



भारत सरकार Government of India  
रेल मंत्रालय Ministry of Railways  
रेलवे बोर्ड Railway Board



(E- File No. 3317919)

2020/M(C)/142/4 pt IV

New Delhi, Dated 17.06.22

PCMEs,  
All Zonal Railways.

Sub: Publicity in running trains on the occasion of International Day of Yoga (IDY), 2022.

Ref: Secretary / Ministry of Ayush's D.O. No. W-11011/21/2022-IEC Dated 10.06.22.

Please find enclosed herewith a copy of Secretary / Ministry of Ayush's D.O. letter Dated 10.06.22 addressed to CRB & CEO emphasizing the support of Ministry of Railways for display of highlights of 8<sup>th</sup> IDY on 21<sup>st</sup> June 2022.

In view of this, Zonal Railways are advised to arrange to give publicity to IDY through Display screens and Announcement systems in running trains.

For kind information and further action please.

(सुमन कुमार तांती)

निदेशक / यांत्रिक इंजी. कोचिंग  
रेलवे बोर्ड

PTO...



वैद्य राजेश कोटेचा  
Vaidya Rajesh Kotecha

सचिव  
भारत सरकार  
आयुष मंत्रालय  
आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स,  
काई.एन.ए. गार्ड दिल्ली-110023  
Secretary  
Government of India  
Ministry of Ayush  
Ayush Bhawan, B-Block, GPO Complex  
INA, New Delhi-110023  
Tel. : 011-24651950, Fax : 011-24651937  
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D.O. No. W-11011/21/2022-IEC  
10<sup>th</sup> June, 2022

Dear Shri V. K. Tripathi ji,

It is a privilege to write to you seeking support for observation of the 8<sup>th</sup> International Day of Yoga (IDY) on 21<sup>st</sup> June, 2022. Hon'ble Prime Minister will lead the Mass Yoga Demonstration on this IDY from Mysuru, Karnataka.

As this IDY is falling in the Azadi Ka Amrit Mahotsav year, the Government of India plans to observe 8<sup>th</sup> International Day of Yoga at 75 iconic sites across the country through various Central Ministries and Departments. The main focus of this IDY will be Branding India on the Global stage.

This year IDY will be observed with "Yoga for Humanity" as theme and shall focus on "Brand India at Global Stage" while showcasing India's unity in diversity through these 75 iconic sites.

In the meeting chaired by the Cabinet Secretary on 7<sup>th</sup> March 2022, it was decided that it would be a whole of Government approach and branding of the event should be done through all the Ministries/Departments to ensure maximum participation and publicity.

Ministry of Ayush aims to bring more citizens into the fold of the Yoga activities on this IDY. In this context, I would request your support for display of highlights of 8<sup>th</sup> International Day of Yoga at Trains, Railway Stations, subordinate offices at prominent places in digital and physical mode across country on pro bono basis. The creatives, in this regard are available in the link given below. These creatives may be used for wide publicity through banners, hoardings, digital screens etc.

Link: <https://tinyurl.com/22pyafm7>

Looking forward for your support.

With regards,

Yours sincerely,  
RAJESH  
KUMAR  
KOTECHA  
(Rajesh Kotecha)

Shri V. K. Tripathi,  
Chairman & CEO  
Railway Board  
Ministry of Railways