

No.CD-14040/53/2021-Coord
Government of India
Ministry of Road Transport &Highways
(Coordination Section)
Transport Bhawan, 1, Parliament Street, New Delhi-110001

Dated 10th August, 2021

OFFICE MEMORANDUM

Sub: Fit India Freedom Run 2.0 to Commemorate “Azadi ka Amrit Mahotsava” regarding.

The undersigned is directed to forward a copy of Ministry of Youth Affairs and Sports’s D.O. letter dated 05.08.2021 along with SOP regarding taking initiatives under Fit India Freedom Run 2.0 to Commemorate “Azadi ka Amrit Mahotsava for information and further necessary action.

2. Coordination Section has already circulated the d.o. letter along with copy of SOP to all wings of this Ministry including Regional Offices and NHAI, NHIDCL, IAHE, IRC etc. requesting for necessary compliance vide e_mail dated 09.08.2021 (Copy enclosed).

Encls: As above

(Rakesh Kumar)
Under Secretary to the Government of India
Rakesh.kumar1@nic.in

To
Deputy Secretary (Welfare)
MORTH.

Copy to:

1. JS (Media). It is requested to post the initiatives forwarded by Ministry of YA&S on social media platforms of this Ministry for wider publicity.
2. Director, NIC for uploading the above D.O.letter along with SOP on MORTH website.

अतुल सिंह
संयुक्त सचिव
ATUL SINGH
Joint Secretary



भारत सरकार
युवा कार्यक्रम और खेल मंत्रालय
खेल विभाग

GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS & SPORTS
DEPARTMENT OF SPORTS
TEL. : 91-11-23384152
TEL. : 91-11-23070830

5th August, 2021

D.O. No.

Respected Sir/Madam,

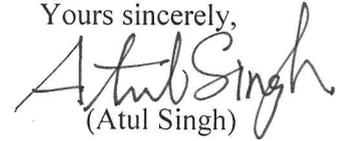
This Ministry has planned '**Fit India Freedom Run 2.0**' to commemorate "Azadi ka Amrit Mahotsav" on one of the pillars of the celebrations, i.e., Resolves@75, from 13th August, 2021 till 2nd October, 2021. Our citizens will be given a call to make a resolve to include physical activity of at least 30 minutes daily in their lives, i.e., FITNESS KI DOSE AADHA GHANTA ROZ.

2. In this edition, '**Fit India Freedom Run 2.0**', "Jan Bhagidari se Jan Andolan" is the theme aiming at encouraging more and more participation. People may participate in the Run either by assembling at a particular place observing Covid-19 protocols or through Virtual Run. In Virtual Run, one can run/walk along a route of his/her choice, at a time that suits him/her. One can even take breaks during such run/walk. Basically, one runs one's own race and times one's own pace.

3. To make this initiative successful, this Ministry solicits your kind support by encouraging mass participation from among the employees, their families and relatives in the '**Fit India Freedom Run 2.0**'. I will be grateful for the support accorded by your Ministry/Department to promote '**Fit India Freedom Run 2.0**' and making it a big hit. An S.O.P of the **Fit India Freedom Run 2.0** is attached herewith. Ms. Ekta Vishnoi, Mission Director- Fit India (+91 75881 81543) is the Nodal Officer from this Ministry. This has been approved by Secretary, Department of Sports, MYAS.

With regards,

Yours sincerely,


(Atul Singh)
Joint Secretary

Enclosed: As mentioned

To,

All the Secretaries, Government of India

SOP for Fit India Freedom Run 2.0 - Azadi Ka Amrit Mahotsav

1. **Appoint a Nodal officer** for coordination with Fit India Mission and forward the details (Name, designation, department name, mobile number and email ID) at contact@fitindia.gov.in.
2. Organize events on launch day i.e., 13th August 2021 at iconic and historically important places in the State/UTs to be attended by People's representatives/Celebrities/Athletes/Iconic Personalities/Social Media Influencers, etc.
3. Pre-event promotion: Ensure pre-event promotion of the event to be organised by respective States /UTs Governments, Ministries/Departments & Organisations from 10th August 2021 onwards followed by post event promotion and engagement after the launch.
4. The organizing department to release a press note by 10th August 2021 informing about the event and required schedule of activities.
5. States/Ministries/Organizations to conduct physical / virtual Freedom Run events throughout the campaign till 2nd October 2021 and use standardized digital banners on their website for the event.
6. Encourage participation in the Freedom Run 2.0 from friends, families, and other connections in the network of the individuals participating in the event.
7. The organisers to use standardized backdrops and banners for their event. The creatives can be downloaded from the link:

<https://drive.google.com/drive/folders/14FHidvGU5r5nCiOSe7h8y9gH7NU9e46P?usp=sharing>

8. **Organizers to register their RUN on Fit India portal and upload details of participants and kms covered daily to have live dashboard on Fit India portal as shown below:**

E.g., The organization conducted following Fit India Freedom run 2.0 events:

1. Event/s on 13-08-2021 with 50 participants ran for 3 Kms

2. Event/s on 14-08-2021 with 100 participants ran for 3 Kms

The data for the event/s would be filled by the organization on Fit India portal in the following manner for each day:

S. No.	Date (DDMMYYYY)	No. of Participants	Total KMS covered	Add Participants*
1	13-08-2021	50	150	
2	14-08-2021	100	300	
Grand Total		150	450	

* For downloading certificates for participants and organizers

9. Promote Freedom Run on their social media channels with **#AzadiKaAmritMahotsav** and **#Run4India** through creatives, videos, write-ups, pictures of the events. Mr. Yashwant Sinha (+91 94709 89380) is point of contact for any coordination reading social media from Fit India Mission.
10. Adequate publicity for the program through Social Media, TV/Newspaper, etc throughout the campaign.