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P. N. Ranjit Kumar

संयुक्त सचिव

Joint Secretary

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सत्यमेव जयते

भारत सरकार

आयुष मंत्रालय

आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स,

आई.एन.ए., नई दिल्ली-110023

GOVERNMENT OF INDIA

MINISTRY OF AYUSH

AYUSH BHAWAN, B-BLOCK, GPO COMPLEX

INA, NEW DELHI-110023

D.O. No. Z-28021/111/2018-IT Cell

Dear Shri Kumar,

30th May, 2018.

This is further to my D.O. letter of even number dated 18th May, 2018, wherein a request was made to the stake holding Ministries to support the efforts of Ministry of AYUSH for promotion of International Day of Yoga through various social media platforms.

2. The Ministry of External Affairs (MEA) and a few other Ministries/ Departments have already extended their support to reach out to various stakeholders and the general public through their web portal and social media accounts with IDY related messages. Many of their websites already carry the link to the IDY portal of the Ministry of AYUSH and many of the Ministries/Departments have started sharing the Ministry of AYUSH's Facebook and Twitter messages.

3. In the social media efforts to promote IDY, this ministry is making extensive use of three hashtags, namely **#IDY2018** **#AYUSH** and **#ZindagiRaheKhush**, on Facebook (FB) pages, Instagram and twitter handle. It is heartening to note that these hashtags have gained wide recognition by now. Ministry of AYUSH has also created a separate portal for IDY (yoga.ayush.gov.in).

4. In order to enhance the momentum of various IDY –related activities of the Government of India, it is requested that these hashtags may kindly be used by all yoga organisations in their IDY messages. The Ministry of External Affairs is already deploying these hashtags in many of their social media communications, which has imparted added momentum to this campaign. All other Ministries/Departments may also kindly adopt these hashtags and encourage "liking" and "sharing" of the different posts of Ministry of AYUSH on FB, Twitter and Instagram. We are confident that this support will help to spread information about IDY far & wide and also ensure that the IDY activities lead to enduring gains in public health. The relevant links are as below:

- Facebook: www.facebook.com/moayush
- Twitter handle: [@moayush](https://twitter.com/moayush)
- Instagram: [ministryofayush](https://www.instagram.com/ministryofayush)
- Portal on IDY2018 : yoga.ayush.gov.in

5. Thank you once again for your support to make #IDY2018 a success, and to propagate #AYUSH and thus to ensure the goal #ZindagiRaheKhush is achieved for all.

With regards,

Yours sincerely,



(P.N. Ranjit Kumar)

Sh. Madhu Ranjan Kumar
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