

No. P – 11013/2/2019-PPC
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN
NEW DELHI– 110115

Dated the 11th June, 2019

To


1. All TV Channels
2. All FM Radio Channels

Subject: Institution of 1st Antarashtriya Yoga Diwas Media Samman (AYDMS) to commemorate International Yoga Day.

Hon'ble Minister for Information and Broadcasting, Shri Prakash Javadekar, on 08.06.2019, announced that "Practice of Yoga is the Mantra of New India". To acknowledge the positive role and responsibility of media in disseminating the outreach of Yoga in India and abroad, Ministry of Information and Broadcasting has instituted the 1st Antarashtriya Yoga Diwas Media Samman (AYDMS). A total of 33 Sammans in 3 categories viz. Print Media, Electronic Media and Radio will be conferred. The duration of the coverage for AYDMS will be from 10th to 25th June, 2019.

2. All TV channels and FM stations are hereby advised to spread the message of YOGA and enthusiastically participate in AYDMS. The TV channels may also run a ticker/scroll or a promo to further spread the message of AYDMS as under:

"Ministry of Information & Broadcasting, Government of India, has announced the First Antarashtriya Yoga Diwas Media Samman (AYDMS) in categories Print, TV and Radio for contribution of media houses in spreading the message of YOGA. For participation and other details, visit www.mib.gov.in".


11.6.19

[Sonika Khattar]

Under Secretary to the Govt. of India

Tel. – 23387373

Copy to:

1. Shri Rajat Sharma, President, News Broadcasters Association, Mantec House, 3rd Floor, C-56/5, Sector 62, NOIDA – 201307 (nba@nbanewdelhi.com)
2. Shri N.P. Singh, President, The Indian Broadcasting Foundation, B-304, 3rd Floor, Ansal Plaza, Khelgaon Marg, New Delhi – 110049 (ibf@ibfindia.com, bccc@bccc.co.in)

3. Shri Uday Chawla, Association of Radio Operators for India (AROI), 304, Competent House, F-14, Connaught Place, New Delhi – 110001 (info@aroi.in, uc@aroi.in)
4. Shri Rakesh Sharma, Association of Regional Television Broadcasters of India (ARTBI), B-116, Okhla Industrial Area Phase-I, New Delhi–110065 (aolrakeshsharma@gmail.com)
5. D.G., Doordarshan & DG : AIR, Prasar Bharati, PTI Building, New Delhi (dgdd.doordarshan@gmail.com, dgair@air.org.in)
6. TV(I) Section – to all TV channels by mail
7. FM Cell – to all FM radio channels by mail

For information of:

1. Private Secretary to Hon'ble Minister of I&B
2. PPS to Secretary, Ministry of I&B
3. PPS to Addl. Secretary, Ministry of I&B
4. PPS to JS (P&A)
5. PPS to JS (Films)
6. PPS to JS (B)
7. PPS to JS (EW)
8. OSD, Ministry of I&B
9. PPS to Economic Advisor