

सं०/No.: 5-1(17)/2008-PD

Dated 28.02.2025

प्रेषक : संयुक्त सचिव (प्रशासन)
From : Joint Secretary (Admn.)

सेवा में : सी.एस.आई.आर. की समस्त राष्ट्रीय प्रयोगशालाओं/संस्थानों/मुख्यालय/एककों के निदेशक/प्रधान
To : The Directors/Heads of all CSIR National Labs./Instts./Hqrs./Units

विषय : अंतर्राष्ट्रीय महिला दिवस (08th March 2025) मनाए जाने के संबंध में ।

Sub : Celebration of International Women's Day (08th March 2025) – reg.

महोदय/महोदया / Sir/Madam,

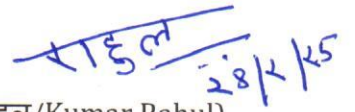
मुझे, उपरोक्त विषय पर महानिदेशक, भारतीय खेल प्राधिकरण के अर्धशासकीय पत्र सं. 01-10007(01)/16/2025-HQ-Khelo India दिनांकित 18.02.2025 को आपकी जानकारी, मार्गदर्शन और अनुपालन के लिए अग्रेषित करने का निदेश हुआ है ।

2. मुझे यह भी कहने का निदेश हुआ है कि सक्षम प्राधिकारी, सी.एस.आई.आर. ने अंतर्राष्ट्रीय महिला दिवस के अवसर पर 03 मार्च से 09 मार्च, 2025 के दौरान आयोजित होने वाली गतिविधियों, यथा खेलकूद एवं अन्य सहभागी गतिविधियों हेतु श्रीमती निर्मला देवी ए एस, प्रधान वैज्ञानिक को नोडल अधिकारी, सी.एस.आई.आर. नामित किया है ।

I am directed to forward herewith D.O letter No. 01-10007(01)/16/2025-HQ-Khelo India dated 18.02.2025 from Director General, Sports Authority of India on the above subject for your information, guidance and compliance.

2. I am further directed to state that Competent Authority, CSIR has nominated Mrs. Nirmala Devi A S, Principal Scientist as Nodal Officer, CSIR for activities, i.e., sports events and other engagement activities between 3rd to 9th March 2025 on the occasion of International Women's Day (IWD) on 8th March, 2025.

भवदीय / Yours faithfully,



(कुमार राहुल/Kumar Rahul)

उप सचिव(नीति प्रभाग) / Deputy Secretary(PD)

संलग्न/Encl. : यथोपरि/As above

प्रतिलिपि/Copy to:

1. श्रीमती निर्मला देवी ए एस, प्रधान वैज्ञानिक, सी.एस.आई.आर. मुख्यालय/ Mrs. Nirmala Devi A S, CSIR Hqrs.
2. सी.एस.आई.आर. वेबसाइट/CSIR Website
3. कार्यालय प्रति /Office Copy

D.O. No.01-10007(01)/16/2025-HO - Khelo India

18th February, 2025

Dear colleague,

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.

2. This year, the Fit India Mission under the aegis of this department, 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".

3. Further, 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 our 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.

4. I, therefore, solicit your cooperation in encouraging the departments/autonomous bodies/institutions under your control to actively organise the following activities during the IWD week-

- Women's Fitness Walkathons/Marathons:** Organize mass fitness walkathons and marathons for women of all ages to promote a culture of physical fitness
- Cycling for Women:** Organize cycling event preferably on 9th March 2025 coinciding with the *Sundays on Cycle* initiative of this department aimed at women, highlighting both fitness and environmental consciousness, featuring routes that showcase local culture and scenic beauty.
- Fit India Yoga Sessions:** Conduct large-scale yoga sessions in your jurisdictions across cities and towns, focusing on both physical and mental health.
- Facilitating awareness and advocacy for engaging in daily physical activity & staying fit, using the slogan 'Fitness ka dose, Aadha ghanta roz', among your network and stakeholders.
- Adequate media publicity for the activities conducted during this week.

5. A suggestive toolkit for the celebration is enclosed for your kind reference. For any clarification/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 on contact.fitindia@gov.in.

I shall be grateful for your support in this regard.

With best wishes,

Your sincerely,

(Sujata Chaturvedi)

Encl: As above

To,

All Secretaries to the Government of India

Standard Operating Procedure (SOP) for International Women's Day Celebration

3rd March to 9th March 2025

1. Objective

The purpose of this SOP is to guide universities in organizing International Women's Day celebrations by promoting fitness, health awareness, and empowering women through a variety of activities. This celebration is aimed at encouraging women to embrace fitness, well-being, and health through a range of fitness-related initiatives and empowering discussions.

2. Implementation Schedule for Universities

Universities are encouraged to organize fitness and health-centric activities for International Women's Day, as detailed in the table below. The activities should be planned to ensure inclusivity, accessibility, and maximum participation. **Universities shall conduct all the activities mentioned below during 3rd March to 9th March with one activity per day (Pink Cyclothon particularly on 9th march (Sunday) following the FIT INDIA initiative "Sundays On Cycles").**

Date	Activity No.	List of Suggested Activities
3 rd March	Activity 1	Fitness Challenges/ Aerobics/ Zumba/ Marathon
4 th March	Activity 2	Sports Activities/Games for Women
5 th March	Activity 3	Sessions on Diet & Nutrition
6 th March	Activity 4	Self Defence & Martial Arts Training Program
7 th March	Activity 5	Mental Health & Wellness
8 th March	Activity 6	Yoga Session & Debates/Seminars (must include topic: Women in Adventure sports)
9 th March	Activity 7	Pink Cyclothon/ Fitness Rally

3. Detailed Execution Plan

3.1 Activity 1: Fitness Challenges/ Aerobics/ Zumba/ Marathon

- Can organize fitness challenges such as fun runs, group aerobics, or Zumba sessions.
- Can plan a Marathon with different categories (5K, 10K, etc.), where female students, faculty, and local women can participate.

3.2 Activity 2: Sports Activities/Games for Women

- Host various sports activities like basketball, volleyball, or badminton exclusively for women. Encourage female participation through inter-departmental or inter-university competitions.

3.3 Activity 3: Sessions on Diet & Nutrition

- Host expert talks and workshops with nutritionists and dieticians to promote healthful eating. Address the importance of balanced diets and the role of nutrition in achieving personal fitness goals.

3.4 Activity 4: Self Defence & Martial Arts Training Program

- Partner with martial arts trainers or self-defence instructors to provide free training for women. Conduct workshops on practical self-defence techniques for female students, staff, and local women.

3.5 Activity 5: Mental Health & Wellness

- Conduct discussions and workshops focusing on mental health, stress management, and well-being. Encourage mindfulness, meditation, and healthy lifestyle practices for mental wellness.

3.6 Activity 6: Yoga Session & Debates/ Seminars

- Organize a mass yoga session or a series of yoga workshops focusing on stress management, fitness, and mental health.
- Organize debates and seminars (must include topic :women in adventure sports and their achievements).

3.7 Activity 7: Pink Cyclothon & Fitness Rally

- Conduct a Pink Cyclothon particularly on 9th march (Sunday) or shall organize a fitness rally that focuses on women's health and fitness, encouraging participation from the local community.

4. Universities to invite athletes, public figures, influencers, FIT INDIA Ambassadors etc for the event.

5. Registration & Certification : Participants should register on the FIT INDIA Portal and can generate the participation certificate

6. Ensure Maximum Participation: Universities should encourage the active participation of female students, faculty, staff, public and local communities in all activities.

7. Media Amplification (Print & Electronic - Pre, During & Post Event) : Social media engagement using hashtags #FightObesity, #IWD2025, #FitIndia to increase visibility.

8. Google Drive Link for branding design is –

https://drive.google.com/drive/folders/1FSr8g5_Yeb1N_aKH5KO75wYRqpIRklre?usp=sharing

9. For any info – contact@fitindia.gov.in

Fit India Pledge

I take the pledge:

- TO LEAD AN ACTIVE AND A HEALTHY LIFESTYLE
- TO TAKEOUT 30 MINUTES EVERYDAY FOR MY FITNESS AND HEALTH
- TO ENCOURAGE MY FAMILY MEMEBERS AND NEIGHBOURS TO STAY FIT AND HEALTHY
- TO TAKE THE FITNESS ASSESSMENT TEST ON THE FIT INDIA MOBILE APPLICATION QUARTERLY

मैं प्रतिज्ञा करता हूँ:

- एक सक्रिय और स्वस्थ जीवन शैली जीऊंगा/जीऊंगी
- अपने फिटनेस और स्वास्थ्य के लिए हर दिन 30 मिनट का समय निकालूंगा/निकालूंगी
- अपने परिवार के सदस्यों और पड़ोसियों को फिट और स्वस्थ रहने के लिए प्रोत्साहित करूंगा/करूंगी
- फिट इंडिया मोबाइल एप्लिकेशन पर त्रैमासिक फिटनेस मूल्यांकन परीक्षण लूंगा/लूंगी