



**INDIAN COUNCIL OF AGRICULTURAL RESEARCH**

**KRISHI BHAWAN, NEW DELHI-110 001**

F.No.: 21-51/2022-CDN

Dated: 21.09.2022

**ENDORSEMENT**

**Sub: - Fit India Freedom Run 3.0-regarding.**

D.O. No. KI/FIT INDIA/FREEDOM RUN/2022 dated 20<sup>th</sup> September, 2022 issued by Ministry of Youth Affairs & Sports, Department of Sports, New Delhi, regarding the aforesaid mentioned subject is being uploaded on the ICAR website [www.icar.gov.in](http://www.icar.gov.in) and e-office for information and compliance.

(Sumit Kumar Jindal)  
Deputy Secretary (GAC)

**Distribution:**

1. All the constituent units of ICAR viz. Directors/ Project Directors/ NRCs/ PDs/ ZPDs/ Bureaux/ ATARIs etc.
2. All Officers/ Sections at ICAR Krishi Bhawan/ KAB-I & II/ NASC.
3. PSO to DG, ICAR/ Sr. PPS to Secretary, ICAR /PPS to FA, ICAR.
4. Media Unit for uploading on the ICAR Website.
5. Guard file/ spare copies



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



75  
आज़ादी का  
अमृत महोत्सव

युवा कार्यक्रम और खेल मंत्रालय

Government of India  
Department of Sports

Ministry of Youth Affairs & Sports

Dated: 20<sup>th</sup> 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 3<sup>rd</sup> edition of the Fit India Freedom Run is commencing on 2<sup>nd</sup> 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 2<sup>nd</sup> 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 31<sup>st</sup> 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 2<sup>nd</sup> October, 2022. Further, it is also requested that from 2<sup>nd</sup> October to 31<sup>st</sup> 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,

Yours sincerely,

*[Signature]*  
20/9/22  
(Sujata Chaturvedi)

Encl: As above.

To: All the Secretaries, Government of India.

*[Signature]*  
Director (AAC)

*[Signature]*  
Secy (D) -

*[Signature]*  
ASCO

*[Signature]*  
JS (AAC)

*[Signature]*  
20.9.22

*[Signature]*  
DS (GAC)

*[Signature]*  
22/9/22

कमरा सं. 3, 'सी' विंग, शास्त्री भवन, नई दिल्ली-110001 दूरभाष : 011-23388623

Room No. 3, 'C' Wing, Shastri Bhawan, New Delhi-110001 Tel.: 23388623

फैक्स / Fax: 011-23388758, ई-मेल / E-mail : secy-sports@nic.in



27

### 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](mailto:contact@fitindia.gov.in)
2. Organize plog run events on launch day i.e., 2<sup>nd</sup> October 2022 and runs/walk from 3<sup>rd</sup> to 31<sup>st</sup> 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 26<sup>th</sup> September, 2022 onwards followed by post event promotion and engagement after the launch.
4. The organizing department to release a press note by 26<sup>th</sup> September 2022 informing about the event and schedule of activities.
5. States/Ministries/Organizations to conduct physical Freedom Run events throughout the campaign till 31<sup>st</sup> 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/1lsP1V6JZ1WLNTssPqO0pIg0y-y4tZWHP?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	
<b>Grand Total</b>		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.