



साथ साथ  
कल की ओर...

# नेहरु युवा केन्द्र संगठन Nehru Yuva Kendra Sangathan

स्वायत्तशासी संस्था  
युवा कार्यक्रम एवं खेल मंत्रालय  
भारत सरकार

*an Autonomous Body under the  
Ministry of Youth Affairs & Sports  
Government of India*



Cir. NYKS/PROG:5<sup>th</sup> IDY/2019-20/18

Dated : 17<sup>th</sup> May, 2019

**From** : Dr. M.P. Gupta, Joint Director, NYKS Hqr

**To** : All State Directors, Nehru Yuva Kendra Sangathan

**Subject** : Preparations and Celebration of 5<sup>th</sup> International Day of Yoga on 21<sup>st</sup> June, 2019

1. This has reference to the meeting held under the Chairmanship of Joint Secretary, Ministry of AYUSH on 9<sup>th</sup> April and 13<sup>th</sup> May, 2019 regarding celebration of 5<sup>th</sup> International Day of Yoga, 2019 and to popularize Yoga among youth.
2. One of the themes being promoted in this year's IDY is the "**usage of eco-friendly products in the practice of Yoga**". It is imperative to take initiatives at all levels to encourage usage of eco-friendly Yoga products. The letter of Secretary, Ministry of AYUSH and Concept Note in this regard are **enclosed** to take appropriate measure to promote this campaign for eco-friendly Yoga accessories, which will help in safeguarding the health of public in general as well as the environment.
3. The International Day of Yoga will be observed on 21<sup>st</sup> June, 2019 by organizing Mass Yoga Demonstration and activities at following levels::
  - **10 State Level** - The **State Level Mega Yoga Day Functions** will be organized at **10 locations**. In each of State Level Mega Event, a minimum of **3,000 youth** has been proposed. The approval and budget for the same would be communicated shortly.
  - **District Level** - In those Districts with **full time Youth Coordinators** involving a minimum of **300 youth**. Funds are being released to these Districts for conduct of **District Youth Convention**.
  - **Block Level Neighbourhood Youth Parliament** - Sanction is being accorded by Ministry of Youth Affairs and Sports, Govt. of India for organizing Neighbourhood Youth Parliaments at Block level in **5000 Blocks** across the country with participation of Leaders/ Members of Youth Clubs. While conducting Neighbourhood Youth Parliament, the following points should strictly be adhered to:
    - ✓ One hour session in the morning and one hour in the evening should be devoted on Yoga Training, Lecturers on benefits of Yoga, Demonstration of Yoga Practices as per **Common Yoga Protocol**, documentary (DVD) show on Yoga followed by discussion should be ensured. The copy of the **Common Yoga Protocol Booklet** and **DVD** have been placed on NYKS website.

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- ✓ District NYKs should conduct **Neighbourhood Youth Parliaments during 10<sup>th</sup> to 19<sup>th</sup> June, 2019** as per number of Blocks in a District ensuring participation of a minimum of 80 youth per programme. It is mandatory for all District NYKs to achieve the set targets.
  - ✓ As far as possible, District Youth Coordinators should be present in the Parliaments but it will not be mandatory. The services of ACTs and NY Volunteers should also be utilized for effective implementation of the Programme.
  - ✓ During conduct of the Parliaments, the Youth Leaders/ Members of Youth Clubs participating in the **Parliament should be motivated to organize Yoga Camps/ Demonstrations** as per Common Yoga Protocol and other related activities **IN THEIR VILLAGES** by mobilizing local resources and Yoga experts.
    - **Village Level - All villages having NYKs affiliated Youth Clubs** involving a minimum of **100-200 youth** and others per village.
4. The celebration of International Day of Yoga on 21st June, 2019 should be in a mission mode rather than a routine exercise at State, District and Village level.
  5. Preparatory meetings with District Administration, AYUSH, Yoga Training Organizations, NGOs, NCC, NSS, Red Cross and other agencies should be organized for their active participation, support and training of youth.
  6. The services of NGOs and their experts, identified by M/o AYUSH may be utilized. Necessary coordination should be ensured at State, District, Block and Village level in advance for successful organization of the Programmes.
  7. Besides above following points should be complied with:
    - Motivate Volunteers / Youth Clubs to create awareness of yoga and motivate the youth for active participation in the International Day of Yoga.
    - Youth should be motivated to practice Yoga on daily basis for a better and healthy mind.
    - The activities and photos be uploaded on the AYUSH Yoga Portal: <http://yoga.ayush.gov.in>
    - Youth at District and village may be motivated to actively participate in the **"Stop Diabetes Movement (SDM)"** and how yoga can help in controlling diabetes.
    - Awareness may be created on the **Integrated Approach of Yoga Therapy (IAYT)** derived from Yoga texts. This is simple, safe and doable which includes Asanas, Pranayama, Kriyas, Meditation, Science of Emotion Culture, Svadhyaya, sleep special technique
  8. **Publicity:** For visibility of the NYK Programme, sufficient number of Banners should be displayed on the venue of the programme. On the Banners, the Logo of International Day of Yoga- 21st June, 2019 (Yoga for Harmony and Peace) should be displayed. If possible, with the help of AYUSH Units, NGOs working in the field of Yoga popularization, an exhibition on Yoga may also be arranged at the venues.



9. **Coverage:** Adequate coverage both in print and electronic media should be ensured.
- **Logo and Booklets:** On the Home Page of NYKS website: [www.nyks.nic.in](http://www.nyks.nic.in) , you will see a Logo of International Day of Yoga. While clicking the Logo, a new window will open where you will find a Booklet on Common Yoga Protocol in Hindi and English and Video related to International Day of Yoga. A copy of the booklet and DVD should also be provided to all NYKs Youth Clubs.
  - **Sharing Photos, Video Clips and Press Clippings:** On the Home Page of NYKS Website: [www.nyks.nic.in](http://www.nyks.nic.in) , clicking the UPLOAD PHOTOS, again a new window will open, where you can upload the Photos of District and Village level functions. While uploading the Action Photos, District Youth Coordinators have to **mention the place of photos** i.e. district name, block name or village name, as the case may be, where programme held.
- Further, Photos, Video Clips and Press Clippings should also be shared on **Social Media Platforms of Ministry of AYUSH** from 21<sup>st</sup> May, 2019 onwards. These will be shared in a count-down format, featuring one kriyal /asana per day. The URL for Social Media Platforms is as follows:
- Facebook:** <http://www.facebook.com/moayush/>  
**Twitter:** <http://twitter.com/moayush>, **Instagram:** [http://www.instagram.com/ ministryofayush/](http://www.instagram.com/ministryofayush/)  
**and Yoga Portal:** <http://yoga.ayush.gov.in> .
- **Reporting:** A report on observance of the day and other contributions in this regard supported by a few **Action Photographs and Press Clippings** in PDF and **Videos** may be sent through e-mail: [mpsharmanyks@gmail.com](mailto:mpsharmanyks@gmail.com) latest by **22<sup>nd</sup> June, 2019**. The quantitative report should be sent in the enclosed **Annexure-1**.

With Best Wishes



(Dr. M.P. Gupta)

Encl: as above

CC :

- Senior PPS to Secretary (Youth Affairs), MoYAS
- PS to Joint Secretary (Youth Affairs), MoYAS and Director General, NYKS
- PS to Joint Secretary, Ministry of AYUSH