

वैद्य राजेश कोटेचा
सचिव
Vaidya Rajesh Kotecha
Secretary



भारत सरकार
आयुष मंत्रालय
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D.O.No.M-11030/18/2025-YN
05th June, 2025

Dear colleague,

As you are aware, Ministry of Ayush is leading the nationwide campaign for the 11th International Day of Yoga (IDY) to be celebrated on 21st June 2025, under the unifying theme "Yoga for One Earth, One Health."

In continuation of our collective efforts to maximise outreach and engagement, the Ministry has curated a comprehensive set of creative materials, social media posts, banners, videos, logos, and infographics highlighting various aspects of Yoga and the IDY 2025 campaign. These have been compiled and are accessible through the following Google Drive link:

https://drive.google.com/drive/u/0/folders/1iT9Jy4HSBpkdn_eXatOczeFosWLUkmpw

In this regard, I request your esteemed Ministry/Department to kindly:

1. Share the relevant materials on your official social media platforms (Twitter, Facebook, Instagram, YouTube, etc.).
2. Encourage affiliated institutions and stakeholders to amplify this content and contribute to a Whole-of-Government approach in promoting the message of Yoga.

Your support will go a long way in making the International Day of Yoga a truly people-centric and participative celebration.

I shall be grateful for your kind cooperation.

With regards,

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Rajesh Kotecha'.

(Rajesh Kotecha)

To,

All Secretaries of all Ministries/ Departments.