

No. 8(16)/2023-GC
Government of India
Ministry of Electronics and IT
(GC Section)

New Delhi-110003
Dated-17.05.2023

Subject: International Day of Yoga 21st June, 2023-regarding

The observance of IDY gives us an opportunity to spread the benefits of Yoga and to project India's soft power globally. This year also, the IDY 23 observation will be focused on India Branding and its globalization 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.

2. Ministry of Ayush – being the Nodal Ministry for observation of the IDY, has planned several programs as countdown to IDY-2023 and proactively engaged with all relevant stakeholders in order that the preparation of IDY 23 are completed in time.

3. In this regard a meeting of committee of Secretaries chaired by Cabinet Secretary held on 10th May, 2023 to review the preparation for observance of 9th International Day of Yoga, 2023. After detailed deliberations certain recommendations related to observance of IDY-2023 were made.

4. Ministry of Ayush has clearly outlined the roles and responsibilities of each Central Ministry/Department for a seamless rollout, including activities to be organized during day countdown to the main event.

5. The role of MeitY as participating Ministry for observance of 9th IDY 2023 and the organisation/agency of MeitY which has been made responsible for its execution is as under:

Role & Responsibility	Executive Agency of MeitY
Y-Break in Big IT Industries, NASSCOM Members	Yoga Break (Y Break) App is developed by M/o Ayush with a view to refresh, de-stress and refocus with enhanced efficiency and productivity at workplaces. MeitY has been mandated to popularise this Y Break App among employees in MeitY Organisations, TechnoParks/Info Parks/IT parks across the country, Big IT Industries and NASSCOM members (Action: Head of Organisation/ NASSCOM)
Banner on each GOI Websites Digital Media propagation	NIC & MyGov
My Gov Various people centric activities and programmes were undertaken on MyGov platform for people to engage digitally in efforts to spread message of Yoga. Eight difference initiatives were conducted including PM Yoga Awards, including: <ul style="list-style-type: none">▪ IDY Discussion▪ IDY Puzzle▪ Video campaign	MyGov

<ul style="list-style-type: none"> ▪ Jingle Contest ▪ IDY Pledge ▪ Survey etc. ▪ Social Media Promotion 	
CSCs CYP training through CSCs from 25 th day countdown onwards	CSC

6. MeitY has also been assigned the responsibility to fully employ their resources to create awareness about and to provide widespread publicity to the activities planned under IDY, 2023. Central Ministries & Departments and State Governments may also extensively employ their social media handles in this regard. Secretary, MeitY is also a member of core organizing committee for IDY-2023 with Secretary Ayush as convener to ensure coordinated action to observe the IDY 23. The overall progress in this regard will be monitored and reviewed periodically by Cabinet Secretary.

7. Secretary MeitY has directed that all concerned officers/organisation of MeitY to take immediate actions in respect of the work assigned to them for observance of IDY-2023 in consultation with Ministry of Ayush.

8. It is requested that immediate actions may be taken for making necessary arrangements in r/o above activities and also to finalize the events and activities to be undertaken by them for IDY-2023 well in time and in countdown thereto. It is also requested that progress report in the matter may also be shared on weekly basis for onward submission for kind perusal of Secretary, MeitY. A Nodal officer may also be nominated for this purpose.


 (Shobhendra Bahadur)
 Director
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To:

1) Head of organizations under MeitY

Copy for information to:

2) OSD to Secretary / AS(BK)