

सुजाता चतुर्वेदी, भा.प्र.से
सचिव
Sujata Chaturvedi, IAS
Secretary



भारत सरकार
खेल विभाग
युवा कार्यक्रम और खेल मंत्रालय
Government of India
Department of Sports
Ministry of Youth Affairs & Sports

D.O. No. KI/FIT INDIA/FREEDOM RUN/2023

Dated: 27th September, 2023

Dear colleagues,

The Fit India Freedom Run was started in 2020 by this Ministry to mark two days of national importance, namely, Independence Day and Gandhi Jayanti. This Run aims to inculcate the habit of walking and running in people in the quest for better health and fitness. Considering the importance of cleanliness for healthy lifestyle, the fourth edition of the Fit India Freedom Run will be organized this year as 'Fit India Swachhata Freedom Run' with the theme "Swachh Bharat, Swasth Bharat" from 1st October, 2023 till 31st October, 2023.

2. The Fit India Freedom Run 4.0 is envisaged to be a fully inclusive event with participation of people from across all walks of life, and all age groups, and from across the country. Towards this, a Towards this, a Swachhata Shramdan Freedom Run is planned in Delhi on 1st October, 2023, to mark Gandhi Jayanti. This year, the month-long campaign of the Fit India Freedom Run 4.0, which will culminate with a Unity Run on 31st October, 2023, shall also be using the theme of 'Swachh Bharat, Swasth Bharat' to spread the awareness regarding this issue.

3. To make this initiative successful, I request your kind support for encouraging mass participation through your Ministry in the month-long Fit India Run 4.0. It is also requested to organize a Swachhata Shramdan Run on 1st October, 2023. Further it is also requested that from 1st October to 31st October, 2023, a series of events in form of run/walk in your Ministry/Department during the Campaign may also be organized.

4. I shall be grateful for your support in this regard. For your convenience, a copy of the Standard Operating Procedure (SOP) of the 'Fit India Freedom Run 4.0' is attached. Shri Arun Kumar Gupta, Director- Fit India (+91 9591010065), Sports Authority of India, e-mail: contact@fitindia.gov.in, is the designated Nodal Officer from this Ministry for coordinating the event.

Best wishes,

Yours sincerely,

[Signature]
(Sujata Chaturvedi)

Encl: As above.

To: All Secretaries of the Ministries/Departments of the Government of India.



SOP for Fit India Swachhata Freedom Run 4.0 – Swachh Bharat, Swasth Bharat

1. In this edition of Fit India Swachhata Freedom Run, the focus will be on Swachhata along with fitness.
2. **Appoint a Nodal officer** for coordination with Fit India Mission and forward the details (Name, designation, mobile number and email ID) at contact@fitindia.gov.in
3. Organize Swachhata Run (Plog Run) events on launch day i.e., 2nd October 2023 and runs/walk from 3rd to 31st October, 2023 at iconic and historically important places in the State/UTs, invite People's-Representatives/ Celebrities/ Athletes/ Iconic Personalities/ Social Media Influencers, etc.
4. Pre-event promotion: Ensure pre-event promotion of the event to be organised by respective States /UTs Governments, Ministries/Departments & Organisations from 25th September, 2023 onwards followed by post event promotion and engagement after the launch.
5. The organizing department to release a press note by 25th September 2023 informing about the event and schedule of activities.
6. States/Ministries/Organizations to conduct physical Freedom Run events throughout the campaign till 31st October 2023
7. Encourage participation in the Freedom Run 4.0 from friends, families, and other connections in the network of the individuals participating in the event.
8. While participating in Freedom Run, use Fit India Mobile App for tracking the distance covered by using running feature.
9. The organisers to use standardized backdrops and banners for their event. The creatives can be downloaded from the link: (<https://fitindia.gov.in/freedom-run-4.0>)

10. Organizers to register their event on Fit India portal (<https://fitindia.gov.in/> or Fit India Mobile App 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 4.0 events:

1. Event/s on 03-10-2023 with 50 participants ran for 3 Kms
2. Events on 04-10-2023 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 (ODMMYYYY)	No. of Participants	Total KMS covered	Add Participants
1	03-10-2023	50	150	
2	04-10-2023	100	300	



Grand Total		150	450	
• For downloading certificates for participants and organizers				

11. Promote Freedom Run on their social media channels with #SwachhBharatSwasthBharat and #Run4India through creatives, videos, write-ups, pictures of the events. (Social media team member name and number) is point of contact for any coordination regarding social media from Fit India Mission.

12. Adequate publicity for the program through Social media, TV/Newspaper, etc throughout the campaign.