent celebrities from the entertainment industry gave promotional messages on Yoga, encouraging the people to be active participants from their homes in the IDY.

Planned Activities for IDY- 2021

- The 100-day count-down from 13.03.2021 period. This will see a multitude of activities and Yoga training programmes for inspiring people to participate in IDY-2021.
- All activities will be organised in a COVID-19 compliant manner.
- Participation in IDY requires learning CYP. Ministry has launched digital resources and online resources to enable that—morning and evening sessions are being done by MDNIY everyday.
- Various other initiatives have also been launched such as competitions on MyGov, webinars and programs in coordination with Leading Yoga Institutes, and various other stake-holders.
- Through a country-wide network of collaborations, the Ministry strives to ensure that the observation of IDY–2021 reaches every town and every village of the country.

The IDY Handbook
Reference for organisers of promotional
activities for International Day of Yoga
(IDY)- 2021

(For internal circulation only)



Ministry of AYUSH
Government of India
April 2021

<https://yoga.ayush.gov.in/idy-20>

3. Central Ministries/Departments and State/UT Administrations

IDY presents an occasion for all the Central Ministries and their Departments, as

well as State and UT Administrations to come forward and spread the message about gains from the regular practice of Yoga like long term benefits in health, happiness and well-being. The Central Ministries/Departments and State/UT Administrations can reach out to individuals and institutions in their respective domains with the following IDY related activities:

- Issuing internal guidelines within the Organization/offices giving the background of the observation of International Day of Yoga (IDY2021).
- Using your social media platforms to spread for latest updates and information about IDY. The required inputs can be easily accessed from the

Summary of Actions: Ministries/Departments/ States&UTs

- Mobilization and spread the message about benefits of doing Regular Yoga
- Issuing internal Guidelines for employees abt background and observation of IDY
- Using your social media platforms for latest updates
- **Follow MoA social media, updates**
- Display IDY logo on your website, circulate related material to your employees/ Deptt/ ABs under your Ministry / State
- Organizing yoga related activities : **Focus on CYP, discussion, well being**
- Encourage employees to participate in activities hosted on MyGov
- Be with Yoga Be At Home
- Record the participation on 21st June- **MoA will circular Google Form**
- Carry on activities beyond IDY.



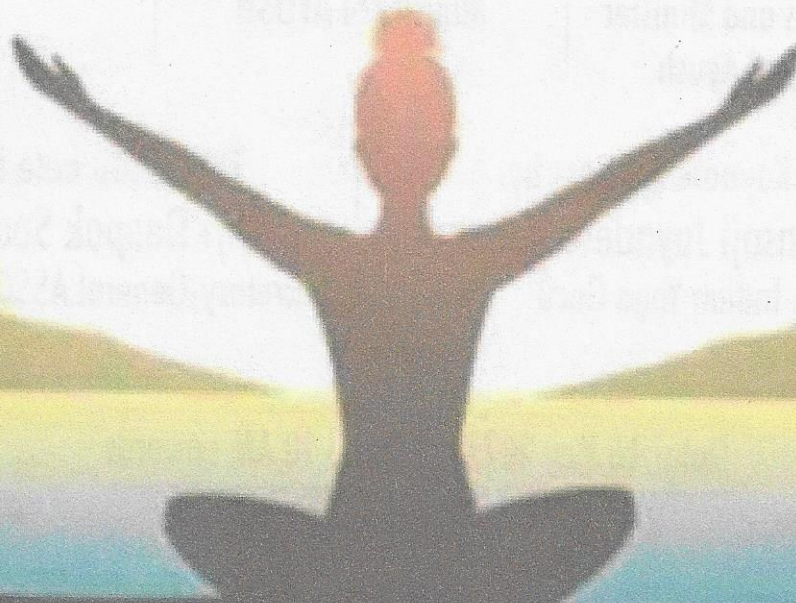
Ministry of AYUSH
Government of India

Let Yoga's immense benefits brighten up every aspect of your life!

The last batch of CYP - Yoga Volunteer Training Course -
Evening classes to start shortly.

Date of commencement of course: 21 May 2021

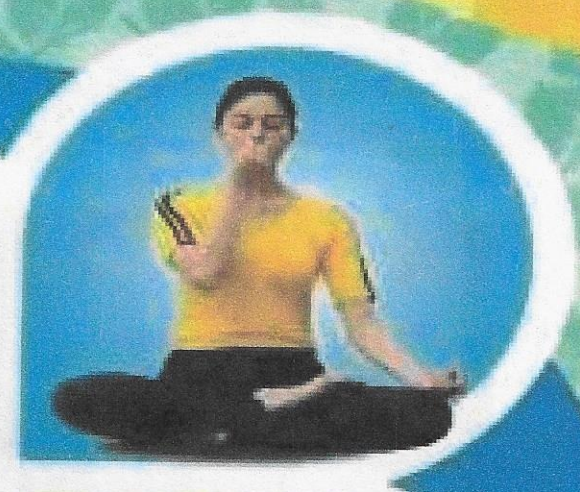
Time: 6 PM onwards



Register now, by clicking on the link given in the caption.



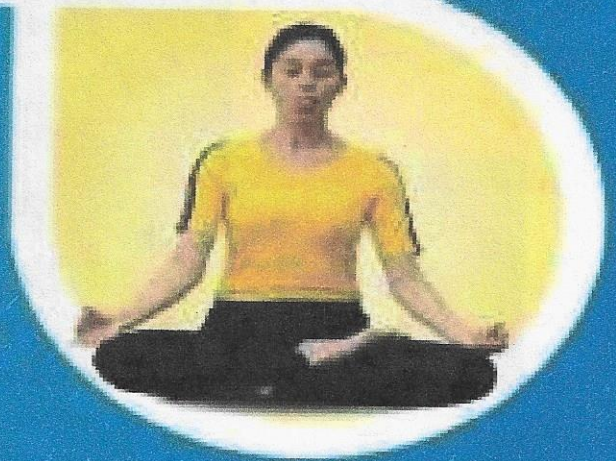
Issue 3
16 April - 30 April 2021



IDY 2021

INTERNATIONAL
DAY OF YOGA

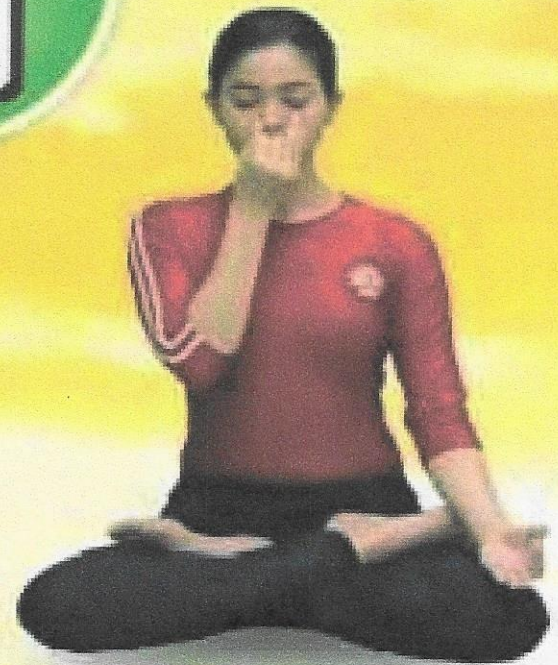
NEWSLETTER



YOGA



My
GOV
मेरी सरकार



Yoga Survey

About

- A short survey to understand people's perception and habits related to the practice of Yoga will be conducted
- The survey will be available on the MyGov platform from <start date> to <enddate>

How do I access it?

By visiting the link: <insert link>



My
GOV
मेरी सरकार



Discussion Forum

About

- Where citizens can discuss the benefits and approaches to Yoga
- This would help provide the Ministry with ideas on launching new initiatives.

Key dates

- Will be available on the MyGov platform from <start date> to <end date>

How do I access it?

- By visiting this link <insert link>



My
GOV
मेरी सरकार



Jingle Contest

About

- A jingle contest will be organised where the participants will submit a recording and a script in any Indian language

Key dates

- Will be available on the MyGov platform from <start date> to <end date>

How do I access it?

- By visiting the link: <insert link>