

Ref No.: NYKS/ PROG: observance of day of yoga/2022 /226

Dated: 30th March, 2022

From : Sh. Nitesh Kumar Mishra, ICAS, JS (YA) & DG, NYKS

To : All State Directors, Nehru Yuva Kendra Sangathan

Subject: Celebration of International Day of Yoga on 21st June, 2022- regarding

Sir/Madam,

On the auspicious occasion of Azaadi Ka Amrut Mahotsav, Govt. of India has decided to celebrate the International Day of Yoga on 21st June, 2022 with great zeal and gaiety across the country. The government has started a 100 days' countdown till June 21, 2022 for sensitization, mobilization and popularization of Yoga among the masses.

Since 2015, the NYKS has been celebrating International Day of Yoga on June 21st in an elaborate manner every year. In the last year during IYD 2021, NYKS has conducted 3586 knowledge competitions with over 12.38 lakh participants. A total of 3.61 Crore participants were covered across both physical and virtual mode during the campaign period. This year, IYD 2022 may be planned and organized by NYKS with reference to the detailed guidelines attached herewith. **(Annexure 1)** In this context State Directors may note the following points for timely and strict compliance:

1. The celebration of International Day of Yoga on 21st June, 2022 would be conducted at State, District, Block and Village levels in a mission mode rather than as a routine exercise.
2. The State Directors may send appropriate letter and meet in person with the Chief Secretary, Secretary Sports and Youth Affairs, Secretary Health, Secretary Education and Secretary Panchayat of the concerned state to ensure their active involvement in the IYD 2022 initiative.
3. The DYOs are to be directed to contact the District Collector and seek support for coordinated Celebration of IYD in the district along with other line departments.
4. The district NYKs may be directed to contact Specialist Yoga Organizations like Art of living, Patanjali Yogpeeth, Brahmakumaris etc. for preparation and celebration of IYD 2022.
5. The field offices may conduct workshops on Common Yoga Protocol deploying partner organizations and trained volunteers during the 100-day run-up to IYD 2022.

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6. The SDs may ensure that Youth organizations like NSS, NCC, Scouts and Guides may be coordinated with for ensuring maximum participation in Yoga Day celebrations.
7. District NYKs be directed to coordinate with Police, Home guards and other forces to ensure their participation and support to popularize Yoga as a means to fitness for youth.
8. The district NYKs be directed to coordinate with PRIs, higher educational institutions, vocational training institutes, schools, Anganwadis etc. in the district so that they may volunteer for IYD 2022 celebrations.
9. Wide Publicity through Doordarshan, All India Radio, newspapers and electronic media needs to be ensured for activities taken up under the IYD2022.
10. Social Media Campaign on IYD 2022 through Twitter, Facebook, Whatsapp, Instagram and YouTube needs to be taken up from 1st April to 21st June 2022 to popularize Common Yoga Protocol and Benefits of Yoga. Updates on IYD activities to be posted on Twitter daily with hashtags #youth4yoga, #Yogaforlife and #IYD2022.
11. The State Directors may closely monitor the progress made by the Districts w.r.t to the guidelines for celebration of IYD 2022 and review the progress periodically.

You are requested to comply with the above directions so as to make the celebration of International Day of Yoga-2022 a grand success through Jan Bhaagidari. Wishing you all the very best in this endeavor.

I will periodically monitor for compliance of all the above instructions.

With warm regards,



Nitesh Kumar Mishra

Encl: 1. Letter of Secretary AYUSH to Secretary Youth Affairs
2. Guidelines for IYD-2022

CC to:

- Director (Prog.)
- All RDs for information & monitoring



वैद्य राजेश कोटेचा
Vaidya Rajesh Kotecha

सचिव
भारत सरकार
आयुष मंत्रालय
आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स,
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Dear Ms. Sujataji,

D.O. No. M-16011/9/2022-YN
23rd February, 2022

This is regarding observation of 8th International Day of Yoga (IDY), which will be observed on 21st June, 2022. As you are aware, at the initiative of Hon'ble Prime Minister Shri Narendra Modi, the United Nations General Assembly took a historic decision in 2014 to declare 21st June as the International Day of Yoga. As you would agree, this worldwide acceptance of Yoga is a matter of pride for our country, as Yoga has been an integral part of our cultural and spiritual heritage. The Ministry of Ayush is the nodal Ministry for observation of the International Day of Yoga (IDY) every year. Every year the main event of IDY observation is mass demonstration of Common Yoga Protocol, which is led by Hon'ble Prime Minister himself.

The preparations for IDY-2022 are already under way. The Ministry aims to bring more people into the fold of the activities of IDY-2022 by spreading the rewards of Yoga. As the upcoming 8th IDY is falling in Azadi Ka Amrut Mahotsav year, this Ministry proposes to observe IDY at 75 iconic sites across the country. For observation of 8th International Day of Yoga, Ministry of Ayush has planned a series of activities and programmes with the support of key stakeholders. This year, the IDY observation will be focused on India Branding with extensive promotions across the boundaries through all possible platforms print, digital, social media etc. Various activities such as pledge, competition, quizzes, video contest etc. for participation of general public will be organized on MyGov platform. A Committee of Secretaries (CoS) note in this regard is enclosed herewith.

I am writing to you to seek your support in this effort to make IDY a nation-wide campaign for public health. I would request you to carry out advance planning and preparations for the observation of IDY on 21st June, 2022 as mentioned in the CoS note.

Your Ministry/Department is a key stake-holder in promotion of various IDY activities with large resource pool at your disposal. Therefore, this Ministry seeks your support in reaching out to masses and promoting India Branding for making this IDY a successful, people's movement. I would be grateful if you could issue necessary instructions to all officers of your Ministry/ Department and attached & subordinate offices located in different parts of the country to prepare a detailed action plan for observation of the IDY-2022.

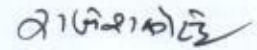
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A nodal officer of your Ministry/ Department (not below Deputy Secretary) may kindly be nominated and details may be communicated to Shri Vikram Singh, Director, Ministry of Ayush Government of India (Tel: 011-24656863; e-mail: vikramsingh-cea@gov.in) for a seamless coordination. The Ministry of Ayush would be keen to hear about the activities and best practices that the other Ministries/ Departments put in place for IDY-2022.

With regards,

Yours sincerely,

Encl. As above



(Rajesh Kotecha)

Ms. Sujata Chaturvedi

Secretary(Additional Charge)
Department of Youth Affairs
Ministry of Youth Affairs & Sports
Room No 3, C-Wing, Shastri Bhawan,
New Delhi - 110001

NEHRU YUVA KENDRA SANGATHAN

CELEBRATION OF INTERNATIONAL YOGA DAY 2022 : GUIDELINES

BACKGROUND

Yoga is a 5,000-year-old tradition from India that combines physical, mental and spiritual pursuits to achieve harmony of the body and mind. On 11th December 2014, United Nations General Assembly declared June 21st as the **International Day of Yoga**. The declaration came at the behest of Indian PM Narendra Modi during his address to UNGA on 27th September 2014 wherein he stated: "Yoga is an invaluable gift of India's ancient tradition. It embodies unity of mind and body; thought and action; restraint and fulfilment; harmony between man and nature; a holistic approach to health and well-being. It is not about exercise but to discover the sense of oneness with yourself, the world and the nature". It's an acknowledgement by the Global community of India's rich cultural heritage and ideological contributions towards Global Unity Harmony as well as Peace and Development.

Plan for IYD 2022

Ministry of AYUSH has called for a 100-day count down to the International Day of Yoga from 13th March 2022 to 21st June 2022. As one of the major partner organizations of this year's IYD celebrations, Nehru Yuva Kendra Sangathan (NYKS) intends to Celebrate IYD 2022 through the following activities:

NYKS plan for 100 Days Countdown - IYD-2022

TIMELINE	LEVEL	ACTIVITY
13 th March-31 st March	NYKS HQ	<i>Brainstorming and preparation of plan for celebration of IYD 2022</i>
1 st April- 21 June	NYKS HQ? State/ District	<ul style="list-style-type: none"> • National Webinar on 1st April to sensitize NYKS officials on IYD2022 celebration and launch of IEC campaign on CYP. • IEC Social campaign on Common Yoga Protocol. • CYP IEC distribution to clubs & volunteers, participate in HQ IEC program
1 st April-30 th April	Regional/ State/ District NYK	<ul style="list-style-type: none"> • State level coordination meeting with Chief Secretary of respective states for celebration of IYD 2022. • Registration of Yoga Volunteers for IYD2022 • Pledge on Yoga by registered volunteers to make Yoga part of life. • Training of volunteers on CYP through YouTube videos of AYUSH. • Finalize list of trainers from Registered and trained Volunteers. • Reaching out to Yoga Organizations like Art of living, Patanjali Yogpeeth, Brahmakumaris etc. for coordination and preparation of district level database of trainers and resource persons. • Regional level review by RDs of progress made by state offices.
7 th April- 31 st May	Regional/ State/ District NYK	<ul style="list-style-type: none"> • Preparatory meeting with State Government/ District administration • Co-ordination meetings with various departments for IYD2022 activities. • District level Review of progress and Mobilization of masses for Jan Bhagidari • State level review of progress made by District. NYKs
1-7 June	Regional/ State/	<ul style="list-style-type: none"> • Preparation of list of programs at village/block level and affiliated Youth Clubs and Registered volunteers part of it.

	District NYK	<ul style="list-style-type: none"> • Finalization of Mega Dist./State level Programs and Invitation of VIPs • State level review of district plans for IYD2022 by SDs. • Regional level review of final plan for IYD celebration of states by RD. • Reporting and Submission of District/State level IYD2022 plans to HQ
21 st June	State/ District	<ul style="list-style-type: none"> • IYD celebration at village/block level on voluntary basis. • Knowledge competitions at district/State level • IYD observation at District / State level with minimum of 150 participants. • Distribution of Certificates to IYD 2022 Yoga Volunteers.

DETAILED PREPARATORY PLAN FOR CELEBRATION OF IYD 2022: DISTRICT NYKS

No. of Programs: 75 per district (74 club/village level +1 district level)

Participation in the District-level Yoga Demonstration: 150 youth (minimum)

Number of persons covered in the campaign (1st April-21st June): 7000 per Block (Physical + Virtual)

Location for Yoga Demonstration: historical monuments, Tourist attraction, beaches, memorials, riverbanks etc. with good aesthetics may be selected.

Agencies for collaboration: District Administration, PRI institutions, NSS, NCC, Scouts & Guides, Education Department, schools, Colleges etc.

Components of District Level Activities



1. BUZZ CREATION THROUGH SOCIAL MEDIA CAMPAIGN

Each district NYK must ensure that in the run-up to the IYD-2022, massive buzz generation activities are taken up to make Yoga trending on social media platforms.

- The district NYKs should ensure publicity through E-posters/infographics on Yoga that will be shared on the official handles of NYKS from April 1 onwards.
- 27 Asanas/steps from Common Yoga Protocol will be promoted on social media handles of NYKS India from 1st April 2022 to 21st June 2022 with benefits of each communicated through attractive posters/visualisations. During these 82 days, all 27 Asanas/steps of CYP will be covered. The District NYKs should re-post/retweet the infographics tagging NYKS India and using the hashtag #yogaforlife and #IYD2022.
- Pictures of Asanas/short videos of Yoga performances may be shared daily by the volunteers and Youth Club Members on district NYK's social media platforms tagging NYKS India and using hashtag #yogaforlife and #IYD2022.
- The district NYKS shall seek endorsements from Celebrity/Youth icons, Yoga Gurus, Messages from People's Representatives, and Individuals of eminence etc. and the same to be made trending under the hashtag #yogaforlife #IYD2022
- The links for booklet and CYP videos is <https://yoga.ayush.gov.in/common-yoga-protocol>. Design of Logo developed by M/o AYUSH will be placed on NYKS website: www.nyks.org, which could be used for necessary guidance and publicity along with NYKS name and Logo.

2. VOLUNTEER ENROLMENT

Each District NYKs shall undertake Massive Volunteer Enrolment Drive for the youth interested to be part of IYD-2022 celebrations. The format for the same is provided as **Annexure 1**.

- The enrolled youth may be asked to take pledge for making yoga part of their daily life and perform Common Yoga Protocol on 21st June, 2022.
- The volunteers may be trained in CYP online through AYUSH video in YouTube and the softcopies of the CYP booklet would be provided to each of the enrolled volunteers.
- A few skilled Yoga volunteers from registered Volunteers (2 per block) may be selected to act as Trainers for facilitating further training at Block and Village levels.
- Encourage, Motivate and Select volunteers from among the enrolled volunteers for being part of Mega Yoga Program at District/State level based on their performance during 100 days' countdown to IYD2022. (13 March 2022 – 21 June 2022)
- E-Certificates to be issued to the participating volunteers on 21st June.

3. COLLABORATION WITH PARTNER ORGANISATIONS

Each district NYKs shall collaborate with partner expert organisations like Art of living, Patanjali Yogpeeth, Brahmakumaris etc or any other available expert yoga organisation in the District to be part of the district level celebration of IYD 2022.

Database of Yoga expert/ Resource persons from relevant organisations along with their contact details shall be maintained at each Kendra for continued collaboration in Yoga related activities.

4. KNOWLEDGE COMPETITIONS

Each district NYK shall organize a variety of competitions that would facilitate spreading of awareness on Yoga as well as motivate the youth to gain more knowledge about the benefits Yoga and its importance for a fit and healthy lifestyle.

As part of knowledge competition, activities such as Yoga Quiz, Essay Writing Competitions, Painting Competitions Yoga Photography Competitions etc may be organized by District NYKs. Winners shall be given certificates and books on Yoga.

5. VILLAGE/ BLOCK LEVEL PROGRAMS- 21st JUNE 2022

At the grass root level, Youth Clubs, NYVs and registered Yoga Volunteers shall be asked to spearhead the celebration of IYD2022 at village block and district levels. Willing Youth clubs shall be mobilized in advance and Common Yoga Protocol to be circulated among them to ensure a standardized practice of Yoga on June 21 across the country.

The DYO, NYVs and Registered Yoga Volunteers shall maintain close communication with the Youth Clubs so as to mobilize maximum participants for the Observation of Yoga Day on 21st June, 2022.

6. MEGA PROGRAMS –21st JUNE 2022

Each District NYK shall strive to organize District Level Mega Yoga Events with the participation of at least 150 youth on 21st June 2022. To ensure that such a program be organized in coordination with other stakeholders the following may be ensured:

- Preparatory meetings with District Administration, AYUSH, NGOs, NCC, NSS, Red Cross, Principals of Schools and Colleges and other Agencies for their active participation, support and training of youth.
- Yoga Demonstration as per Common Yoga Protocol to be ensured on 21st June, 2022.
- Best of the registered Yoga Volunteers mobilized during the 100 days' countdown to be participated in the Mega Yoga demonstration events.
- District NYKs shall Extend invitation to VIPs, People's representatives, PRIs, celebrities etc to take part in the event.
- Partner Organisations to be coordinated for organising the event through convergence.
- Wide Publicity to be ensured through Print, radio, television, and electronic media and also through extensive use of social media platforms for branding and buzz creation.

Coordination and Synergy

- **Head of NSS, NCC, SAI, Red Cross Society, Principals of Schools, Colleges, Institutes, AYUSH, Yoga Organizations, Young Achievers, Awardees etc** need to be contacted and coordinated with to ensure maximum mobilisation and participation of large number of people.
- The services of NGOs, Yoga Organizations and their experts, as identified by M/o AYUSH may also be utilized.

Media and Publicity

Massive coverage both in **print and electronic media** would be ensured during the observance of IYD-2022. The following steps are suggested to ensure the same:

- District NYKs should ensure coverage both in print and electronic media for activities carried out by District NYKs at District level and affiliated Youth Clubs at village level.
- For this purpose, Press Conferences may be organized in advance with District Level Public Relations Offices.
- Press release and photographs be given for media print, audio/ video (TV) and internet/ websites as well as social media.
- Plans for tie-up with PIB, ANI, UNI, DD AIR and others as well as Print Media needs to be explored by the District NYKs

General Guidelines

- Youth as participants should be drawn from all walks and sections of society. DYOs must try to ensure that 30 % of the participants are women.
- Apart from the allocated Funds, District NYKs shall strive to mobilize local resources in coordination with District Administration and other departments.
- Common Yoga Protocol Video (Film) should be shown during the functions. Also documentaries, seminars, talks etc also maybe organized highlighting the importance of Yoga.
- For **visibility of the NYK Programme**, sufficient number of banners would be displayed on the venue of the programme. On the banners, the Logo of International Day of Yoga - 21st June, 2022 and the Theme (Yoga for Harmony and Peace) would be displayed.