



सत्यमेव जयते



एक कदम स्वच्छता की ओर



वैद्य राजेश कोटेचा

Vaidya Rajesh Kotecha



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

Dear Shri Sainivasji,

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/-

740/PS (AD)
6/6/19

JS (K)
6/6/19
MS/ps
04/6
DS (AD)
6/6/19

JS(K)
1157-DK (ISA)
4-6-19

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 Injeti Srinivas,
Secretary,
Ministry of Corporate Affairs,
Shastri Bhawan,
New Delhi - 110001