



ಕರ್ನಾಟಕ ಸರ್ಕಾರ
ರಾಷ್ಟ್ರೀಯ ಸೇವಾ ಯೋಜನಾ ಕೋಶ,
ಯುವ ಸಬಲೀಕರಣ ಮತ್ತು ಕ್ರೀಡಾ ಇಲಾಖೆ

ಸಂಖ್ಯೆ: ಯುಸೇಇ/ರಾಸೇಯೋ/19/2021/2023-24/299

ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಸಚಿವಾಲಯ,
ಬಹುಮಹಡಿ ಕಟ್ಟಡ,
ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 04.10.2023

ಇವರಿಗೆ,

ಕಾರ್ಯಕ್ರಮ ಸಂಯೋಜನಾಧಿಕಾರಿಗಳು,
ರಾಷ್ಟ್ರೀಯ ಸೇವಾ ಯೋಜನೆಯ ಅನುಷ್ಠಾನದಲ್ಲಿರುವ,
ಎಲ್ಲಾ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ/ನಿರ್ದೇಶನಾಲಯಗಳು

ಮಾನ್ಯರೇ,

ವಿಷಯ: ದಿನಾಂಕ:01 ಅಕ್ಟೋಬರ್ 2023 ರಿಂದ 31.10.2023ರವರೆಗೆ Fit India
Freedom Run 4.0ರ ಅಭಿಯಾನವನ್ನು ಹಮ್ಮಿಕೊಳ್ಳುವ ಬಗ್ಗೆ.

ಉಲ್ಲೇಖ: ಕಾರ್ಯದರ್ಶಿ, ಯುವ ವ್ಯವಹಾರಗಳ ಕ್ರೀಡಾ ಇಲಾಖೆ ಇವರ ಅರೆ. ಸರ್ಕಾರಿ
ಪತ್ರ ಸಂಖ್ಯೆ:KI/FIT INDIA/FREEDOM RUN/2023, ದಿನಾಂಕ:27.09.2023

ಮೇಲ್ಕಂಡ ವಿಷಯದ ಸಂಬಂಧಿಸಿದಂತೆ, ಉಲ್ಲೇಖಿತ ಅರೆ ಸರ್ಕಾರಿ ಪತ್ರದನ್ವಯ "Swachh
Bharat, Swasth Bharat" (ಸ್ವಚ್ಛ ಭಾರತ, ಸ್ವಸ್ಥ ಭಾರತ) ಜನಸಾಮಾನ್ಯರಲ್ಲಿ ನಡಿಗೆಯ ಅರಿವು
ಮೂಡಿಸುವ ಮತ್ತು ಓಡುವ ಅಭ್ಯಾಸವನ್ನು ಬೆಳೆಸುವುದರ ಮೂಲಕ ಶುಚಿತ್ವದ
ಪ್ರಾಮುಖ್ಯತೆಯೊಂದಿಗೆ ಆರೋಗ್ಯಕರ ಜೀವನಶೈಲಿ ರೂಪಿಸಲು "ದಿ ಫಿಟ್ ಇಂಡಿಯಾ ಫ್ರೀಡಂ ರನ್
ಆವೃತ್ತಿಯನ್ನು ಪ್ರತಿ ವರ್ಷವೂ ಆಯೋಜಿಸಲಾಗುತ್ತಿದೆ. ಅದರಂತೆ ಪ್ರಸಕ್ತ ಸಾಲಿನಲ್ಲಿ
ದಿನಾಂಕ:01.10.2023 ರಿಂದ 31.10.2023ರವರೆಗೆ 'ಫಿಟ್ ಇಂಡಿಯಾ' ಅಭಿಯಾನ-4.0
ಹಮ್ಮಿಕೊಳ್ಳಲಾಗುತ್ತಿದೆ. (ಪ್ರತಿ ಲಗತ್ತಿಸಿದೆ).

ಆದ್ದರಿಂದ, ಸದರಿ ಅಭಿಯಾನದಲ್ಲಿ ತಮ್ಮ ವಿಶ್ವವಿದ್ಯಾಲಯ/ನಿರ್ದೇಶನಾಲಯದ
ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಕಾಲೇಜುಗಳ ಎನ್.ಎಸ್.ಎಸ್. ಕಾರ್ಯಕ್ರಮಾಧಿಕಾರಿಗಳು, ಎನ್.ಎಸ್.ಎಸ್.
ಸ್ವಯಂ ಸೇವಕ/ಸೇವಕರಿಯರು ಹಾಗೂ ತಾವು ಕೂಡ ಭಾಗವಹಿಸಿ, ಜನಸಾಮಾನ್ಯರಲ್ಲಿ ನಡಿಗೆ ಮತ್ತು
ಸ್ವಚ್ಛತೆಯ ಕುರಿತು ಜಾಗೃತಿ ಮೂಡಿಸುವುದರ ಮೂಲಕ ಕಾರ್ಯಕ್ರಮವನ್ನು ಯಶಸ್ವಿಗೊಳಿಸಲು
ತಮ್ಮ ಸಹಕಾರವನ್ನು ಕೋರಿದೆ.

ವಂದನೆಗಳೊಂದಿಗೆ,

ತಮ್ಮ ವಿಶ್ವಾಸಿ,

(ಪ್ರತಾಪ್ ಲಿಂಗಯ್ಯ)

ರಾಜ್ಯ ಎನ್.ಎಸ್.ಎಸ್. ಅಧಿಕಾರಿ,
ರಾಷ್ಟ್ರೀಯ ಸೇವಾ ಯೋಜನಾ ಕೋಶ,
ಯುವ ಸಬಲೀಕರಣ ಮತ್ತು ಕ್ರೀಡಾ ಇಲಾಖೆ.

ಪ್ರತಿ: 1. ಮಾನ್ಯ ಪ್ರಧಾನ ಕಾರ್ಯದರ್ಶಿಗಳು, ಯುವ ಸಬಲೀಕರಣ ಮತ್ತು ಕ್ರೀಡಾ ಇಲಾಖೆ, ಕರ್ನಾಟಕ ಸರ್ಕಾರ.
2. ಪ್ರಾದೇಶಿಕ ನಿರ್ದೇಶಕರು, ಎನ್.ಎಸ್.ಎಸ್. ಪ್ರಾದೇಶಿಕ ಕಛೇರಿ, ಭಾರತ ಸರ್ಕಾರ.

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]
28/9/23
(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 covered KMS | 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.

