# Prasar Bharati (India's Public Service Broadcaster) Prasar Bharati Secretariat Prasar Bharati house: Copernicus Marg,

Mandi House: New Delhi: 110001

No. D-13023/15/2019-20/GA-I/Part file dated

20.06.2020

#### **Office Memorandum**

Subject: Participation of Employees and their Families in International Day of Yoga, 2020.

This has reference to Ministry of Ayush email dated 17.06.2020 relating to celebration of International Day of Yoga, 2020 at 7 am on 21st June, 2020 (**Annexure-I**).

- 2. Yoga is an invaluable ancient Indian practice with numerous benefits to both physical and mental health. Given the context of the current COVID-19 pandemic including restrictions on the movement of people and a slowdown in daily activity, this year's observance will aim to highlight the health-building and stress-relieving aspects of Yoga. The theme of this year is "YOGA AT HOME YOGA WITH FAMILY".
- 3. All the HOOs/HODs of Prasar Bharati Establishments are requested to coordinate and motivate all the staff members (including contractuals/Outsourced) and their family members for active participation on this IDY from their homes by doing the 45 minute long Common Yoga Protocol (CYP) drill at 07.00 AM on 21<sup>st</sup> June 2020.
- 4. A module for submission of details of participation by the staff and their family members are to be uploaded by Prasar Bharati Establishments through HRIS Web-Application as follows:
  - After successful login in HRIS, you will find a link in a panel "International Yoga Day" to enter the details of participation. Screen shot attached as **Annexure-II**.
  - ii. The HOO/HOD of the Establishment can fill/ edit/ update the following details for their establishment:
    - a) Number of Family attended IYD
    - b) Number of people attended IYD
- 5. HOO/HOD of the establishments shall be responsible for uploading the above data on HRIS upto 18:00 Hours of 23<sup>rd</sup> June, 2020.
- 6. This issues with the approval of Competent Authority.

(G. D. Sharma)

Deputy Director General(Admin)

Cont....p/2

#### Copy to:

- 1. Principal DG:NSD:AIR, DG:AIR, DG: DDn, DG:DD News
- 2. E-in-C (Broadcast Operations) AIR and DD
- 3. All Zonal/ Regional ADG(E)/ ADG(P) AIR and DD
- 4. ADG (NABM)/ ADG(CES)
- 5. ADG(A) DG:DD/ DDG(A) DG: AIR
- 6. CVO, Prasar Bharati
- 7. HOOs/ HODs of all Establishments in Prasar Bharati
- 8. DDG (T) for circulation in e-Office/Website

### Copy also to:

- 1. PS to Chairman, PB
- 2. Staff Officer to CEO, PB
- 3. PS to Member (F), PB
- 4. PS to E-in-C (SI & CS), PB
- ADGs (Admin.)/ (HR)/ (IT)/ (B&A)/ (Fin.)/ (Tech.) PBS/ADG (Economic Research), ADG(IR/ Marketing), ADG(Procurement), ADG(Content Operations) Prasar Bharati
- 6. Heads PBNS/ Sales
- 7. DDGs (Admin.) / (Fin.)/(Tech.)/ (Ops.)/ (LM&HR-C), PBS
- 8. Dir(GA-1)/DD(GA-2) for further necessary action.
- 9. AE (GA-I)/ AE (GA-II), PBS
- 10. Notice Board, PBS.

----- Forwarded message -----

From: **Section Officer PPC MIB** <<u>soppc.inb@nic.in</u>>

Date: Wed, 17 Jun 2020 at 16:40

Subject: MOST IMMEDIATE - Promotion of "Yoga at Home, Yoga with Family" theme on

International Day of Yoga — at 7 am on 21st June-reg. To: CEO Prasar Bharati < ceo@prasarbharati.gov.in >,

Respected Madam/Sir,

I am directed to forward the trailing mail from M/o AYUSH on the subject cited above, for information and necessary action.

Regards,

SO (PPC)

M/o I&B

From: "Amit Khare" < secy.inb@gov.in>

**To:** "Section Officer PPC MIB" <<u>soppc.inb@nic.in</u>> **Sent:** Wednesday, June 17, 2020 4:31:29 PM

Subject: Fwd: Promotion of "Yoga at Home, Yoga with Family" theme on International Day of Yoga

— at 7 am on 21st June-reg.

On Tue, Jun 16, 2020 at 11:48 AM Ankit Shailani < ankit.shailani@gov.in > wrote:

Dear Madam/Sir,

This is a request for utilising various official social media accounts, organisational emails, and other channels including WhatsApp of your esteemed organisation for promoting the observance of International Day of Yoga to be held on the 21<sup>st</sup> of June 2020 at 7 AM. Given the context of the current COVID-19 pandemic including restrictions on the movement of people and a slowdown in daily activity, this year's observance will aim to highlight the health-building and stress-relieving aspects of Yoga, which are hugely relevant. To facilitate this, the Ministry of AYUSH is organising a trainer-led session which will be broadcast on television at the same time for people to follow and practice in solidarity, and details of the same will be announced shortly.

The earlier communications issued by the Ministry regarding the observance of Yoga at Home may please be recollected. As already intimated, this year it is of utmost importance that the message of performing Yoga at Home with family at 7 AM on the 21<sup>st</sup> of June be conveyed to the public. Therefore, to support such efforts from your organisation, I am happy to provide additional resources on shareable

creatives to be used on social media, emails, and messages contained in the below links.

WeTransfer: <a href="https://we.tl/t-H0uQIiudkk">https://we.tl/t-H0uQIiudkk</a>

Google Drive: <a href="https://tinyurl.com/ycuqoplw">https://tinyurl.com/ycuqoplw</a>

The Ministry will be using #IdoYogaAtHome as this year's official hashtag and it is suggested that the same be used along in all outgoing messages to raise awareness and drive participation for IDY 2020.

As already intimated Yoga is an invaluable ancient Indian practice with numerous benefits to both physical and mental health. Though the mass performance of the Common Yoga Protocol (CYP)—one of the most popular Yoga programmes across the world—will remain at the heart of the International Day of Yoga (IDY) like always, this year IDY will be observed in a non-congregative manner. To track public participation, the Ministry has also created a Google form which is requested to be filled with estimates of persons and families practicing the CYP at 7 AM on the 21<sup>st</sup> June 2020. The participation form link is: <a href="https://forms.gle/Kj7oAjbejSasvDPLA">https://forms.gle/Kj7oAjbejSasvDPLA</a>

Additionally, a paper (e-mail) proforma may also be filled in as provided in the attachment, and sent to pmu-ayush@gov.in.

It is once again requested that various mediums of communication of your esteemed organisation for raising awareness and driving participation be used in this endeavour.

# With regards,

~Ankit Shailani Assistant Section Officer Yoga & Naturopathy Cell Ministry of AYUSH

## #IdoYogaAtHome

\*Yoga for Community, Immunity & Unity\*

## **Annexure-II**

