



No. E(G) 2024/CL-4/4

New Delhi, dated 18.06.2024

The General Managers/DGs/CAO,  
All Zonal Railways/PUs,  
All Centralised Training Institute,  
Core, Metro & RDSO.

**Sub: Observation of 10<sup>th</sup> International Day of Yoga on June 21, 2024 –reg.**

The world has been celebrating the International Day of Yoga (IDY) on 21<sup>st</sup> June every year for the last nine years. This year too, a series of activities are planned to observe the International Day of Yoga. In this connection, copies of D.O. letters dated 14.06.2024 & 15.06.2024 from Secretary, M/o Ayush to Chairman & CEO are enclosed.

As brought out in the enclosed D.O. letter dated 14.06.2024, to raise awareness about the benefits of Yoga among a wider segment of the population, Ministry of Ayush has proposed to develop and implement a multi-pronged promotional campaign that could include:

- (i) In- train announcements: short, informative announcements about the importance of Yoga and the International Day of Yoga celebrations.
- (ii) Visual displays: Posters, banners and videos displayed in prominent locations at railway stations and within trains specially Vande Bharat trains, promoting Yoga and its benefits.
- (iii) Social Media promotion: Collaborating with Indian Railways to share informative content about Yoga on social Media platforms.


The creatives and hoarding and website banners for the campaign as shared by Ministry of Ayush may be downloaded from [https://drive.google.com/drive/folders/1uJf30i4MR1d-TevcHyPyTtSNw\\_hbsb9a?usp=sharing](https://drive.google.com/drive/folders/1uJf30i4MR1d-TevcHyPyTtSNw_hbsb9a?usp=sharing) and [https://drive.google.com/drive/folders/1n1CQyyJd\\_E3LX5pdYEKXQ7BpRBz8eomg?usp=sharing](https://drive.google.com/drive/folders/1n1CQyyJd_E3LX5pdYEKXQ7BpRBz8eomg?usp=sharing) respectively. Further, all Railway units should organize creatives, hoarding and website banners for the campaign and for upload the requisite participation details on Bhuvan Yoga Mobile application. The link for downloading the Bhuvan Yoga android application is mentioned in the enclosed D.O. letter dated 15.06.2024 of M/o Ayush. In this regard, it is advised that all PCPOs may coordinate for organizing Yoga Day at Zonal levels

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All are advised to take appropriate action and make arrangement accordingly so as to make the observance of the 'International Day of Yoga' on 21<sup>st</sup> June, 2024 a grand success.

**DA: As above.**

  
18-06-24  
(Naveen Gulati)  
**Director General (HR)**  
**Railway Board**

**Copy to:**

- (i) EDPG/MR – For kind information.
- (ii) Secretary, Railway Board- For kind information.
- (iii) Director/I&P – For kind information and coordination with all the CPROs.

S.No.5

सचिव  
वैद्य राजेश कोटेचा  
Secretary



सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव

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  
Tel. : 011-24651950, Fax : 011-24651937  
E-mail : secy-ayush@nic.in

D.O.No.M-16011/27/2024-YN  
15<sup>th</sup> June, 2024

Dear Ms. Jaya Varma Sinha ji,

With reference to my earlier DO Letters dated 11<sup>th</sup> June, 2024 and 12<sup>th</sup> April, 2024, a meeting of Committee of Secretaries(CoS) was held under the chairmanship of Cabinet Secretary on 11<sup>th</sup> June, 2024 to review the preparations for the 10<sup>th</sup> International Day of Yoga 2024.

As a follow up of the directions conveyed in the CoS meeting, the roles and responsibilities of your Ministry/Department in addition to common activities for all Ministries/Departments for timely preparations and the seamless conduct of IDY 2024 are enclosed herewith.

It is requested that IDY celebrations may be arranged at a scale in your Ministry/Department at all levels which includes the Ministry/Department/Subordinate Offices/Autonomous Institutes/Training Institutes/PSUs, if any. If your Ministry/Department is having interface with the States/UTs, it is also requested that through this interface, States/UTs may be sensitized for the same.

Further, with the help of ISRO, Bhuvan Yoga Mobile application has been developed for uploading the participation details. To capture participation in IDY 2024 at different locations, the link for downloading the Bhuvan Yoga android application is as follows:

[https://bhuvan-app3.nrsc.gov.in/mobile\\_app/bhuvan\\_mobile\\_app.php?proj\\_code=141](https://bhuvan-app3.nrsc.gov.in/mobile_app/bhuvan_mobile_app.php?proj_code=141)

I shall be grateful if you could kindly facilitate the usage of this app among all stakeholders during the IDY 2024 event. Further, it is also requested to encourage and disseminate the use of IDY tagline # Yoga for self and society 'योग - स्वयम् और समाज के लिए'.

With regards,

Encl : As above

Yours sincerely,

RAJESH KUMAR KOTECHA  
Digitally signed by RAJESH KUMAR KOTECHA  
Date: 2024.06.15 22:59:57 +05'30'  
(Rajesh Kotecha)

Ms. Jaya Varma Sinha,  
Chairman & Chief Executive Officer(CEO),  
Railway Board,  
Ministry of Railways,  
218, Rail Bhawan, New Delhi - 110001.  
E-mail: [crb@rb.railnet.gov.in](mailto:crb@rb.railnet.gov.in)

AM/HR

D/E(G)

Neha Jandav  
18/06/2024  
18-06-24.  
D. J. G. J.



वैद्य राजेश कोटेचा

सचिव

Vaidya Rajesh Kotecha

Secretary



सत्यमेव जयते



आज़ादी का  
अमृत महोत्सव

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

Tel. : 011-24651950, Fax : 011-24651937

E-mail : secy-ayush@nic.in

S.No. 9

Dear Ms. Jaya Varma Sinha,

D.O.No.M-16030/4/2024-YN

14<sup>th</sup> June, 2024

The world has been celebrating the International Day of Yoga (IDY) on 21<sup>st</sup> June every year for the last nine years. The Ministry of Ayush, as the Nodal Ministry for the observation of the International Day of Yoga, has organized various events for spreading awareness about the practice of Yoga for holistic well-being and sustainable living.

I am writing to propose a collaboration with Indian Railways to promote the upcoming International Day of Yoga on June 21, 2024. We understand the vast network and reach of Indian Railways and believe that this platform can be effectively utilized to raise awareness about the benefits of Yoga among a wider segment of the population. We are passionate about promoting Yoga and its positive impact on health and well-being, and are committed to doing so on a pro bono basis.

We propose to develop and implement a multi-pronged promotional campaign that could include:

- **In-train announcements:** Short, informative announcements about the importance of Yoga and the International Day of Yoga celebrations.
- **Visual displays:** Posters, banners and videos displayed in prominent locations at railway stations and within trains specially **Vande Bharat** trains, promoting Yoga and its benefits.
- **Social media promotion:** Collaborating with Indian Railways to share informative content about Yoga on social media platforms.

We believe that this initiative will significantly enhance the awareness and practice of Yoga amongst a wider segment of the population. We are confident that your leadership and support will ensure a successful IDY campaign. The creatives for the campaigns shall be shared by Ministry of Ayush.

We look forward to a positive collaboration with Indian Railways on this important initiative. For any assistance, Mrs. Vijayalakshmi Bharadwaj, Director (vijayalakshmi.bharadwaj40@gov.in 011-24651568) or Shri Sanjay Dev, Media Advisor (sanjay.dev@nic.in 011-24651971) may be contacted.

With regards,

Yours sincerely,

(Rajesh Kotecha)

Ms. Jaya Varma Sinha

Chairman &

Chief Executive Officer (CEO),

Railway Board,

Ministry of Railways,

218, Rail Bhawan, New Delhi-110001

[crb@rb.railnet.gov.in](mailto:crb@rb.railnet.gov.in)