

Beat: News

Youth To Be The Focus For 2nd International Yoga Day

Photo Exhibition To Project Benefits

New Delhi, India, 12.03.2016, 09:30 Time

USPA NEWS - The Secretary, Ministry of Information and Broadcasting, Mr. Sunil Arora in a meeting with the Secretary of AYUSH, Mr. Ajit M. Sharan to discuss the International Yoga Day 2016 preparations, in New Delhi on March 10, 2016.

Photo Exhibition To Project Benefits Of Asanas

Ministry of I&B and AYUSH jointly discuss Communication Strategy to disseminate Yoga and its benefits. As part of the preparations for the 2nd International Yoga Day Celebrations to be held on 21st June, 2016, a meeting was jointly convened by Secretary (I&B), Mr. Sunil Arora and Secretary (AYUSH), Mr. Ajit M. Sharan to discuss the Media & Communication strategy on March 10. Member (Personnel), Prasar Bharati, Mr. Suresh Chandra Panda, Senior officers from Ministry of AYUSH and Heads of Media Units of Ministry of I&B were also present during the meeting.

During the meeting, it was emphasized that the 2nd International Yoga Day would focus on youth and connecting Yoga & its benefits with them as a part of their lifestyle and habits. It was strategized to leverage the potential of Social Media space and Talkathon to create a buzz and reach out to younger generation about benefits of Yoga.

It was also discussed at length to project photographs of Yoga Asanas and its benefits through a Photo Exhibition.

It was suggested to organize such photo exhibitions in different states across the country. It was proposed to bring out a special animated series “Asana of the day” through Doordarshan for enhanced reach and impact. It was decided to bring out a special edition of Yojana by Publications Division highlighting specific Yoga Asanas and their benefits for different health ailments like diabetes, cardiovascular diseases, stress management, etc.

Article online:

<https://www.uspa24.com/bericht-7345/youth-to-be-the-focus-for-2nd-international-yoga-day.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Doruvu Paul Jagan Babu

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Editorial program service of General News Agency:

UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619