

Dear Madam/ Sir,

This is a request for utilising various social media and other channels of your esteemed organisation for promoting the ‘ ’ Video Blogging Contest which was launched by the Hon’ble PM on 31st May 2020, and also for making appropriate use of various creative prepared by the Ministry of AYUSH for the purpose.

The earlier communications issued by this Ministry regarding the Contest may please be recollected. As already intimated, the last date for submission of entries for the ‘My Life, My Yoga ’ Contest has been extended upto 21st June 2020, and there is a need to convey this information to the public. To support such efforts from your organisation, I am happy to provide below the links to #MyLifeMyYoga Creatives:

Wetransfer Link: <https://we.tl/t-Nli4kpJG0t>

Google Drive link:

<https://drive.google.com/drive/folders/1LJyhXWTryrP0l8PuuPr4azlR6JPf4fu?usp=sharing>

As already intimated, the Contest is an attempt to explore the transformative impact of Yoga on individuals, which will be touched upon by each contestant in the video that he or she submits. This activity is expected to kindle interest in many people in taking up practice of Yoga, which is very relevant in these times of health emergency.

It is once again requested to utilise various social media and other channels of your esteemed organisation for promoting the ‘My Life, My Yoga’ Video Blogging Contest with the above material. It is also requested to cause motivating the staff of your organisation and their families in taking part in the above contest.

With regards,

Naveen Joshi

Ministry of AYUSH

INA New Delhi