

Respected Madam/ Sir

As you are aware, the Hon'ble Prime Minister in his Mann Ki Baat address on 31<sup>st</sup> May announced the contest, and called upon one and all to participate in the same.

The "My Life – My Yoga" (also called "Jeevan Yoga") Video Blogging Contest is a joint effort by the Ministry of AYUSH and the Indian Council for Cultural Relations (ICCR). The contest focuses on the transformative impact of Yoga on the lives of individuals, and comes as one of the activities related to the observation of the sixth International Day of Yoga (IDY) coming up on 21st June 2020. The contest has gone live on the social media handles of the Ministry of AYUSH from 31<sup>st</sup> May 2020. It has since been made open on the MyGov platform as well.

The Ministry of AYUSH has made open multiple channels for facilitating easy entry into the contest. The participants are required to upload a 3 minutes duration video of 3 Yogic practices (kriya, asana, pranayama, bandha or mudra), including a short video message/ description on how the said Yogic practices influenced their life. The video may be uploaded on Facebook, Twitter OR Instagram with the contest hashtag #MyLifeMyYogaINDIA and appropriate category hashtag. Detailed guidelines for participation can be found on the Yoga Portal of Ministry of AYUSH (<https://yoga.ayush.gov.in/yoga/>). Entries to the competition can also be submitted through two other channels: (i) the MyGov platform, and (ii) the contest website, namely <http://mylifemyyoga2020.com/>. Thus, taking part in the competition and submitting entry for the same has been made simple for the public.

We are happy to forward herewith the following link to various promotional material relating to the contest: <https://we.tl/t-k0y4LF5kIL>. It is requested to kindly to issue directions to the concerned in your organization to download and use the said material in a manner deemed appropriate in the social media and other communication channels to publicise the contest. It is requested that the social media channels of all the subordinate units of your organization, including field formations, educational institutions etc. may also be utilised for this. It is also requested to cause issuing appropriate messages based on the above to the staff and their families of your organization and its subordinate units to inform them about the contest and to inspire them to join the same.

The announcement of the contest by the Hon'ble PM has generated tremendous curiosity about and interest in it. The Ministry of AYUSH is confident that this interest would convert into significant public health gains, as the positive impact of Yoga in the management of many aspects of the COVID-19 pandemic situation is by now well accepted.

S/d  
(Vikram Singh)  
Director