

डॉ. प्रीतम बी. यशवंत, भा.प्र.से.
संयुक्त सचिव

Dr. Preetam B. Yashvant, IAS
Joint Secretary

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भारत सरकार
महिला एवं बाल विकास मंत्रालय
Government of India
Ministry of Women & Child Development



D.O. No. M-13/21/2025-MEDIA

Dated: 17th December, 2025

Respected Madam/Sir,

The Ministry of Women and Child Development is organizing **Veer Bal Diwas** on **26th December, 2025** as a nationwide celebration dedicated to honouring the exemplary courage, resilience, and potential of children, who form the foundation of India's future. As part of the observance, various activities and commemorative events will be held across the country, culminating in the main event, which will be graced by the Hon'ble Prime Minister of India on **26th December, 2025**.

2. To create a unified digital identity and enhance the visibility of the event, the common hashtag **#VeerBalDiwas** has been developed for use across all social media platforms. The consistent use of this hashtag will help ensure uniformity of messaging, generate greater public engagement, and facilitate wider dissemination of information related to the event.

3. Further, a set of IEC creatives for the event is being shared through the link mentioned below on social media platforms. You are kindly requested to ensure that these creatives are actively disseminated and widely promoted by the concerned officials and institutions under your Ministry/Department through their official website, social media handles and other communication channels.

<https://drive.google.com/drive/folders/1mw0hFgNm3-04xS-bjD6zDTvja3suqSc2?usp=sharing>

4. I am assured that your support will make this event a great success.

5. This issues with approval of competent authority.

Warm regards,

Your sincerely,

(Preetam B. Yashvant)

To,

The Secretary
(List Attached)