

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

30th September, 2022

OFFICE MEMORANDUM

Subject: Fit India Freedom Run 3.0 to Commemorate "Azadi ke Amrit Mahotsava" regarding.

The undersigned is directed to refer to the subject cited and forward a copy of D.O. letter No.KI/FIT INDIA/FREEDOM RUN/2022 dated 20.09.2022 along with SOP regarding taking initiatives under Fit India Freedom Run 3.0 to Commemorate "Azadi Ka Amrit Mahotsava" received from Ministry of Youth Affairs and Sports for necessary action at your end.


(A.K. Shrivastava)

Under Secretary to the Govt. of India
Ph: 23714001

Encls: As above

To
Director (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

1741105/2022/O/o Secy(RT&H)

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



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आज़ादी का
अमृत महोत्सव
सत्यमेव जयते

भारत सरकार
खेल विभाग
युवा कार्यक्रम और खेल मंत्रालय

Government of India
Department of Sports
Ministry of Youth Affairs & Sports
Dated: 20th September, 2022

D.O. No. KI/FIT INDIA/FREEDOM RUN/2022

Dear Secretary,

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. It gives me great pleasure to inform you that as part of the celebrations of the Azadi Ka Amrit Mahotsav (AKAM), the 3rd edition of the Fit India Freedom Run is commencing on 2nd October, 2022 with the theme "Azadi ke 75 saal, fitness rahe bemisaal".

2. The **Fit India Freedom Run 3.0** 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 Plog Run is planned from Red Fort to Raj Ghat in Delhi on 2nd October, 2022, to mark Gandhi Jayanti, and also to launch the month-long campaign of the Freedom Run 3.0 which will culminate with a Unity Run on 31st October, 2022 at Kevadia, Gujarat.

3. To make this initiative successful, I request your kind support by encouraging a mass participation through your Ministry in the month-long **Fit India Freedom Run 3.0**. It is also requested to organize a Plog Run on 2nd October, 2022. Further, it is also requested that from 2nd October to 31st October, 2022, a series of events, namely, a run/walk in your Ministry/Department for the campaign may also be organized.

4. I shall be grateful for your support in this regard. For your convenience, a copy of the SOP of the '**Fit India Freedom Run 3.0**' is attached. Ms. Ekta Vishnoi, Mission Director – Fit India (+91 75881 81543) is the designated Nodal Officer from this Ministry for coordinating the event.

With best wishes,

Sedy. M.

JS (Coord.)

Yours sincerely,

MU
20/9/22
(Sujata Chaturvedi)

Encl: As above.

To: All the Secretaries, Government of India.

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SOP for Fit India Freedom Run 3.0 - 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 plog run events on launch day i.e., 2nd October 2022 and runs/walk from 3rd to 31st October, 2022 at iconic and historically important places in the State/UTs, invite 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 26th September, 2022 onwards followed by post event promotion and engagement after the launch.
4. The organizing department to release a press note by 26th September 2022 informing about the event and schedule of activities.
5. States/Ministries/Organizations to conduct physical Freedom Run events throughout the campaign till 31st October 2022.
6. Encourage participation in the Freedom Run 3.0 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/1IsP1V6JZ1WLNTssPqO0pIg0y-y4tZWHf?usp=sharing>

8. **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 3.0 events:

1. Event/s on 03-10-2022 with 50 participants ran for 3 Kms

2. Event/s on 04-10-2022 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	03-10-2022	50	150	
2	04-10-2022	100	300	
Grand Total		150	450	
• For downloading certificates for participants and orfganizers				

9. Promote Freedom Run on their social media channels with #AmritMahotsav 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.
10. Adequate publicity for the program through Social media, TV/Newspaper, etc throughout the campaign.