



ज्ञान-विज्ञान विमुक्तये

आचार्य मनिष र. जोशी
सचिव

Prof. Manish R. Joshi
Secretary



सत्यमेव जयते

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आज़ादी का
अमृत महोत्सव

विश्वविद्यालय अनुदान आयोग
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

D.O. No. 8-1/2024 (Misc.)

6 फाल्गुन, 1946/February 25, 2025

Subject: Directions for Observance of International Women's Day (IWD) Celebrations from 3rd to 9th March 2025.

आदरणीय महोदया/महोदय,

The **International Women's Day (IWD)** is celebrated globally on 8th March every year to honour the achievements of women in various sectors of society while also reflecting on the challenges they continue to face. The theme of this year's IWD campaign is "**For ALL Women and Girls: Rights. Equality. Empowerment,**" which calls for action that can unlock equal rights, power, and opportunities for all.

This year, the Fit India Mission under the aegis of the Sports Authority of India, plans to observe a week-long celebration from **3rd to 9th March 2025**, seeking to actively involve women in a series of activities designed to promote physical fitness, mental well-being, healthy nutrition, and social inclusion in partnership with ministries/departments of Union and State Government, universities across the nation, NGOs, Self-Help Groups, etc., to drive the theme of "Stronger Her, Healthier Future."

In response to the clarion call given by the Hon'ble Prime Minister to fight obesity, it is imperative to have balanced physical activity as a crucial part of the fitness regime. You would agree on the need to educate the masses regarding the importance of regular physical exercise and sports in building a healthy nation.

All universities and higher education institutions are requested to actively organize Fitness Challenges, walkathons, bicycle rallies, Yoga sessions, sports for women, sessions on diet and nutrition, etc., during the IWD week. It is further requested that the IWD celebrations should be concluded with a "**Pink Sundays on Cycle**" event on **9th March 2025 (Sunday)**, focused and dedicated to women empowerment. It is also requested that the IWD events be given adequate media publicity to disseminate the messages of fitness and empowerment to a larger audience.

Furthermore, the Regional Centres of the Sports Authority of India, in collaboration with some universities, shall organize IWD events with the presence of public representatives, eminent athletes, Fit India influencers, and other eminent personalities. **Accordingly, you are requested to collaborate with the SAI regional centres. The list of SAI Centres is enclosed.**

A suggestive toolkit for the celebration is enclosed for your kind reference. For any clarification or guidance, the officers entrusted with the responsibility for organizing the event may contact **Dr. Nadeem A. Dar, Director, Fit India (+91 70063 24121)** and send the detailed report to **contact.fitindia@gov.in**.

Your cooperation in this regard will be highly appreciated.

सादर,

भवदीय

(मनिष जोशी)

The Vice-Chancellors/Directors,
All Universities and Higher Education Institutions, India.