

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.
