

बीआईएस/ मुख्या./परिपत्र(15)/2019
दिनांक: 17 जून 2019

भारतीय मानक ब्यूरो
(प्रशासन विभाग)

परिपत्र

विषय: अंतर्राष्ट्रीय योग दिवस पर दिनांक 21 जून 2019 को " योग एवं स्वास्थ्य महोत्सव " का आयोजन।
उपरोक्त विषय पर उपभोक्ता मामले , खाद्य एवं सार्वजनिक वितरण मंत्रालय ,उपभोक्ता मामले

विभाग द्वारा 30 मई 2019 को अग्रेषित संदर्भ सं. डी. ओ सं. एम-16011/15/2019-वाई और एन(भाग 1) और सचिव आयुष द्वारा भेजी गई प्रतियां संदर्भ सं. डी.ओ नं. एम-16011/15/2019- वाई और एन दिनांक 28 मई 2019 को देखें। इसमें अनुरोध किया है कि संलग्न डीओ पत्र के दिशानिर्देशों के अनुसार उपयुक्त रूप से अंतर्राष्ट्रीय योग दिवस का आयोजन किया जाए।

"योग एवं स्वास्थ्य महोत्सव" के लिए निर्धारित उपरोक्त गतिविधियों पर की गई कार्यवाही की रिपोर्ट प्रशासन विभाग को भेजें।

न. विट्टोबा
17.06.19
(एनं विट्टोबा)
निदेशक(प्रशासन)

संलग्न: यथोपरि

हमारा संदर्भ: प्रशासन/02/50/2015

परिचालन: इंटरनेट द्वारा मुख्यालय के सभी विभाग/क्षे.का/शा.का/ प्रयोगशालाएँ/एनआईटीएस

BIS/HQ/ADMN/Circular(15)/2019

Date: 17 June 2019


BUREAU OF INDIAN STANDARDS
(Administration Department)

CIRCULAR

Subject: Celebration of International Day of Yoga on 21 June 2019-“Festival of Yoga and Wellbeing”.

Please find enclosed copies of Secretary, AYUSH's D.O. No. M-16011/15/2019-Y&N dated 28th May 2019 and D.O. No. M-16011/15/2019-Y&N (Pt.I) dated 30th May 2019 forwarded by Ministry of Consumer Affairs, Food and Public Distribution, Department of Consumer Affairs on captioned subject with a request that International Yoga Day be observed and celebrated in as befitting manner as per the directions contained in the attached DO Letters.

An Action Taken Report on the suggested activities for “Festival of Yoga and Wellbeing” be sent to Administration Department in this regard.



17.06.19

(N. Vittoba)

Director (Administration)

Encl: As above

Our Ref: ADMN/02/50/2015

Circulated to: All Departments at HQs/ROs/BOs/Labs/NITS through Intranet

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MOST IMMEDIATE
BY SPEED POST

No. N-27/01/2018-P&C
Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs

Krishi Bhawan, New Delhi
Dated the 4th June, 2019

To

Subordinate Offices/Autonomous Bodies.
(As per list attached)

**Subject: Celebration of International Day of Yoga on 21.06.2019 –
“Festival of Yoga and Wellbeing”.**

Sir,

Please find enclosed a copy of Secretary, Ministry of AYUSH's D.O. No M-16011/15/2019-Y&N (Pt.I) dated 30th May, 2019 with a request that **“International Day of Yoga (IDY)”** be observed and celebrated in as befitting manner as per the directions contained in the above mentioned D.O. letters.

Encl: As above

Yours faithfully,


04.06.2019
[Alok Kumar Verma]
Director
Tel No. 23071149



सत्यमेव जयते

वैद्य राजेश कोटेचा
Vaidya Rajesh Kotecha



एक कदम स्वच्छता की ओर



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सचिव

भारत सरकार

आयुर्वेद, योग व प्राकृतिक चिकित्सा

यूनानी, सिद्ध, सोवा रिग्पा एवं होम्योपैथी (आयुष) मंत्रालय

आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स,

आई.एन.ए, नई दिल्ली-110023

SECRETARY

GOVERNMENT OF INDIA

MINISTRY OF AYURVEDA, YOGA & NATUROPATHY

UNANI, SIDDHA, SOWA-RIGPA AND HOMOEOPATHY (AYUSH)

AYUSH BHAWAN, B-BLOCK, GPO COMPLEX

INA, NEW DELHI-110023

Tel. : 011-24651950, Fax : 011-24651937

E-mail : secy-ayush@nic.in

D.O.No. M-16011/15/2019-Y&N(Pt. I)

Dated: 30th May, 2019

Dear Secretary,

We are just a few weeks away from the International Day of Yoga (IDY)-2019, which falls on 21st June, 2019. I am writing to seek your valuable support in this national effort. The Ministry of AYUSH has been mandated with the task of promoting Yoga among people from all walks of life because of its health promotive potential.

2. Based on meeting of Committee of Secretaries (CoS) held in Cabinet Secretariat on 16.05.2019 and the various suggestions given by Yoga Institutes in the Inter-Ministerial Meeting organized by Ministry of AYUSH on 13.05.2019, it was decided to start a daylong event along with Mass Yoga Demonstrations based on the Common Yoga Protocol (CYP) on 21.06.2019 from 7:00 AM to 8:00 AM on the occasion of IDY called **"Festival of Yoga and Wellbeing"**. This **"Festival"** will make IDY a more inclusive event. A concept note on the **"Festival"**, which incorporates suggested action points, is enclosed for your perusal.

3. The Government's aim is to make Yoga an integral part of the citizens' lifestyle and thereby secure a healthy life for all. This Ministry feels that the **"Festival of Yoga and Wellbeing"** is an important step in this direction. I therefore request your whole-hearted support to celebrate this **"Festival"** on 21.06.2019. I would be grateful if urgent steps are caused in this direction, considering that we have very limited time ahead of IDY -2019.

With regards,

Encl. As above

To,

All Secretaries to the Government of India

Yours sincerely

(Rajesh Kotecha)

Festival of Yoga and Wellbeing 2019
[On the occasion of International Day of Yoga,2019]

At present the centre-piece of the IDY observation is the standardised Mass Yoga Demonstration drill. This is held uniformly in thousands of venues across the country at 7.00 AM on 21st June every year, and the demonstrations are based on the common Yoga Protocol (CYP). However, in order to make IDY a more inclusive event, it is decided to have a “Festival of Yoga and Wellbeing” on the Day, and to spread the activities across the entire day, as part of the “Festival”.

2. While there is no doubt that Mass Yoga Demonstrations based on CYP is the best way to tap the public-health potential of the IDY event, the additional activities in a “festival” mode will appeal more to those who are yet to be initiated into yoga, and inspire them to learn about yoga. This will make the entire IDY observation more flexible and more inclusive.

3. **Suggested Activities for the festival:** The focus of the “festival” can be activities other than Mass Yoga Demonstrations, so that the space requirement is reduced. Consequently, such events can be held in covered venues like auditoriums, where a large number of people can participate, thus minimising the possibility of disruptions by rain. An atmosphere of festivity can be created using elements of song, drama etc. It may be noted that the “festival” activities are expected to be scheduled after the early morning activity based on CYP is over. A list of suggested activities for the “Festival” is given at Annexure I.

4. **Timings of Festival Activities:** Such events can be scheduled at any time during the day on 21st June, after the conclusion of the CYP based activities in the morning. This would give flexibility to accommodate the convenience of the wider audience including senior citizens and the less-abled.

5. **The target audience:** The target audience can be those segments of population which have not yet become regular practitioners of Yoga.

6. **Objectives:** An effort can be made to use these activities to attract the youth and children to Yoga. The contemporariness of yoga and its health benefits can be projected. Role of Yoga in education sector can be explored through these festivals by targeting children and young people.

7. **Yoga at work place:** Avenues of Yoga in work place can be explored of conducting this day- long festival in most of the organizations (Govt., PSUs and Private firms) on Voluntary basis. Aspects of increase in employee productivity,

961
decrease in stress and anxiety in the work place, improved employee health and wellbeing, etc. through Yoga can be highlighted in the festival.

8. By organizing "Festival of Yoga and Wellbeing" role of Yoga in the health care sector can be highlighted by show-casing the positive effects of Yoga in promotion of health and prevention of certain diseases. Various studies have already shown positive effects of Yoga in managing stress-related disorders, respiratory allergies, anxiety neurosis, diabetes, coronary heart disease, and rehabilitation of disabled.

9. The Ministry of AYUSH seeks the support and involvement of all stakeholders for the "Festival of Yoga and Wellbeing", and to take it up on June 21, 2019 in their respective centres/ spheres of activity in a befitting manner, and to strive to ensure maximum participation in the same.

Annexure I

Suggested activities for “Festival of Yoga and Wellbeing”

The following activities can be organized as a part of “Festival of Yoga and Wellbeing” in addition to Common Yoga Protocol:-

- I. Various competitions with focus on highlighting the potential health benefits of adopting Yoga in day-to-day lifestyle can be conducted across various venues. The competitions can be:
 - a) Slogan Competition.
 - b) Article Writing Competition.
 - c) Poster making Competition.
 - d) Quiz Competition.
 - e) Music and group dance Competitions on Yoga theme.

- II. Yoga themed songs can be played in the event venues.

- III. Various cultural events can be conducted.

- IV. “Flash mob” in prime locations like historical monuments, malls, airports etc. can be organised.

- V. Lectures, workshops and various other education programmes on the health benefits of Yoga can be delivered through media.

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No. N-27/01/2018-P&C
Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs

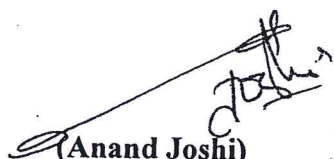
Krishi Bhawan, New Delhi
Dated the 6th June, 2019

OFFICE MEMORANDUM

Subject: Celebration of International Day of Yoga on 21.06.2019 – “Festival of Yoga and Wellbeing”.

The Undersigned is directed to forward a copy of Secretary, Ministry of AYUSH's D.O. No M-16011/15/2019-Y&N dated 28th May, 2019 with a request that “International Day of Yoga (IDY)” be observed and celebrated in as befitting manner as per the directions contained in the attached D.O. letters.

Encl. As above


(Anand Joshi)
Under Secretary (P&C)
Tele: 23382525

To

1. All the Divisional Heads in the Department of Consumer Affairs.
2. Subordinate/Attached Offices/Autonomous Bodies in the Department of Consumer Affairs.

Copy for Information:

PSO to Secy. (CA)/PPS to Sr. EA/ PS to AS(CA)/ PS to JS (CA)/ Sr.PPS to JS (AB)/ PS to EA.



सत्यमेव जयते

Secretary (CA)
Dy. No. P-123298
Date 31/5/2019

एक कदम स्वच्छता की ओर



वैद्य राजेश कोटेचा
Vaidya Rajesh Kotecha

AS (CA) P-123298
Date: 4/6/19

Dear Shri Soivustaraji,

104 98
सचिव
भारत सरकार
आयुर्वेद, योग व प्राकृतिक चिकित्सा
यूनानी, सिद्ध, सोवा रिग्पा एवं होम्योपैथी (आयुष) मंत्रालय
आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स,
आई.एन.ए, नई दिल्ली-110023
SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY
UNANI, SIDDHA, SOWA-RIGPA AND HOMOEOPATHY (AYUSH)
AYUSH BHAWAN, B-BLOCK, GPO COMPLEX
INA, NEW DELHI-110023
Tel. : 011-24651950, Fax : 011-24651937
E-mail : secy-ayush@nic.in
D.O.No.M-16011/15/2019-Y&N
Dated: 28th May 2019

We are just a few weeks away from the International Day of Yoga (IDY)-2019, which falls on 21st June 2019.

2. IDY is the ideal entry point for the uninitiated to start the practice of Yoga. It is now well established that regular practice of Yoga provides any individual with multiple rewards, and that motivating citizens in large numbers to take up yoga can lead to immense gains for the country in public health parameters. The Ministry of AYUSH has been mandated with the task of promoting Yoga among people from all walks of life because of its health promotive potential.

3. The Ministry of AYUSH has been making extensive use of the social and digital media platforms (Internet, Facebook, Twitter and Instagram) to convey messages and information related to Yoga and IDY to the public. The account details are as follows:

IDY Portal : <https://yoga.ayush.gov.in/yoga/>
Facebook: <https://facebook/moayush/>
Twitter: <https://twitter.com/moayush>
Instagram: <https://www.instagram.com/ministryofayush>

In the Committee of Secretaries (CoS) Meeting dated 16.05.2019 on IDY -2019, chaired by the Cabinet Secretary, one of the points discussed was the need for all Ministries and Departments to come together to support the promotional efforts for IDY on digital media taken up by the Ministry of AYUSH. Accordingly, I would request your esteemed Ministry/ Department to proactively support the activities of the Ministry of AYUSH on the IDY Portal and Social Media platforms. It is requested to consider instructing the Social Media wing of the Ministry/Department to actively 'share', 'like', 're-tweet' and promote in other creative ways the content being published by the Ministry of AYUSH.

Contd....2/-

AS (AB)
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4. The task of taking the rewards of yoga to a billion people through habit formation is a challenging one. This Ministry will be able to achieve this if all the other Ministries/Departments come up with their whole-hearted support in this communication effort. I would be grateful if urgent steps are caused in this direction, considering that we have very limited time ahead of IDY - 2019.

With regards,

Yours sincerely

राजेश कोटेचा

(Rajesh Kotecha)

Shri Avinash K. Srivastava,
Secretary
Department of Consumer Affairs,
Ministry of Consumer Affairs, Food & Public Distribution,
Krishi Bhawan,
New Delhi-110001