

वैद्य राजेश कोटेचा
सचिव
भारत सरकार
आयुष मंत्रालय



Vaidya Rajesh Kotecha
Secretary
Government of India
Ministry of Ayush

सुनील कुमार
सचिव
भारत सरकार
पंचायती राज मंत्रालय

Sunil Kumar
Secretary
Government of India
Ministry of Panchayati Raj

D.O. No. J-11011/9/2023-Media
22nd May, 2023

As you are well aware the International Day of Yoga (IDY) is observed on 21st June every year worldwide since 2015 to raise awareness about the importance and impact of Yoga on people's lives and enhance its quality. This year, the 9th edition of International Day of Yoga endeavors to connect with larger global community, as India's G20 presidency theme "One World, One Health" resonates with the principle of "Vasudhaiva Kutumbakam". Along with global outreach, IDY will focus on taking Yoga to each and every village in India through active participation of Panchayati Raj Institutions /Gram Sabhas.

Ministry of Ayush, being the nodal Ministry for observance of IDY in India, has initiated countdown campaign in the grand run-up to IDY-2023 to ensure wider promotion and publicity of various dimensions of Yoga and its utility. The Ministry of Panchayati Raj and Ministry of Ayush issues this detailed advisory to State/UT Departments of Panchayati Raj, to call them to actively participate in observance of IDY-2023. The Panchayats can be encouraged to undertake the activities with observance of IDY-2023 as given in Annexure.

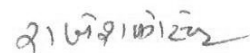
As regards expenditure for conduction of activities/events under IDY-2023 including establishing Ayush Gram/ Sampurn Yoga Gram (SYG), it is advised to consider it from the untied grants of Central Finance Commission, State Finance Commission, Own Source of Revenue (OSR), Corporate Social Responsibility (CSR) or such other permissible sources.

Each State/UT Department of Panchayati Raj is requested to identify one bigger-size Gram Panchayat or cluster of Gram Panchayats for setting up Ayush Gram/SYG, and intimate the same to the Ministry of Panchayati Raj latest by 25th May, 2023.

All the States/UTs are requested to kindly draw an action plan to celebrate the IDY-2023 event at the State/UT headquarters, District, Block and Gram Panchayat levels and contribute to make Yoga a mass movement by involving everyone in the IDY-2023 celebrations on 21st June, 2023 down to the Gram Panchayat level.

For any assistance, Shri Vikram Singh, Director, Ministry of Ayush (Email: vikramsingh-cea@gov.in, Ph. No.: 01124656863, Mob. No.: 09868893051) or Dr. I.V. Basavaraddi, Director Moraji Desai National Institute of Yoga (Email: dir-mdniy@nic.in, Ph. No.: 011-23711657, Mob. No.: 09810800289) may be contacted.

Yours Sincerely,


(Rajesh Kotecha)

Yours Sincerely,


(Sunil Kumar)

Encl: As above.

To

- 1.) The Addl. Chief Secretaries/ Principal Secretaries/Secretaries,
Panchayat Raj Department of all States/UTs, except Delhi & Chandigarh.
- 2.) The Addl. Chief Secretaries/ Principal Secretaries/Secretaries
Director General/ Mission Directors/ Commissioners,
Health/ Ayush Departments of all States/UTs.

Annexure

Suggestive Activities to be observed by State Governments / UTs on IDY 2023

- a) State / UT administration strives to ensure that the observation of IDY-2023 reaches every town and every village of the country- Promotion of domestic tagline "Har Ghar Angan Yoga" by-
- b) Organising Mass Yoga Session with maximum participation at a strategic location in Gram Panchayat/ each Amrit Sarovar and arrangement for demonstration of Common Yoga Protocol (CYP) to mark IDY-2023. Identification of important locations of public importance and plan celebration of yoga there. **Observe IDY from Desert to Forest, River to sea, Village to Industry, Toddler to Old Age (Anganwadi to Old Age home- People under palliative care)**
- c) Yoga at all Ayush HWCs and HWCs (of MoH&FW), and all facilities supported by NAM (Educational institutes, health facilities etc.) and its branding. Gram Pradhans to lead nearest Ayush public health facility.
- d) Each District Magistrate may be directed to organize a countdown event by organizing a mass IDY demonstration (following CYP) at the district headquarters. CYP is available in YouTube / website of MoAyush/ MDNIY in multiple languages.
- e) Make use of CSCs and CEMCA activities for IDY, 2023
- f) **One Ayush Gram Unit in each States**-Achieving Sampoonn Yoga Grams by appointing Yoga Trainers in the identified villages.
- g) **Yoga at all Amrit Sarovars.**
- h) Organizing Yoga related activities. Maximum use/ dissemination of resources available in Yoga portal of Ministry of Ayush.
- i) Hosting IDY Banners/ PM's Quotes on Yoga on all public institutions like hospitals, health and wellness centres, police stations, bus stations, panchayath- municipality- corporation-taluk-village offices etc.
- j) Organize CYP workshops/ online training programs in association with NGOs involving Yoga experts. Ensuring participation from Resident Welfare Associations.
- k) Organizing Yoga web/seminars. Promotion of IDY activities through social and cultural programs, nukkarnatak etc. Promoting Yoga as an intangible cultural heritage
- l) Publishing Yoga and IDY specific articles in official e-newsletters, bulletins, magazines etc.
- m) Making and disseminating IDY promotional videos by prominent celebrities/ sports persons, yoga gurus, cultural icons etc.
- n) Using ASHA/ANM workers and prominent sports bodies, clubs and associations to spread the message of Yoga
- o) Involving Gram Pradhans, ward councillors and other local community leaders in spreading the message of yoga and leading the IDY main event.
- p) Mobilization and spreading the messages about benefits of doing regular Yoga.

- q) Issuing internal guidelines for employees about background and observation of IDY.
- r) Using social media platforms for posting IDY creatives/ latest updates. Following MoAyush social media profiles for updates and sharing them through circulars/ social media posts of government bodies.
- s) Display IDY/ LiFE mission logo on every website of State/ UT Govt. and Subordinate Organizations, circulate related material to all the employees/ general public.
- t) Encourage employees to participate in activities already hosted on MyGov platform.
- u) Y-Break protocol/ app may be introduced to all government offices. Digital resources of Ministry such as Namaste Yoga App, Y-Break App, Yoga Calendar, Yoga Dictionary etc. may be publicized extensively.
- v) Usage of eco-friendly yoga products and accessories.
- w) Encouraging common people to participate in IDY campaign activities organized by CSCs and Commonwealth Community Radio (CEMCA). CSCs can be used as a resource centre for various IDY activities.
- x) **Sharing of the videos/ photos of the IDY observations with Control Room, which will be established in MDNIY.**
- y) **Record the activities/ participation numbers on 21st June - Ministry of Ayush will circulate digital forms for the same.**