

No.11012/02/2019-C&W
Government of India
Ministry of Road Transport &Highways
(C&W Section)
Transport Bhawan, 1, Parliament Street, New Delhi-110001

Dated: 17th June 2021

CIRCULAR

Celebration of 7th International Day of Yoga(IDY) - 2021 by MoRTH

The United Nations General Assembly (UNGA) had taken a historic decision in 2014, to declare the 21st of June as the International Day of Yoga (IDY). Since then this day has been observed all over the world with considerable zeal and vigour. The objective of IDY is to build an enduring public interest in yoga by highlighting its importance and contribution as a significant assets for improving public health and emotional wellness, inspire the people to continue the practice of yoga beyond the IDY and remind the people. Further, there is immense potential to utilize this occasion to remind people across the globe about the benefit of yoga.

2. This year, due to the pandemic situation, the observation will be virtual just like IDY-2020. As in 2020, the national lead event of IDY-2021 is likely to be in the virtual/televised mode. This year IDY is being observed with a thematic message of **#BeWithYogaBeAtHome**. Therefore, in order to spread awareness and increase the participation of people, various digital platforms are being extensively used on this occasion. "IDY Handbook," developed by the Ministry of Ayush keeping in mind the current pandemic situation can also be downloaded from the link https://yoga.ayush.gov.in/public/assets/IDY_ebook.pdf.

3. In connection with IDY-2021, the Media Cell of this Ministry has undertaken following activities :-

(i) The Hashtags like **#BeAtHomeBeWith Yoga**, **#IDY2021** to create a buzz in the Social Media is being used in various social platforms of the Ministry.

(ii) In order to create awareness about yoga, a quiz competition is being organized. In the quiz competition, the participants will be asked to name a particular asana.

(iii) Selfie competition on the occasion where the submitted pictures will be broadcast on Ministry's various Social Media platforms.

(iv) The messages/creatives related to International Day of Yoga received from the AYUSH Ministry are being retweeted/amplified.

4. Apart from above, the following activities will also be organized by this Ministry in connection with IDY-2021 :-

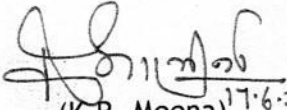
(i) An online Essay competition on the topic - "Yoga-“for healthy Living" with prize money (1st -Rs. 3000/-, 2nd -Rs. 2500/-, 3rd -Rs 2000/- and four consolation prizes of Rs. 1000/- each) for the contestants and honorarium of Rs 2000/- for evaluation of papers. The length of the Essay must be between 400-500 words and it could be either in Hindi or English. The last date for online submission of essay is 21.06.2021 till 5.30PM. All officers/officials are requested to participate in the Essay competition.

P.T.O

(ii) All the officers / staff are requested to send a video doing Yoga with their family. The 2-3 best videos would be selected and will be uploaded in the Youtube account of MoRTH. Last entry of the video would be accepted till 10.00 AM on 21.06.2021.

(iii) All the officers / staff are also requested to send one photograph doing Yoga with their family. Photographs of selected participants would be uploaded on facebook and instagram account of MoRTH. Last entry of the photograph would be accepted till 10.00am on 21.06.2021.

5. It may kindly be noted that all the material may kindly be sent within stipulated time limit to the following mail id : krmeena.19@gov.in and vijender.kr@nic.in. The entries received after the prescribed date & time would not be accepted.



(K.R. Meena) 17.6.21

Under Secretary to the Govt. of India
Tel. No. 011-23714001

To:

1. All officers / staff of MoRTH.
2. NIC with the request to kindly upload the Circular on MoRTH website and eoffice.
3. Media Cell of the Ministry may organize the activities indicated in para 4 (ii) & (iii).

Copy to:- Shri Vikram Singh, Director, Ministry of Ayush, Ayush Bhawan, B Block,
GPO Complex, INA, New Delhi, for information.