

# Approach for circulating “Guidance for doing Yoga at Home”

1. Official letters can be sent to government bodies especially State administrations and UTs to formally communicate observance of IDY along with the release of detailed guidelines such as the sample letter and various resources to be used by people
  - a. These can be circulated across all departments for the benefit of the employees, and employees can be requested to share these on their respective social media
2. Official letters can be sent to union ministries and AYUSH nodal officers also in the same manner as mentioned above
3. To bring these guidelines in to the mainstream, they should be easily made available everywhere, including,
  - a. Main AYUSH website
  - b. AYUSH website COVID landing page
  - c. Yoga Portal
  - d. IDY mobile application
  - e. COVID resources page across all government websites
  - f. Formal press release through PIB
  - g. Release of an advisory from Ministry of Information and Broadcasting for all channels to issue these guidelines for the benefit of public health
  - h. Tagging of these guidelines through PM Modi’s regular Sunday sessions—‘Mann kibaat’
4. Active use of social media by publishing about the guidelines through MoA social media handles, additionally this should be coordinated and shared by other Ministerial social media accounts to create virality, further,
  - a. Influencers engaged through the session held by CCRYN can be engaged
  - b. Celebrity list to be provided by BOC and NFDC can be engaged to participate and increase awareness
  - c. Yoga educational institutes and their students should also share these on social media
  - d. Running of engaging competitions such as asking followers to like, share and retweet content to win some IDY merchandise such as Yoga mats on social media. A hashtag contest can be run wherein the most popular hashtag can be similarly awarded, and request followers to participate in the Yoga competition and share that content with their networks to popularise Ministry

of AYUSH accounts

- e. IDY and Yoga from home branding by creating stickers and frames for Instagram, Facebook, and Twitter
5. Leveraging HWCs and CSCs to promote and use listed Yoga resources such as videos in regional languages for viewing of public using their digital infrastructure in accordance with local lockdown policies and social distancing norms
6. Direct to consumer marketing to all people within the BOC mailer list along with the eSampark platform which also allows sending of text messages in mass. While emails can contain the sample letter along with links to resources, text messages can direct people to Ministry of AYUSH resources on CYP