

**वैद्य राजेश कोटेचा**  
सचिव  
**Vaidya Rajesh Kotecha**  
Secretary



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-11030/18/2025-YN  
05<sup>th</sup> June, 2025

Dear colleague,

As you are aware, Ministry of Ayush is leading the nationwide campaign for the 11<sup>th</sup> International Day of Yoga (IDY) to be celebrated on 21<sup>st</sup> 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](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,

**(Rajesh Kotecha)**

To,

All Secretaries of all Ministries/ Departments.

## Countdown Captions (#IDY2025)

- In just a few days, the world will celebrate International Day of Yoga 2025. Mark your calendars for June 21st and take a step towards health, peace, and global harmony by embracing Yoga.
- Come, be a part of the #IDY2025 celebrations! A large number of people are registering on the Yoga Sangam portal. If you haven't registered yet, do it now—only a few days remain until the Yoga Mahotsav. Hurry up!
- Step by step, we are moving closer to #IDY2025. Only a few days remain to celebrate this day that symbolises healthy living and social harmony. Have you confirmed your participation for June 21st?
- In just few days, the world will celebrate the International Day of Yoga (IDY) 2025. Mark your calendars for June 21st and join the world in embracing Yoga— a path to personal health & peace and universal harmony.
- The Countdown Is On: few Days to #IDY2025! Get ready to flow for One Earth, One Health. Every sun salutation brings us closer to inner calm and a healthier planet. Join the global yoga Movement : stretch, breathe, and soar!
- #IDY2025 is just few days away. As the countdown begins, let's gear up to celebrate the power of Yoga. Mark your calendars and get ready for a global celebration, bringing together millions worldwide to embrace health, wellness & inner peace.
- IDY 2025 is just few days away. As the countdown begins, let's gear up to celebrate the power of Yoga. Mark your calendars and get ready for a global celebration, bringing together millions worldwide to embrace health, wellness & inner peace.
- Come and be a part of the celebrations of #IDY2025. People are joining in big numbers for the unifying message of Yoga. You, too, should boost your holistic health and wellbeing with the power of Yoga.
- Excitement is building for International Day of Yoga 2025 With just few days remaining, let's prepare to commemorate this transformative day of well-being and harmony. Are you all set for June 21st?
- In just few days, the world will celebrate the International Day of Yoga (IDY) 2025. Mark your calendars for June 21st and join the world in embracing Yoga— a path to personal health & peace and universal harmony.



The poster features a woman in a red long-sleeved shirt and dark blue pants sitting in a meditative lotus position. Behind her is a large, stylized number '8' in green and blue. At the top, there are logos for the Ministry of Ayush, Government of India, and the International Day of Yoga. The text 'INTERNATIONAL DAY OF YOGA 2025' is prominently displayed in green. Below the woman, the text 'DAYSTOGO' is written in green. At the bottom, a blue banner contains the text 'Join a worldwide movement dedicated to well-being for ourselves and our planet through Yoga.' and a green button with the text 'Yoga for One Earth, One Health'. Social media icons for X, Facebook, and Instagram are followed by the handle 'moayush', and icons for Instagram, LinkedIn, and YouTube are followed by 'ministryofayush' and 'MinistryofAyushofficial'.

संस्कारा नमो  
Ministry of Ayush  
Government of India

योगा  
Yoga for Harmony & Peace

**INTERNATIONAL  
DAY OF YOGA 2025**

**DAYSTOGO**

**Join a worldwide movement dedicated to well-being for  
ourselves and our planet through Yoga.**

**Yoga for One Earth, One Health**

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## INTERNATIONAL DAY OF YOGA 2025



**DAYSTOGO**

**Join a worldwide movement dedicated to well-being for  
ourselves and our planet through Yoga.**

**Yoga for One Earth, One Health**

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## INTERNATIONAL DAY OF YOGA 2025

# 1



## DAYS TO GO

**Join a worldwide movement dedicated to well-being for  
ourselves and our planet through Yoga.**

**Yoga for One Earth, One Health**

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# INTERNATIONAL DAY OF YOGA 2025

# 11



**Join a worldwide movement dedicated to well-being for  
ourselves and our planet through Yoga.**

**Yoga for One Earth, One Health**

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सर्वोद्योग  
Ministry of Ayush  
Government of India

योग  
Yoga for Harmony & Peace

**INTERNATIONAL DAY  
OF YOGA 2025**



**12 DAYS TO GO**

**Join a worldwide movement dedicated to well-being for  
ourselves and our planet through Yoga.**

**Yoga for One Earth, One Health**

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