



ज्ञान-विज्ञान विद्युक्ताये

आचार्य मनिष र. जोशी  
सचिव

Prof. Manish R. Joshi  
Secretary



सत्यमेव जयते



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.

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

3<sup>rd</sup> March to 9<sup>th</sup> 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.

### 3. 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 3<sup>rd</sup> March to 9<sup>th</sup> March with one activity per day (Pink Cyclothon particularly on 9<sup>th</sup> march (Sunday) following the FIT INDIA initiative "Sundays On Cycles").**

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

### 4. Detailed Execution Plan

#### 4.1 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.

#### 4.2 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.

### 4.3 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.

### 4.4 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.

### 4.5 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.

### 4.6 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).

### 4.7 Activity 7: Pink Cyclothon & Fitness Rally

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

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

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

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

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

9. **Google Drive Link for branding design is –**

[https://drive.google.com/drive/folders/3F3r8z5\\_Yab211\\_a1W5K0T5wYRouVRkire?usp=sharing](https://drive.google.com/drive/folders/3F3r8z5_Yab211_a1W5K0T5wYRouVRkire?usp=sharing)

10. For any info – [contact@fitindia.gov.in](mailto: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 जीऊँगा/जीऊँगी
- अपने फिटनेस और स्वास्थ्य के लिए हर दिन 30 मिनट का समय निकालूँगा/निकालूँगी
- अपने परिवार के सदस्यों और पड़ोसियों को फिट और स्वस्थ रहने के लिए प्रोत्साहित करूँगा/करूँगी
- फिट इंडिया मोबाइल एप्लिकेशन पर त्रैमासिक फिटनेस मूल्यांकन परीक्षण लूँगा/लूँगी

**SPORTS AUTHORITY OF INDIA  
(FIT INDIA)**

F.No-01-10007(01)/16/2025-HO - Khelo India Division

Dated- 28.02.2025

To,

The Heads of Academic Institutions/Regional Centers  
Sports Authority of India

Sub- Celebration of Fit India Women's Week-reg

Respected Madam/Sir,

As you are aware, the International Women's Day (IWD) is celebrated globally on 8<sup>th</sup> March every year to honor 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 plans to observe a week-long celebration from 3<sup>rd</sup> to 9<sup>th</sup> 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. I, therefore solicit your cooperation for the following-

i). Ideate and organize Women's Week celebration in the Regional Centers of SAI. Funds @Rs. 75,000/- per Regional Centre has been approved for this purpose.

ii) Encouraging the UNIVERSITIES and HIGHER EDUCATION INSTITUTIONS under your jurisdiction to actively organize Fitness Challenges, walkathons, bicycle rallies, Yoga sessions, Sports for women, sessions on diet and nutrition, etc during the IWD week and IWD events are to be organized in all universities across the nation in the presence of eminent athletes, Fit India Influencers and other dignitaries. In this regard, The University Grants Commission has issued necessary directions (enclosed) to its constituents who shall be collaborating with the Regional Centers for the events. Funds @Rs 40,000/- per university has also been allocated to 100 universities identified by UGC (list enclosed)

where the special emphasis may be given for inviting VVIPs, eminent athletes, dignitaries etc.(suggestive toolkit enclosed)

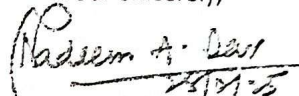
iii) The Women's Week shall conclude **with a Pink Sundays on Cycle event on 9<sup>th</sup> March 2025 (Sunday)** which is to be conducted by the participating institutions (Universities, Central and State Government offices, NGOs, etc), focused and dedicated to women empowerment.

iv) It is also requested that the IWD events be given adequate media publicity for dissemination of the messages of fitness and empowerment to a larger audience.

I shall be grateful for your support in this regard.

This is issued with the approval of Competent Authority.

Your Sincerely,

  
(Dr. Nadeem A. Dar)

Director, Fit India

Encl.: As above

Copy to-

1. DDG, Khelo India
2. DD to DG,SAI
3. Khelo India Nodal Officers, SAI RCs
4. For records



SAI NCOE Guwahati in collaboration with  
ASTU, Guwahati celebrates

# INTERNATIONAL WOMEN'S DAY WEEK *Celebration*

March 3 - March 9



Sports Authority of India,  
National Centre of  
Excellence, Guwahati

Assam Science and Technology University,  
Guwahati



GPS Map Camera

### Guwahati, Assam, India

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781013, India

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Note : Captured by GPS Map Camera



ASTU/TAE

Maps





GPS Map Camera



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Guwahati, Assam, India

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Note : Captured by GPS Map Camera



GPS Map Camera

Guwahati, Assam, India

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Note : Captured by GPS Map Camera



Apple Maps



 GPS Map Camera



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GPS Map Camera



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Note : Captured by GPS Map Camera




GPS Map Camera



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Note : Captured by GPS Map Camera




 GPS Map Camera



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Note : Captured by GPS Map Camera



 GPS Map Camera



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Note : Captured by GPS Map Camera





GPS Map Camera



**Guwahati, Assam, India**  
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Note : Captured by GPS Map Camera





SAI NCOE Guwahati in collaboration with  
ASTU, Guwahati celebrates

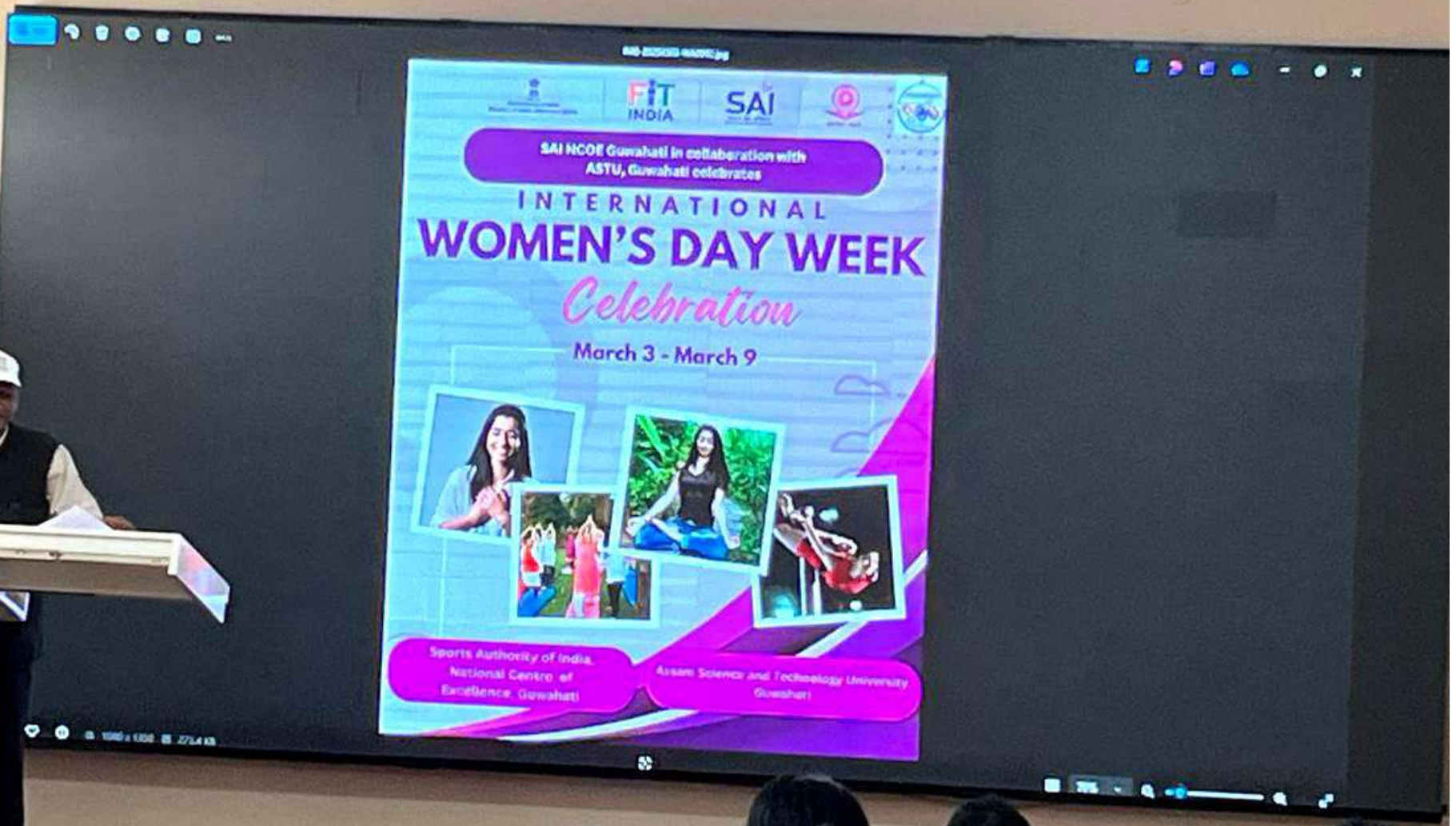
# INTERNATIONAL WOMEN'S DAY WEEK *Celebration*



March 3 - March 9

Sports Authority of India,  
National Centre of  
Excellence Guwahati

Assam Science and Technology University,  
Guwahati

The poster is displayed on a large digital screen. It features a blue and purple color scheme. At the top, there are logos for FIT INDIA and SAI. Below the logos, the text reads "SAI NCOE Guwahati in collaboration with ASTU, Guwahati celebrates". The main title is "INTERNATIONAL WOMEN'S DAY WEEK Celebration" with "Celebration" in a cursive font. Below the title, the dates "March 3 - March 9" are shown. The central part of the poster contains three photographs of women: one clapping, one meditating, and one performing a gymnastic move. At the bottom, there are two text boxes: "Sports Authority of India, National Centre of Excellence Guwahati" and "Assam Science and Technology University, Guwahati".







SAI NCOE Guwahati in collaboration with  
ASTU, Guwahati celebrates

# INTERNATIONAL WOMEN'S DAY WEEK

*Celebration*

March 3 - March 9



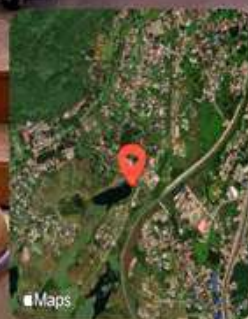
Sports Authority of India,  
National Centre of  
Excellence, Guwahati

Assam Science and Technology University  
Guwahati

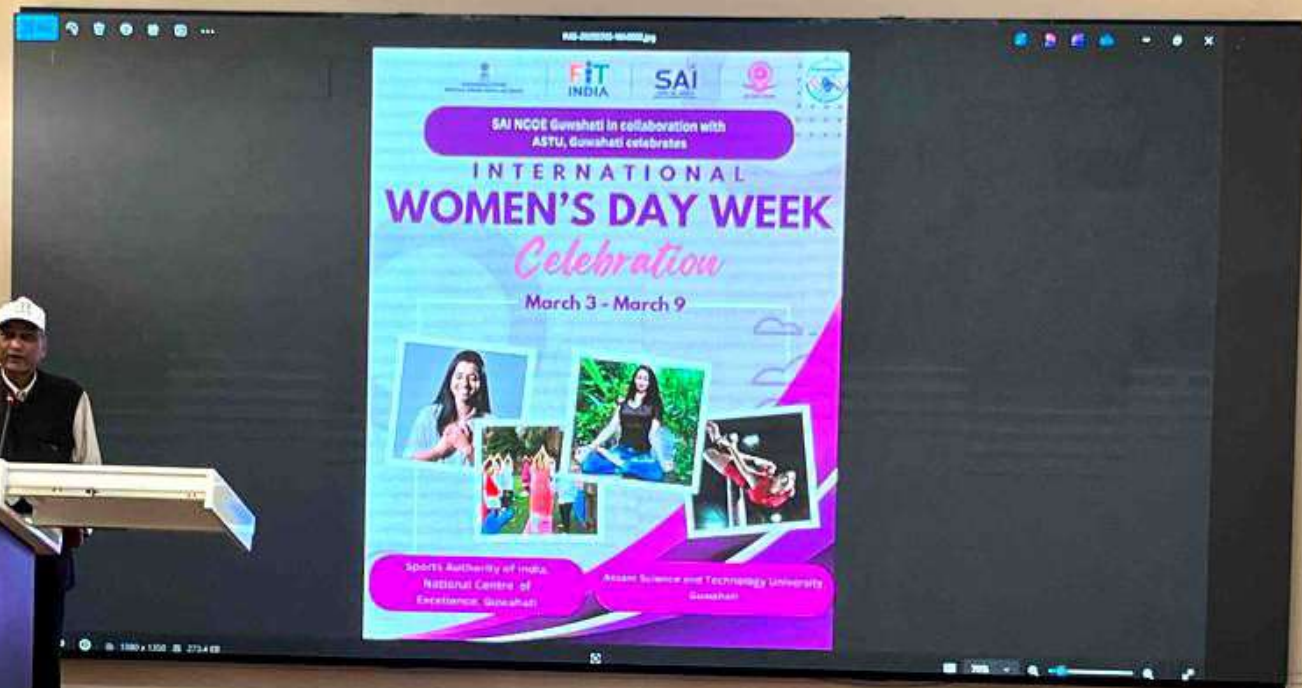




GPS Map Camera



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781013, India  
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Note : Captured by GPS Map Camera



GPS Map Camera



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781013, India

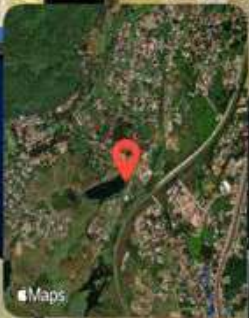
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Note : Captured by GPS Map Camera



GPS Map Camera



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781013, India  
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Note : Captured by GPS Map Camera



 GPS Map Camera

**Guwahati, Assam, India**

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781013, India

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Note : Captured by GPS Map Camera







GPS Map Camera

Guwahati, Assam, India

Tetelia Road, Jalukbari, Guwahati, Assam  
781013, India

Lat 26.141303, Long 91.666473

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Note : Captured by GPS Map Camera



Apple Maps



GPS Map Camera



**Guwahati, Assam, India**


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781013, India

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03/03/2025 01:51 PM GMT+05:30

Note : Captured by GPS Map Camera



 GPS Map Camera

**Guwahati, Assam, India**

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781013, India

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Note : Captured by GPS Map Camera

















SAI WCOE Guwahati in collaboration with ASTU, Guwahati celebrates

**INTERNATIONAL WOMEN'S DAY WEEK**  
*Celebration*  
March 3 - March 9

Service Authority of India, National Centre of Excellence, Guwahati

Assam Science and Technology University, Imphal



Geo-Tagging Camera

2025/03/03 13:52

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Lat 26.141312 Long 91.666478



Geo-Tagging Camera

2025/03/03 13:52

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India

Lat 26.141304 Long 91.666462



 Geo-Tagging Camera

2025/03/03 13:51

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Lat 26.141364 Long 91.666333



Geo-Tagging Camera

2025/03/03 13:51

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Geo-Tagging Camera

2025/03/03 13:51

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781012, India  
Lat 26.140853 Long 91.666255





Geo-Tagging Camera

2025/03/03 13:51

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4MR8+JQ2, Unnamed Road, Guwahati University Rd, Jalukbari, Guwahati, Assam 781012, India

Lat 26.14137 Long 91.666316