THE IDY HANDBOOK

Reference for organizers of promotional activities for International Day of Yoga (IDY) 2023

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Preface

21st June was recognized as the International Day of Yoga (IDY) by the United Nations General Assembly (UNGA) in December 2014 at the initiative of Prime Minister Shri Narendra Modi. The IDY Resolution (Appendix 1 in Section J) moved by India secured unanimous consent, which was a record in itself. Since 2015, the IDY has been an occasion that is observed around the world with great enthusiasm and fervor.

The observance of the Day is not tokenistic but serves the purpose of highlighting the immense potential of Yoga to enhance the physical, psychological, and emotional aspects of wellbeing. IDY over the years has not only boosted Yoga's popularity but also expanded its geographical presence by inspiring its adoption in several new territories. The event has also triggered new advances within the field of Yoga, such as the development of universal Yoga protocols for people of all ages, the development of specific protocols addressing lifestyle diseases, and research in developing Yoga as a potential productivity-enhancing tool.

In India, the Ministry of Ayush (MoA) (https://ayush.gov.in) plays a nodal role every year in the mobilization of efforts for the observance of this Day, however, the endeavor to drive awareness and adoption of Yoga worldwide cannot be achieved working alone. All through the past eight years of IDY observation, partnerships forged by the Ministry with key stakeholders like other Central Ministries, States/UTs, Leading Yoga Institutions, Yoga Centers, Independent Practitioners, Educational Institutions, Non-Governmental Organizations, and other Civil Society Organizations have been critical in the success achieved in inspiring an increasingly larger number of people year after to be a part of IDY. These stakeholders made valuable contributions in promoting the spirit of participation in IDY on a wide scale, thus converting IDY into a mass movement for health.

MoA is releasing the revised version of The IDY Handbook containing reference material for organizers of promotional activities for IDY- 2023, to enable faster, easier, and smoother planning and implementation of such activities. The Handbook through the standardization of activities will also help to strengthen the collaborations among the different stakeholders in organizing activities for IDY-2023. The reference material provided herein will enable the organizers to adopt a systematic approach, thus widening the net of potential participants and facilitating a larger number of stakeholders to come on board. The Handbook is structured to provide a background on the IDY, its significance and past achievements and the importance of the Common Yoga Protocol (CYP). It will indicate how individuals and institutions can get involved to make IDY a truly universal event. The Ministry has also included in the Handbook a list of publicly accessible digital resources which can be leveraged by organisers, and suggestions on the various activities which can be conducted by each.

The Ministry is always striving to innovate and deepen its relationships with the various stakeholders of IDY – this is essential to create a sustainable impact that goes beyond the day of IDY. Consequently, the Ministry invites stakeholders to have a conversation with us to explore how additional initiatives can be undertaken in collaboration. To facilitate this and see how the Ministry can collaborate with your esteemed institution, you can reach out to Shri Vikram Singh, Director, Yoga and Naturopathy Cell, Ministry of Ayush at vikramsingh-cea@gov.in or 011-24656863.

Your comments, suggestions, efforts, and other contributions towards this global health-seeking effort would be highly appreciated.

A. What is IDY and how is it observed?

Recognizing the universal appeal of Yoga, owing to its demonstrated benefits for health and towards stress-relief, the United Nations General Assembly (UNGA) proclaimed 21st June as the International Day of Yoga (IDY) on 11th December 2014, by resolution 69/131(shared as Appendix 1 in Section J). The draft resolution establishing IDY was proposed by India and endorsed by a record of 175 Member States. The proposal was first introduced by Hon'ble Prime Minister, Shri Narendra Modi in his address during the opening of the 69th session of the General Assembly, in which he said: "Yoga is an invaluable gift from our ancient tradition. Yoga embodies unity of mind and body, thought and action- a holistic approach that is valuable to our health and our well-being. Yoga is not just about exercise; it is a way to discover the sense of oneness with yourself, the world, and the nature."

Since 2015, this Day has been observed all over the world in ever-growing numbers of participants. The observation of IDY reminds the individuals and populations to make healthier choices like the practice of Yoga and follow such lifestyle patterns to foster good health. In this regard, the World Health Organization has urged its member states to help their citizens reduce physical inactivity, which is among the top ten leading causes of death worldwide, and a key risk factor for non-communicable diseases, such as cardiovascular diseases, cancer, and diabetes. It is thus clear that observing IDY is an opportunity to make people across the globe aware about the rewards that Yoga offers for health and well-being and to build enduring public interest in it by highlighting how these rewards can be secured through rather easy and cost-effective efforts.

As the nodal Ministry, the Ministry of Ayush (MoA) has been actively collaborating with a multitude of stakeholders from different domains in this endeavour, championing the cause of Yoga for the betterment of the health and well-being of the community.

Past International Day of Yoga (IDYs)

The 1st IDY was inaugurated on 21st June 2015 by Prime Minister, Shri Narendra Modi. The event also registered two Guinness World Records, the first for 35,985 people practicing in a single Yoga session at a single venue and the second for most nationalities (84) participating in a Yoga lesson. The event was recognized and celebrated across 170 countries including USA, China, and Canada. Since then, the event has been observed globally with utmost zeal and vigour and has acquired the character of a mass movement. The main national event of IDY 2016 was held at Chandigarh, 2017 at Lucknow, 2018 at Dehradun and 2019 at Ranchi. Prime Minister Shri Narendra Modi led the harmonious mass demonstrations of Yoga based on the Common Yoga Protocol (CYP) at each of these venues. Further, thousands of such Yoga demonstrations - big and small, and organized by diverse stakeholders - marked these IDYs, across virtually every nook and corner of the country.

However, IDY 2020 and 2021 marked a departure from the earlier observations due to the COVID-19 pandemic forcing people across the world indoors and halting congregational activities. This necessitated a safer outlook towards IDY observance, and digital channels provided the solution. The themes for the IDY 2020 and 2021 were 'Yoga at Home, Yoga with Family' and 'Yoga for Wellness' respectively. No mass demonstrations were organized, yet the people in millions observed both the IDYs at home with their family members.

The Ministry of Ayush (MoA) had made various online resources available on its digital platforms like the Yoga Portal (https://yoga.ayush.gov.in/yoga/) and the Social Media handles like YouTube, Facebook, Twitter, and Instagram to provide ample opportunities for people to learn Yoga at home. The Ministry, in association with Prasar Bharati, had made arrangements for telecasting a trainer-led Yoga session on DD National on IDY 2021. Several enhancements were made to MoA's Yoga Portal (https://yoga.ayush.gov.in/yoga/) to fully equip it for promoting and hosting IDY 2021.

The Ministry had also issued an advisory on COVID-19, highlighting the importance of regular practice of Yoga to boost the immunity level and combat COVID-19. The advisory was uploaded on the COVID-19 landing pages of various government websites, including MoA's website, and widely publicized through various channels. The existing government platforms like E-Sampark (http://sampark.chd.nic.in/epayment/index.aspx) and MyGov (https://www.mygov.in/) were leveraged to reach out to multiple stakeholders. Online Be with yoga be at home, Be with Yoga Guru series & Sunday discussion sessions were organized and streamed live on MoA's Facebook page (https://www.facebook.com/moayush/) as a part of the promotional campaign for IDY 2020.

To facilitate training from home, a daily telecast of the Common Yoga Protocol (CYP) was organized on DD Bharati. An online curtain raiser event was also organized on 11th June 2021. 100 days, 100 cities and 100 organizations campaign from 13th March 2022 to 21st June 2022 across the globe, including Hall Day Yoga Programmes/Yoga Demonstrations/Workshops/Seminars were conducted through hybrid mode. A 75th day countdown event was organized at the Red Fort in New Delhi. The 50th Day countdown was celebrated at Sivasagar, Assam and 25th day countdown was celebrated in Hyderabad, Telangana. The main event of IDY 2022 was held at Mysuru, Karnataka, where the Hon'ble Prime Minister led the nation in the observation of IDY.

How is IDY observed?

The UN resolution on IDY calls upon all countries, international and regional organizations, as well as civil society, including individuals, to observe the International Day of Yoga raise awareness of the benefits of practicing yoga. The observation of IDY has been structured to be in alignment with the UN resolution. Considering that yoga provides a holistic approach to health and well-being, wider dissemination of information about the benefits of practicing yoga would be beneficial for the health of the world population, and some standard procedures for IDY observation have been designed accordingly. The activities of IDY are designed in such a way that the interest of the participants in pursuing Yoga does not end with the IDY, but sustains even beyond. It has been observed that a notable number of people among the thousands who start learning CYP in the spirit of participation in IDY continue to pursue Yoga even beyond IDY.

In India, the activity at the heart of IDY observation is the harmonious demonstration/performance of Yoga based on the Common Yoga Protocol (CYP), the latter being a specified sequence of Yoga drills of about 45 minutes duration. You may read more about CYP in the next section of this Handbook.

On the International Day of Yoga, the IDY observation is normally a 1-hour activity from 07:00 am to 08:00 am. The CYP is normally performed from 07:00 am to 07:45 am. After 07:45 am, the organizers of the event (or the individuals joining from their homes) may follow any suitable and customized 15-minute programme, which could be a Yoga drill, speech, prayer etc. The activity concludes at 08:00 am.

The option of following the CYP drill from national television on 21st June is also open, and this has the advantage of enabling all the Yoga-followers of the entire country to be in harmony to mark the IDY.

B. What is the Common Yoga Protocol (CYP)?

Common Yoga Protocol (CYP), a specified sequence of Yogasanas of 45 minutes, lies at the heart of the IDY observation.

It was developed by some of the most accomplished Yoga gurus of India in 2015. Conceived with the need to organize harmonious mass Yoga demonstrations in observance of International Day of Yoga (IDY), it comprises the ideal assemblage of asanas for inducting beginners to Yoga practice. It was designed meticulously so that people from various age groups and all walks of life can participate and reap the health benefits of Yoga. In a short span of eight years, CYP has emerged as one of the most popular introductory programmes for new learners of Yoga.

It is also prepared to disseminate awareness of Yoga among the common people.

On the International Day of Yoga (i.e., 21st of June), the Common Yoga Protocol is normally performed in groups from 07:00 am to 07:45 am. This is an attempt to ensure that the entire country is in harmony in doing Yoga to mark the IDY. After 07:45 am, the organizers of the event may follow any suitable and customized 15-minute programme, which could be a Yoga drill, speech, prayer etc. Thus, the IDY observation is a 1-hour activity from 07.00 am to 08.00 am.

Since the focus of IDY would be on group Yoga demonstrations based on CYP, organizers of each IDY event may take efforts to familiarize the intended participants/general public with CYP well in advance. CYP being 45 minutes -long activity, experts have estimated that it ideally needs 15 hours of training (ideally one hour per day) to learn it. However, even with about 5 hours of familiarization, one can join the CYP demonstration in the spirit of participation. All stakeholders and organizers, therefore, include CYP training/ learning as an important activity in the preparatory efforts of IDY. It is seen from the experience of the last seven years that many of those who learn CYP in the spirit of participation in IDY continue to practice the same even beyond the IDY. Thus, participation in IDY becomes a starting point for the regular pursuit of Yoga.

The PDF versions of the CYP booklet are available in English and Hindi on MoA's Yoga Portal (https://yoga.ayush.gov.in/yoga/), which can easily be downloaded from the following links–

English: https://yoga.ayush.gov.in/public/assets/front/pdf/CYPEnglishBooklet.pdf

Hindi: https://yoga.ayush.gov.in/public/assets/front/pdf/CYPHindiBooklet.pdf

Links for the CYP videos are available in this document, in Section F - Digital Resources for Yoga.

C. Creating a buzz: Initiatives for IDY Promotion by the Ministry of Ayush

The following are some of the initiatives being taken up by MoA presently, to maximize participation in the observance of IDY 2023:

- Morarji Desai National Institute of Yoga (MDNIY), Ministry of Ayush, Government of India has organized Yoga Mahotsav-2023- an event to commemorate 100 days countdown to IDY-2023 on 13.03.2023 and 14.03.2023 at Talkatora Stadium, New Delhi. The event formally marked the beginning of the journey towards 9th IDY -2023. This year's International Day of Yoga (IDY) endeavors to connect with the larger global community, as India's G20 presidency theme "One Earth, One Family, One Future" resonates with the principle of "Vasudhaiva Kutumbakam". Along with global outreach, the IDY focuses on taking Yoga to each and every village in India through the active participation of Gram Panchayat/Gram Sabhas.
- Shri Sarbananda Sonowal, Hon'ble Union Minister of Ayush and Ministry of Ports, Shipping & Waterways inaugurated the event.
- The inaugural session was also graced by Shri G. Kishan Reddy, Union Minister of Culture, Tourism, and DoNER, Shri N. Biren Singh, Chief Minister, Manipur, Smt. Meenakshi Lekhi, Union Minister of State for External Affairs and Culture and Dr. Munjpara Mahendrabhai, Union Minister of State for Ayush. Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, Dr. H. R. Nagendra, Chancellor, SVYASA University, Bengaluru, Munishree Kamal Kumar, Terapanth Samaj, Rajasthan and Ms. Hima Das, international athlete and senior officers of Ministry of Ayush and other ministries.
- The event also witnessed the auspicious presence of eminent dignitaries, Yoga Gurus, experts and scientists of Yoga and allied science.
- The 75th countdown day to IDY 2023 was organized at Dibrugarh, Assam with an exhibition showcasing the strengths of various streams of Ayush medicine. Prof. Jiten Hazarika, Vice Chancellor Dibrugarh University and Secretary, MoA inaugurated the Exhibition.
- The 50thcountdown day to IDY 2023 was organized in Jaipur, Rajasthan
- The 25th countdown day is being observed in Hyderabad, Telangana
- The main event on 21st June 2023 will be held in Jabalpur, Madhya Pradesh.

Prime Minister's Yoga Awards (PMYA)

Ministry of Ayush (MoA) is hosting the Prime Minister's award for outstanding contribution towards the promotion and development of Yoga, on GoI's MyGov platform(http://innovateindia.mygov.in/pm-yoga-awards-2023/). The award comprises of two national-level categories for entities of Indian origin and two international-level categories for entities of Indian or foreign origin. In this regard, the applicants/nominees for these awards should have a rich experience and a deep understanding of Yoga. An application, complete in all respects, can be submitted by the applicant directly or they may be nominated by a prominent Yoga Organization, for consideration under this award process. An applicant can apply/can be nominated for only one award category that is either the national award or the international award, in a particular year. The nomination process began from 01-03-2023, with the last date for the submission of the entries being 31-03-

2023. The selection process is a well-defined process for which two committees are constituted by the Ministry of Ayush, namely the screening committee and the evaluation committee which will decide the selection and evaluation criteria for finalizing the recipients of the awards.
The winners will be felicitated with a trophy, a certificate, and a cash prize of INR 25 lakhs, which will be presented on the 9th International Day of Yoga. In the case of joint winners, the awards will be divided among the winners on 21st June, 2023.

IDY Quiz

The quiz is being organized by the Ministry of Ayush (MoA), Government of India in collaboration with the MyGov platform (http://quiz.mygov.in/wp-content/uploads/2023/05/mygov).Access to the quiz will only be through the MyGov platform. Questions contained within the quiz will be based on publicly available information on past International Day of Yoga celebrations. To know more, participants can access MoA's Yoga Portal at https://yoga.ayush.gov.in/yoga/. Entry to the quiz has been opened from 13th March, 2023 onwards. Participants will be required to answer 10 questions within a span of 450 seconds.

IDY Theme Discussion on MyGov platform

Ministry of Ayush (MoA) invites all citizens to share their ideas on how people can plan to observe the 9th IDY at home with their friends and families while mobilizing the wider community to maintain the ethos of Yoga and ensure community well-being. Entries were opened from 13th March 2023 to 31st March 2023. The theme for IDY 2023 is "Yoga for Vasudhaiva Kutumbakam", while the domestic tagline is "Har Angan Yoga".

IDY Pledge

MoA is also encouraging the citizens to take the Yoga Pledge (https://yoga.ayush.gov.in/yoga/), with a resolve to make Yoga an integral part of their daily lives, for which they are requested to submit their name, e-mail id and photograph in the 'Yoga Pledge' section on the home page of the Yoga Portal (https://yoga.ayush.gov.in/yoga/).

Poll/Survey

The Ministry of Ayush (MoA) is conducting a survey to understand how citizen perceives Yoga and the level of IDY awareness and observance among the citizens. The survey is conducted on the MyGov platform.

IDY Jingle

A Jingle competition is being launched in collaboration with the MyGov platform. MoA is calling upon the public to write and compose a Jingle for the upcoming International Day of Yoga, 2023 in Hindi /English/ any Indian language. The Jingle should endeavour to drive awareness and adoption of Yoga by people of all ages. It must focus on encouraging people to participate in the observance of IDY, 2023 with their family and friends. To get more information on Yoga, IDY, and the various initiatives being undertaken by the MoA, participants can visit https://yoga.ayush.gov.in/. Submissions were accepted only through MyGov Portal starting from 12th April 2023 to 30th April, 2023.

Other Activities in Progress/On the Anvil

a. Series of lectures from Yoga Gurus, Researchers, Doctors, Promoters, VIPs, Ministers etc. around the benefits of Yoga.

b. CYP training to ASHA workers in villages to expand the reach of IDY.

c. Online training resources are available in different languages for the use of trainers for brushing up their CYP knowledge and updating their skill (details shared in this document, in Section B - What Is CYP).

d. Re-orientation training programme for Yoga Instructors and physical education training to teachers of Youth Services and Sports Department, Leh-Ladakh.

e. Ocean Ring for Yoga and Yoga from Arctic to Antarctic initiative: India holds the presidency of G-20 and Shanghai Cooperation Organization (SCO) in 2023. To showcase India's unity and reach out to all member and friendly countries following activities in the lines of the Yoga Guardian Ring of 2022 were organized: An innovative program on the occasion of IDY 2023, the "Ocean Ring for Yoga" suggests IDY 2023 observations in all important Naval and merchant ports of the friendly countries with special focus to G-20 and SCO Member countries. The Yoga from 'Arctic to Antarctic' initiative suggests IDY 2023 observations from Arctic to Antarctic continents including Europe, and African countries along Prime Meridian (Greenwich) line. Special focus of IDY 2023 has been in the Countries falling along the Greenwich Line especially G-20, and SCO member Countries.

f. The partnership of Ministry of Youth Affairs and Sports (MYAS) (https://yas.nic.in/) with MoA for increasing CYP reach through Fit India Movement (FIM) (https://fitindia.gov.in/)– MYAS will work with MoA to launch a dedicated campaign making Yoga a part of the Fit India movement—joint participation certificates for the same will be provided by both YCB and FIM. Additionally, all YCB accredited centres will be made as Fit India Centres, and all Sports Authority of India (SAI) (https://sportsauthorityofindia.nic.in/) centres will also be made as Yoga training centres.

g. Short films, Yoga anthem, and celebrity testimonials on the usefulness of Yoga, along with pan-India field level publicity campaigns will be coordinated by the BOC.

h. Year-Long Yoga Calendar: The Ministry has collated the regular/ planned Yoga events offered by Leading Yoga Institutions and made this information available to the public on the Year Long Yoga Calendar page on the Yoga Portal (https://yoga.ayush.gov.in/yoga/)of the Ministry. You may access the Year Long Yoga Calendar here<https://yoga.ayush.gov.in/idy-events>.

i. The Ministry of Ayush is having a tie-up with Community Radios for dissemination of CYP training through community radios in regional languages. The details will be announced soon so that these resources (broadcasts) can be utilized effectively by one and all for the effective promotion of IDY.

j. Various Yoga organisations are working in collaboration with the Ministry to take the message of Yoga far and wide. The leading institutes have launched a 100-day series of digital activities which will culminate on 21st June 2023. The Ministry is also part of this massive effort, which has already reached out to thousands of people around the globe.

k. MoA and the Central Council for Research in Yoga & Naturopathy (CCRYN) (http://ccryn.gov.in/) to lead the initiative for promotion and awareness generation about "Yoga as a productivity-enhancing tool at the workplace".

l. A partnership with India Post (Department of Posts)(https://www.indiapost.gov.in/vas/Pages/IndiaPostHome.aspx) for using post-offices including those in rural and semi-urban areas for increasing the reach of IDY activities is being pursued.

m. IT assets for Yoga in the form of-

- Yoga Dictionary (https://yoga.ayush.gov.in/dictionary)
- Yoga Portal(https://yoga.ayush.gov.in/yoga/)
- Namaste Yoga app (https://play.google.com/store/apps/details?id=ayush.gov.in.idy2020&hl=en_IN&gl=US) are being offered to the public by the Ministry of Ayush.

D. How Can You Get Involved in the Global IDY Movement?

Any individual or organization can become an active stake-holder in the rewarding, and at the same time exciting, IDY movement. Citizens, Yoga Professionals, Central Ministries, State and UT Administrations, Government Departments, Yoga Organizations, Non-Government Organizations (NGOs), Private Companies, Public Sector Undertakings (PSUs), Schools, Colleges, Universities, Gram Panchayats, Municipal Corporations, Housing Societies, Civil Society Bodies etc. can all take up exciting stake-holding roles in the IDY observance. MoA keenly looks forward to collaborating with you and facilitating your efforts.

The following are the suggested initiatives that can be taken up by different stakeholders on the IDY i.e., 21st June 2023, or in the run-up to the IDY:

1. Citizens

Yoga is an invaluable ancient Indian practice with numerous benefits to both physical and mental health. Given the context of the COVID-19 pandemic and its aftermath, the benefits offered by Yoga have become especially important for physical and mental wellbeing. Of particular importance are its proven benefits on general health and immunity, along with its globally accepted role as a stress buster. Citizens can also be actively involved in IDY through the following suggested activities:

- Joining thousands with others on IDY by doing the Common Yoga Protocol (CYP) performance on 21st June 2023 at 07:00 am. You may join the activity from your nearest place, using the national television (which will be telecasting CYP at 07:00 am) or any other appropriate CYP video for guidance (CYP links may be seen in Section F - Digital Resources for Yoga).
- If you are a newcomer to Yoga, this will be a meaningful experience for you. However, you would require some advance training in CYP ahead of IDY, i.e., well before 21st June. You may learn CYP from a qualified trainer or you can use digital resources. CYP training videos are available on MoA's Yoga Portal (https://yoga.ayush.gov.in/yoga/) and on MDNIY's website (http://www.yogamdniy.nic.in/). They are also available on social media handles and platforms (links may be seen in Section F - Digital Resources for Yoga) of the Ministry and MDNIY as free resources. These will also be played on TV and radio channels in the coming days, in the run-up to IDY.
- You can also refer to YouTube videos (CYP links may be seen in Section F - Digital Resources for Yoga) on Common Yoga protocol available in various languages.
- Participating in the photo contest which will be hosted on MyGov platform (https://www.mygov.in/) will ensure that you are part of the buzz around IDY. The schedule of the contest will be announced shortly.

2. Yoga Professionals

IDY presents an occasion for all Professionals in the field of Yoga to come forward and spread the message about the rewards of regular practice of Yoga among the general public. Every individual can gain from the regular practice of Yoga through long term benefits in health, happiness and wellbeing. Yoga Professionals can play an important role in making IDY an effective national movement for health and wellness. Here are some suggested activities to reach out to the people and induct them into the blissful world of Yoga:

- Yoga Professionals may take the lead in organizing CYP training programmes for the general public, face-to-face training sessions areorganized. The programmes may be initiated as early as possible so that the public can learn CYP well in advance and be ready by 21st June (CYP links may be seen in Section F - Digital Resources for Yoga).
- Efforts may be taken to organize other Yoga-related activities such as online lectures, workshops etc. by Yoga experts, to motivate people to participate in IDY. These may be scheduled to commence at least 3 weeks ahead of IDY 2023.
- Innovative efforts may be made to familiarize the general public with Common Yoga Protocol.
- Organizing online training programs of 15-day duration (one hour per day) on CYP and motivating friends and acquaintances for maximum participation in the same is recommended.
- Yoga Professionals may disseminate information about the free IDY resources (links may be seen in Section F - Digital Resources for Yoga), IDY-activities and Common Yoga Protocol through their social media accounts tagging the Ministry.
- Yoga Professionals can participate in engaging activities like the video contest, and send nominations for PM Yoga Awards (https://innovateindia.mygov.in/pm-yoga-awards/), being organized by MoA on the MyGov platform (https://www.mygov.in/).

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 benefits from the regular practice of Yoga like long term gains 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 (IDY2023).
- Use of social media platforms to spread the latest updates and information about IDY. The required inputs can be easily accessed from the social media platforms of the MoA (links may be seen in Section F - Digital Resources for Yoga) and this can be shared on or adapted to your official social media platforms, as deemed fit. The Ministry would be happy to share creatives and other inputs in this regard, for which your point of contact would be Shri Vikram Singh, Director, Yoga and Naturopathy Cell, Ministry of Ayush (email: vikramsingh-cea@gov.in, phone: 011-24656863).
- Displaying the IDY logo on your website and uploading guidelines for IDY observance and a list of Digital Resources provided in Section F in this Handbook, on 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 (links may be seen in Section F - Digital Resources for Yoga) may be widely publicized

among the public and all government employees.

- Circulating related material along with attached links to the digital resources (available in Section F), 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, starting at least 3 weeks prior to IDY 2023.
- Distributing Yoga attire, Yoga mats, and other Yoga related goodies having the logo of IDY 2023, to their staff, and encouraging everyone to practice and adopt Yoga.
- Encouraging employees and staff to participate in IDY competitions organized by MoA on MyGov platform (https://www.mygov.in/) such as Jingle contests, PM Yoga awards (https://innovateindia.mygov.in/pm-yoga-awards/) etc.
- Organising CYP workshops in association with NGOs involving Yoga experts.
- Central Ministries may plan long term activities related to Yoga, so that the impact of IDY-related mobilization goes on well beyond 21st June 2023.

4. Yoga Organizations and NGOs

Yoga Organizations and NGOs, with their commitment and passion, can play an important role in making IDY an effective national movement for health and wellness. Here are some suggested activities to reach out to the people and induct them into the blissful world of Yoga:

- Issuing internal guidelines within the Organization/offices giving the background of the observation of the 9th International Day of Yoga (IDY2023). This may be displayed prominently on their websites.
- Use of social media platforms to spread the latest updates and information about IDY. The required inputs can be easily accessed from the social media platforms of the MoA (links may be seen in Section F - Digital Resources for Yoga). The Ministry would be happy to share creatives and other inputs in this regard, for which your point of contact would be Shri Vikram Singh, Director, Yoga and Naturopathy Cell, Ministry of Ayush (email: vikramsingh-cea@gov.in).
- Displaying the IDY logo on your website and uploading guidelines for IDY observance and a list of digital resources (available in Section F) on your website.
- Familiarizing the employee/staff with Common Yoga Protocol (CYP). Organizing 15-day online training programmes (one hour per day) on CYP and ensuring maximum participation in the same.
- Circulating related material along with attached links to the digital resources (available in Section F), to all employees and partners so that they can be further shared externally to raise awareness.
- Organizing Yoga-related activities such as online lectures, workshops etc. by Yoga experts, starting at least 3 weeks ahead of IDY 2023.
- Distributing Yoga attire, Yoga mats, and other Yoga related goodies having the logo of IDY 2023, to their staff, and encouraging everyone to practice and adopt Yoga.
- Publishing Yoga and IDY-specific articles in Organizations/NGOs' official e-newsletter, bulletin, magazine etc.
- Encouraging employees and staff to participate in IDY competitions organized by MoA on MyGov platform (https://www.mygov.in/) such as Jingle contest, PM Yoga awards (https://innovateindia.mygov.in/pm-yoga-awards/)etc.
- Some online competitions on Yoga-theme may also be organized to create interest among the volunteers/employees/public, especially among the younger generation like quiz, essays etc.

5. Private Companies and PSUs

IDY presents an occasion for all the private companies and PSUs to come forward and spread the message about the rewards of regular practice of Yoga among their employees and the public. Here are some suggested activities to reach out to all the employees/staff and induct them into the blissful world of Yoga:

- Issuing internal guidelines within the Organization/offices giving the background of the observation of International Day of Yoga (IDY 2023). This may be displayed prominently on their websites.
- Use of social media platforms to spread the latest updates and information about IDY. The required inputs can be easily accessed from the social media platforms of the MoA (links may be seen in Section F - Digital Resources for Yoga) and this can be shared on or adapted to your official social media platforms, as deemed fit. The Ministry would be happy to share creatives and other inputs in this regard, for which your point of contact would be Shri Vikram Singh, Director, Yoga and Naturopathy Cell, Ministry of Ayush (email: vikramsingh-cea@gov.in).
- Displaying IDY logo on your website and uploading guidelines for IDY observance and a list of digital resources (available in Section F) on your website.
- Familiarizing the employee/staff with Common Yoga Protocol (CYP). Organizing 15-day online training programmes (one hour per day) on CYP and ensuring maximum participation in the same (CYP links may be seen in Section F - Digital Resources for Yoga).
- Circulating related material along with attached links to the digital resources (available in Section F), to all Departments, employees, and partners, so that they can be further shared externally to raise awareness.
- Organizing Yoga-related activities such as online lectures, workshops etc. by Yoga experts, starting 3 weeks ahead of IDY 2023.
- Distributing Yoga attire, Yoga mats, and other Yoga related goodies having the logo of IDY 2023, to their staff, and encouraging everyone to practice and adopt Yoga.
- Publishing Yoga and IDY-specific articles in Private Companies and PSUs official e-newsletter, bulletin, magazine etc.
- Encouraging employees and staff to participate in IDY competitions organized by MoA on MyGov platform (https://www.mygov.in/) such as Jingle contest, PM Yoga awards (https://innovateindia.mygov.in/pm-yoga-awards/) etc.
- Some online competitions on Yoga-theme may also be organized to create interest among the volunteers/employees/public, especially among the younger generation like quiz, essays etc.

6. Schools, Colleges, and Universities

IDY presents an occasion for all the Universities & their affiliated Colleges along with all the schools to come forward and spread the message about the rewards of regular practice of Yoga among their students/employees/staff. Here are some suggested activities to reach out to all the students/employees/staff and induct them into the blissful world of Yoga:

- Issuing internal guidelines within the Organization/offices giving the background of the observation of International Day of Yoga (IDY 2023). This may be displayed prominently on their websites.
- Use of social media platforms to spread the latest updates and information about IDY. The required inputs can be easily accessed from the social media platforms of the MoA (links may be seen in Section F

- Digital Resources for Yoga) and this can be shared on or adapted to your official social media platforms, as deemed fit. The Ministry would be happy to share creatives and other inputs in this regard, for which your point of contact would be Shri Vikram Singh, Director, Yoga and Naturopathy Cell, Ministry of Ayush (email: vikramsingh-cea@gov.in).

- Displaying the IDY logo on your website and uploading guidelines for IDY observance and a list of digital resources (available in Section F) on your website.
- Familiarizing the employee/staff with Common Yoga Protocol (CYP). Organizing 15-day online training programmes (one hour per day) on CYP and ensuring maximum participation in the same.
- Circulating related material along with attached links to the digital resources (available in Section F), to all Departments, employees, and partners, so that they can be further shared externally to raise awareness.
- Organizing Yoga-related activities such as online lectures, workshops etc. by Yoga experts, starting 3 weeks ahead of IDY 2023.
- Distributing Yoga attire, Yoga mats, and other Yoga related goodies having the logo of IDY 2023, to their staff, and encouraging everyone to practice and adopt Yoga.
- Publishing Yoga and IDY-specific articles in Schools/Colleges/Universities' official e-newsletter, bulletin, magazine etc.
- Encouraging employees and staff to participate in IDY competitions organized by MoA on MyGov p latform (https://www.mygov.in/) such as Jingle contest, PM Yoga awards (https://innovateindia.mygov.in/pm-yoga-awards/) etc.
- Organizing CYP workshops in association with NGOs involving Yoga experts.
- Some online competitions on Yoga-theme may also be organized to create interest among the students/teachers/employees, especially among the younger generation like quiz, essays etc.
- Depending on the local circumstances, people may be encouraged to participate in IDY 2023.

7. Gram Panchayats, Municipal Corporations, Housing Societies, and Other Civil Society Bodies

IDY presents an occasion for the Gram Panchayats, Municipal Corporations, Housing Societies, and other Civil Society Bodies to come forward and spread the message about the rewards of regular practice of Yoga among the citizens/residents. Here are some suggested activities to reach out to the citizens/residents and induct them into the blissful world of Yoga:

- Familiarizing the citizens/residents with CYP. Organizing 15-day online training programmes (one hour per day) on CYP and ensuring maximum participation in the same.
- Circulating related material along with attached links to the digital resources (available in Section F), to all the citizens/residents (through WhatsApp groups), so that they can be further shared externally to raise awareness.
- Organizing Yoga-related activities such as online lectures, workshops etc. by Yoga experts, starting 3 weeks ahead of IDY 2023.
- Encouraging citizens/residents to participate in IDY competitions organized by MoA on MyGov platform (https://www.mygov.in/) such as Jingle contest, PM Yoga awards (https://innovateindia.mygov.in/pm-yoga-awards/) etc.
- Organizing CYP workshops in association with NGOs involving Yoga experts.
- Depending on the local circumstances, people may be encouraged to participate in IDY 2023.

E. "हर आंगन योग"

Two years have passed by, even as the world continues to fights the COVID-19 pandemic valiantly. The World Health Organization (WHO) has expressed its concern over the pandemic's impact on people's physical and mental health. In this exacting phase, Yoga with its multi-faceted benefits is proving to be of immense help to the public. Yoga is more than mere physical activity. In the words of one of its most famous practitioners, the late B. K. S. Iyengar, "Yoga cultivates the ways of maintaining a balanced attitude in day-to-day life and endows skill in the performance of one's actions." These reassuring and redeeming features of Yoga can go a long way in finding balance in our day-to-day lives in the changed reality.

Consistent practice of Yoga helps to improve health and strengthen natural immunity. The practice of Yoga helps in improving one's metabolism, maintaining proper blood circulation, and reducing vulnerability to various ailments like respiratory disorders, cardiovascular diseases, diabetes etc. Yoga also improves mental health and emotional resilience and enables people to cope with fear, anxiety, stress, boredom, depression, and frustration, which are commonly reported in these difficult times.

IDY-2023, therefore, is a timely occasion to usher Yoga, into the thoughts and everyday lives of common people. Taking cognizance of the current situation, it will not be advisable to organize events that require a congregation of people for observing the 9th International Day of Yoga. Therefore, to remind the people across the country about the benefits of Yoga, and to build enduring public interest in the same, it is advised that maximum use of digital, virtual, and electronic platforms be made this year, to spread the message of IDY. All stakeholders are invited to share information to the public in the context of the upcoming IDY, by highlighting its importance and contribution to public health and encouraging the people to observe IDY 2023 by performing the Common Yoga Protocol on 21st June 2023. The message "हर घर-आंगन योग" can be sent out as much as possible. The details and resources on CYP available in Section B and Section F in this Handbook can be utilized in various innovative ways to inspire the citizens to take up learning/performing CYP from the safety of their respective homes.

In response to the emerging scenario, regular Yoga practitioners and people with expertise in this field are called upon to put their domain knowledge and skills to effective use, by teaching Yoga to their family members. Those who are aware of the benefits offered by Yoga can spread the word among their acquaintances, by familiarizing them with the utility of Yoga in warding off diseases. Participation in IDY can be an inspiration point and can help in target-setting for the activity of learning Yoga.

The Ministry of Ayush has made multiple provisions for facilitating learning/ training activities digitally, with various online resources (lists of links for the same have been shared in Section F) available on its digital platforms like the Yoga Portal (https://yoga.ayush.gov.in/yoga/) and social media handles like YouTube (https://www.youtube.com/channel/UCqRR2gs-I3zrNcE4so4TpgQ), Facebook (https://www.facebook.com/moayush/), Twitter (https://twitter.com/moayush) and Instagram (https://www.instagram.com/ministryofayush/?hl=en), to provide ample opportunities for the people to learn Yoga from their homes.

Additionally, the Ministry of Ayush is encouraging the people to actively participate in scores of engaging contests being organized on its social media platforms and the MyGov platform (https://www.mygov.in/), in the run-up to the main IDY event.
All stakeholders were requested to take up the role of ambassadors of Yoga and motivate as many people as possible to support Yoga. You may take recourse to MoA's social media platforms (links available in Section F) and the Yoga Portal (https://yoga.ayush.gov.in/yoga/) for constant updates and communications pertaining to IDY 2023 and the promotional initiatives preceding it.

F. Digital Resources for Yoga

1. CYP Videos (Hindi, English and 14 Regional Languages)

S. No.	IDY Videos – Common Yoga Protocol	YouTube Video Links
1.	Common Yoga Protocol – HINDI	https://www.youtube.com/watch?v=wgjZ_LyNLRw
2.	Common Yoga Protocol- ENGLISH	https://www.youtube.com/watch?v=K-GJh9GeOxE
3.	Common Yoga Protocol- Manipuri	https://www.youtube.com/watch?v=iOGza5C9YhI
4.	Common Yoga Protocol-Kannada	https://www.youtube.com/watch?v=k5W4sR7Ercs
5.	Common Yoga Protocol- Sanskrit	https://www.youtube.com/watch?v=KYDVngTkslo
6.	Common Yoga Protocol-Marathi	https://www.youtube.com/watch?v=JNvyqnlOYTY
7.	Common Yoga Protocol- Malayalam	https://www.youtube.com/watch?v=ijJQAw-_XO8
8.	Common Yoga Protocol-Bengali	https://www.youtube.com/watch?v=oUlZzBbXz_U
9.	Common Yoga Protocol- Kashmiri	https://www.youtube.com/watch?v=06h8PrIon3Y
10.	Common Yoga Protocol-Tamil	https://www.youtube.com/watch?v=x_d3Ay7iy3c
11.	Common Yoga Protocol-Urdu	https://www.youtube.com/watch?v=PWwp4KDQRwQ
12.	Common Yoga Protocol-Telugu	https://www.youtube.com/watch?v=hKUqsrAXC34
13.	Common Yoga Protocol-Assamese	https://www.youtube.com/watch?v=PEkxjWdNUU0
14.	Common Yoga Protocol-Punjabi	https://www.youtube.com/watch?v=LK4ZoeTKOdY
15.	Common Yoga Protocol-Oriya	https://www.youtube.com/watch?v=sqEHmSMCgt4
16.	Common Yoga Protocol-Gujarati	https://www.youtube.com/watch?v=0Bsb01XaCfc
17.	YouTube channel of the Di-rector of MDNIY	https://www.youtube.com/@DirectorMdniy

2. Links of MoA's Website, Social Media Platforms, and Institutions

S. No.	Ministry of Ayush/Institutes	Website Links
1.	Ministry of Ayush Website	https://main.ayush.gov.in/
2.	Yoga Portal – Ministry of Ayush	https://yoga.ayush.gov.in/yoga/
3.	Ministry of Ayush – YouTube Channel	https://www.youtube.com/channel/UCqR-R2gs-I3zrNcE4so4TpgQ
4.	Ministry of Ayush – Facebook Page	https://www.facebook.com/moayush/
5.	Ministry of Ayush – Twitter	https://twitter.com/moayush
6.	Ministry of Ayush – Instagram	https://www.instagram.com/ministryofayush/?hl=en
7.	Morarji De-sai National Institute of Yoga (MDNIY)	http://www.yogamdniy.nic.in/
8.	Central Council for Research in Yoga & Naturopathy (CCRYN)	http://ccryn.gov.in/
9.	National In-stitute of Naturopathy (NIN), Pune	http://punenin.org/index.htm

3. IDY Infographics and Creatives

A consolidated drive has been created where various infographics and creatives are being uploaded regularly. These can be used by the IDY organizers for event publicity on their respective websites and social media platforms. The link for the drive can be found here <https://tinyurl.com/tapefkxz>.

G. (mYoga) App

MDNIY as a WHO Collaborative Centre in Traditional Medicine (Yoga) prepared a mobile platform (mYoga) App on "Yoga Protocol for General Wellness" that offers Yoga learning modules and practice sessions for a global audience. The mYoga app was launched by Hon'ble Prime Minister of India on International Day of Yoga 2021, i.e., 21st June, 2021 which is available on Google play store and App Store.

H. Yoga Break (Y-Break)

Y -Break or Yoga Break is a 5 -minute exercise designed for the workplace to help professionals to de- stress, refresh and re- focus. It consists of a few light practices that can be done by taking a 5 minutes break from work.

Y- Break "Yoga break at work place" Yoga protocol was devised with an aim to get De-stressed, Refreshed and Re-Focused to enhance immunity at the work place by practicing selected Yoga practices for short duration to accrue the benefits as projected from Yoga practice for a longer duration.

The protocol comprises few simple Yogic practices as follows:

- Tadasana-Urdhva Hastottanasana
- Skandhachakra-Uttanamandukasana–Kati Chakrasana
- Ardha Chakrasana-Prasarita Padottanasana-Deep Breathing
- Nadishodhana Pranayama
- Bhramari Pranayama & Dhyana

I. Tracking Participation in IDY 2023

To capitalize on the health-giving potential of Yoga, the Ministry intends to track participation numbers of IDY 2023. These will provide valuable inputs to plan public health interventions based on Yoga.

Dedicated internal Google forms or offline templates can be utilized internally to collect the participation data for IDY 2023. The Google form/offline template can include basic fields like Serial Number, Name of the Event Organizer, Location, Number of People/Families Participated, Contact Details of the SPoC/Nodal Officer (Name, Designation, Phone Number, and E-mail Address required).

A Single Point of Contact (SPoC)/nodal officer can be nominated to fill in the participation data for the entire organizing body, ensure that there is no duplication in the data submissions, and subsequently share it with MoA. It is requested that updated proforma or data should be forwarded to MoA by 22/06/23. The Ministry would be happy to extend any technical support as required by the Event Organizers. By providing such details, you will be contributing to planning and implementing future public health initiatives based on Yoga.

S. No.	Name Of the Organizing Body	Location	Number Of Individuals Participated (IDY Observance)	Contact Details (Name, Designation, Phone Number, And E-mail Address of The SPoC)

J. Appendices (Appendix 1: UN Resolution on IDY)

Resolution adopted by the General Assembly on 11 December 2014
[without reference to a Main Committee (A/69/L.17 and Add.1)]
69/131. International Day of Yoga

The General Assembly,
Recalling its resolutions 66/2 of 19 September 2011 on the Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases and 68/98 of 11 December 2013 on global health and foreign policy,

Reaffirming General Assembly resolutions 53/199 of 15 December 1998 and 61/185 of 20 December 2006 on the proclamation of international years, and Economic and Social Council resolution 1980/67 of 25 July 1980 on international years and anniversaries,

Noting the importance of individuals and populations making healthier choices and following lifestyle patterns that foster good health,

Underscoring the fact that global health is a long-term development objective that requires closer international cooperation through the exchange of best practices aimed at building better individual lifestyles devoid of excesses of all kinds,

Recognizing that Yoga provides a holistic approach to health and well-being, recognizing also that wider dissemination of information about the benefits of practicing Yoga would be beneficial for the health of the world population,

1. Decides to proclaim 21 June as the International Day of Yoga;
2. Invites all Member and observer States, the Organizations of the United Nations system, and other international and regional Organizations, as well as civil Society, including non-governmental Organizations and individuals, to observe the International Day of Yoga, in an appropriate manner and in accordance with national priorities, in order to raise awareness of the benefits of practicing Yoga;
3. Stresses that the cost of all activities that may arise from the implementation of the present resolution should be met from voluntary contributions;
4. Requests the Secretary-General to bring the present resolution to the attention of all Member and observer States and the Organizations of the United Nations system.

The PDF version of this resolution is available on UN's webpage on IDY and can easily be download from here http://undocs.org/A/RES/69/131

Appendix 2: DoPT Y Break O.M.

F.No. 11012/2/2014-Welfare
Government of India
Ministry of Personnel, Public Grievances and Pensions
Department of Personnel and Training
Welfare Division

Room No.385, 3rd Floor
Lok Nayak Bhawan, Khan Market, New Delhi
Dated 02nd September, 2021

OFFICE MEMORANDUM

Subject :Introduction of short duration protocol Yoga break (Y-Break) for people at work place -regarding

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Ministry of AYUSH informed that they have designed & developed Five Minutes duration Yoga Protocol, named Y-Break for work place by an Expert Committee in the year 2019 and the module was launched in January, 2020 on Pilot Project basis in 6 major Metro cities (Delhi, Mumbai, Chennai, Bangaluru, Hyderabad and Kolkata) with the help of various stakeholders. Feedback of the same was very encouraging.

2. Consequent to above success, Ministry of Ayush developed an android based application Y Break and the same was made available recently in Google Play Store for access by public. A campaign was launched to spread awareness of the same to provide access & usage of Y-Break Protocol/App among people at work places with a view to refresh, de-stress and refocuses them with enhanced efficiency and productivity at workplaces.

3. In order to spread awareness about access & usage of Y-Break Protocol/App among workforce for all sectors (Public/Private), all Ministries/Departments of Government of India are requested to promote the usage of Y-Break Protocol among the employees and accordingly issue necessary directions/guidelines for all employees including employees of attached and subordinate offices to download the android based application namely Y-Break from Google Play Store.

2-9-21

(VanitaSood)
Deputy Secretary & Chief Welfare Officer

To

All Ministries/Departments (Through DoPT's website.)

सत्यमेव जयते

Ministry of Ayush

Government of India