



The International Day of Yoga (IDY) 2020 is approaching on the 21st of June 2020. This year, due to the outbreak of COVID-19 and various restrictions placed on mass gatherings, the Ministry of AYUSH (MoA), Government of India (GoI) shall be leading the celebration of IDY 2020 digitally. As your esteemed organisation has immense potential to be a frontrunner in leading the celebration of the International Day of Yoga in a big way, the Ministry is reaching out to you asking for your support for the promotion and active participation of your esteemed organisation and its network in the 'My Life, My Yoga' video blogging contest, announced by Hon'ble Prime Minister Narendra Modi.

This global video blogging contest is aimed at promoting Yoga as a way of life and to understand the reach of Yoga across communities. The detailed guidelines can be found [here](#).

The participants can upload a short 3-minute video of themselves performing Yoga and stand the chance of winning a cash prize up to INR 1,00,000/-. Please feel free to share this within your organisation and its network. The contest is open to all i.e. all the age groups along with the Yoga professionals.

1. Ask from you:

1. Help to promote the 'My Life My Yoga 2020 Video Blogging Contest' across your digital platforms including the website, the mobile application and the social media handles.
2. Encourage participation in the video contest from your network of instructors and followers.
3. Ask the participants entering to add an additional #hashtag (specifying your organisation's name) along with their entry which can have the posts trending.
4. Report participation on a daily basis here: <https://forms.gle/Fey5fvijTEByRwce8>

2. What do you get:

1. Appreciation certificate from Ministry for your institute.
2. Appreciation by thanking and mentioning of top organisation promoting participation on the Ministry Website.
3. Permission to use additional #hashtag along with video driving viewership for organisation. This will help your organisation to popularize its social media platforms.
4. The Ministry is providing a co-branding opportunity on the creatives which can be found in the attachments, your organisation can add their logo alongside for temporary promotional activities **till the end of My Life, My Yoga competition i.e the 21st of June.**
 - Only the following creatives are to be used by your organisation
 - The logo can only be placed alongside other logos as placed in the creative provided.
 - No other edits are approved by the Ministry or are to be made by your organisation in these creatives.

Further details about the contest and participation guidelines are available on our dedicated contest page. You may visit the same to familiarize yourself at www.mylifemyyoga2020.com.

We look forward to your support in encouraging your network to promote yoga and healthy living by promoting participation in this video blogging contest. For additional queries please reach out to us.

Ministry approved creatives

Logos of your respective organisation can be added along other logos on the top as visible in the creatives, in line with the guidance provided in 2.4.

Ministry of AYUSH Government of India, Indian Council for Cultural Relations, myLife myYoga video blogging contest

Use the 2 Mandatory Hashtags for Instagram, Twitter or Facebook

1. For Country
eg., For India
#MyLifeMyYogaIndia

2.1 Female
1) Youth (below 18 years) - #FemaleYouth
2) Adult (18 years and above) - #FemaleAdult
3) Yoga Professionals - #FemaleYogaProfessional

2.2 Male
1) Youth (below 18 years) - #MaleYouth
2) Adult (18 years and above) - #MaleAdult
3) Yoga Professionals - #MaleYogaProfessional

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ट्विटर, इंस्टाग्राम या फेसबुक के लिए 2 अनिवार्य हैशटैग का प्रयोग करें

1. देश के लिए
उदाहरण : भारत के लिए
#MyLifeMyYogaIndia

2.1 स्त्री
1) युवा (18 साल से कम) - #FemaleYouth
2) वयस्क (18 साल या उससे ज्यादा) - #FemaleAdult
3) योग अनुभवी (18 साल से ज्यादा) - #FemaleYogaProfessional

2.2 पुरुष
1) युवा (18 साल से कम) - #MaleYouth
2) वयस्क (18 साल या उससे ज्यादा) - #MaleAdult
3) योग अनुभवी (18 साल से ज्यादा) - #MaleYogaProfessional

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आवेदन कैसे करें?
1) किसी भी योग प्लान में 3-मिनट का योगविप्लव शीर्षक वीडियो बनाएं और पोस्ट करें।
2) वीडियो को हमारे फेसबुक पेज पर अपलोड करें।
3) www.mylifemyyoga2020.com
4) www.instagram.com/india/my-life-my-yoga/
5) www.facebook.com/india/my-life-my-yoga/

₹1,00,000 नगद पुरस्कार जीतने का सुनहरा अवसर → मास लेने की तारीख **जून 21, 2020** → **आवेदन करें**

For video guidelines visit @moayush facebook page.

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How to Apply?
1) Make a 3 minute landscape video on any yoga pose and let people know how you feel about you.
2) Upload the video on our website
a) www.mylifemyyoga2020.com
b) www.instagram.com/india/my-life-my-yoga/
c) on the official social media pages of Ministry of AYUSH

Stand a chance to win upto ₹1,00,000 Cash prize. → Last date for entries **21st June 2020** → **Apply Now**

For video guidelines visit @moayush facebook page.