



No. 20-05/2020-WL&Sports (Pt. I)
 Government of India
 Ministry of India
 Department of Posts
 (Welfare & Sports Section)

Dak Bhawan, Sansad Marg
 New Delhi – 110001
 Dated 04.06.2021

To,
 All Heads of Postal Circles.

Sub: Celebration of International Day of Yoga (IDY) 2021 – Utilization of Digital and Social Media Resources – reg

Dear Madam, Sir,

This is in continuation of this office letter of even no. dated 19.04.2021 and dated 06.05.2021 regarding celebration of International Day of Yoga 2021 on 21st June 2021. It is reiterated that we shall maximize the use of the digital and social media resources at our disposal for propagating Yoga, against the backdrop of the recent surge in the pandemic.

2. During the current pandemic situation, it essential that congregation of people for the promotional activities related to IDY-2021 is avoided and hence most of these activities need to be conducted in a virtual or digital mode. Participation from respective homes appears to be ideal.

3. Accordingly, Circle Heads requested to send out message of “Be with Yoga, Be at Home” through all possible digital and social media resources. Including departmental websites, social media handles (Facebook, Twitter etc). The message may kindly be shared with all employees to encourage their participation in IDY 2021.

4. Circle heads are requested to encourage employees to participate in online common yoga protocol training programmes beginning from 1 June 2021 along with their families.

5. Circle heads may kindly refer to letter of even no. dated 19.04.2021 regarding promotion of IDY celebration in selected Rural Post Offices in aspirational districts. Progress report along with photos (Promotion/participation through digital mode) in the rural Pos in these districts may please be provided..

5. All Circle Heads are requested to share links provided by Ministry of AYUSH along with IDY 2021 logo on departmental websites and social media handles. Ministry of AYUSH has provided links for reference material that may be utilized for observation of IDY 2021 viz. Common Yoga Protocol

(<https://yoga.ayush.gov.in/public/assets/front/pdf/CYPEnglishBooklet.pdf>).

Links for Ministry’s social media handles are as follows:

“BE WITH YOGA, BE AT HOME”

- a) Facebook: <https://www.facebook.com/moayush>
- b) Youtube: <https://www.youtube.com/channel/UCqRR2gs-I3zrNcE4so4TpgQ>
- c) Instagram: <https://www.instagram.com/ministryofayush>
- d) Twitter: <https://twitter.com/moayush>
- e) Morarji Desai National Institute of Yoga: <http://www.yogamdniy.nic.in>
- f) Central Council of Research in Yoga and Naturopathy: <http://www.ccrn.gov.in>
- g) National Institute of Naturopathy: <http://www.punenin.com>

These can be used for widespread promotion of IDY activities through Social Media handles.

<https://tinyurl.com/tapefkxz>

6. DDG (Marketing), Dak Bhawan is also requested to share the message of “Be with Yoga, Be at Home” along with IDY logo and links mentioned above at all social media handles.
7. The GM (CEPT) may kindly share above mentioned links at suitable locations on India Posts Website.
8. Ministry of AYUSH will be providing links for google forms wherein information pertaining to participation by DOP employees and their families will be shared. The link will be shared as soon as possible. Necessary arrangement for recording number of participants may kindly be made.
9. This issues with approval of the competent authority.



(Amitabh Singh)
DDG (Training & Welfare)

Copy to:

- (i) DDG (Marketing).
- (ii) The GM (CEPT).
- (iii) Secretary (PSB) for information and kind necessary action.
- (iv) Office Copy.