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सचिव

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Department of Higher Education

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127 'C' Wing, Shastri Bhawan, New Delhi-110 001

D.O. No. 11018/6/2021-EBSB
5th August, 2021

Dear Madam/Sir,

As you are aware, the celebration of 75 years of India's Independence - "Azadi Ka Amrit Mahotsav" have commenced with active participation of all stakeholders. In this connection, "Resolves@75", Fit India Mission has conceptualized **Fit India Freedom Run 2.0** to commemorate the occasion.

2. Nationwide Virtual launch of Fit India Freedom run 2.0 by Hon'ble Minister of Youth Affairs & Sports, Sh. Anurag Singh Thakur and Hon'ble Minister of State, Youth Affairs & Sports, Sh. Nisith Pramanik will be held on 13th August 2021. All the citizens will be given a call to make a resolve to include physical activity of at least 30 minute daily in their lives i.e. FITNESS KI DOSE AADHA GHANTA ROZ. A concept note on 'Fit India Freedom Run' is enclosed in this regard.

3. I seek your cooperation in reaching out to students in educational institutions under your control for their participation in the 750 events organized by Ministry of Youth Affairs & Sports (MYAS) across India and conducting physical / virtual Freedom Run events. Pre-event promotion of the event may be ensured from 10th August, 2021 onwards and the program may be given publicity through social Media, Regional TV/Newspaper etc. Also ensure the promotion of Freedom Run on the social media channels with **#Azadi Ka Amrit Mahotsav and #Run4 India**.

4. I look forward to your active cooperation.

Regards,

Yours sincerely,

Encl. As above


5.8.2021
(Amit Khare)

Chairman, UGC / Chairman, AICTE

Vice Chancellors of all Central Universities

Heads of all Centrally Funded Higher Education Institutions

FIT INDIA FREEDOM RUN 2.0

Fit India Freedom Run was conceived last year when the entire nation started following social distancing in a 'new normal' lifestyle, so as to keep the imperative need of fitness active even while following the social distancing norms, Fit India Freedom Run was launched on the concept of virtual run ie; *'it can be run anywhere, anytime! You run a route of your choice, at a time that suits you. Basically, you run your own race and time your own pace'*.

The first edition of the campaign was held from 15th August to 2nd October, 2020. Individual Participants/Organisers registered their Runs on Fit India portal (fitindia.gov.in) and the organisers were obliged to provide the data regarding number of participants and cumulative kms covered. The Central/State Departments and organizations including Armed Forces, NGOs, Private Organizations, Schools, Individuals, Youth Clubs, etc. actively participated in the campaign and it reached to more than 30 crore people on social media. More than 5 crore people participated and covered around 18 crore kms Run.

Azadi Ka Amrit Mahotsav – Freedom Run 2.0

This year against the back drop of one of the pillars of Azadi ka Amrit Mahotsav, "Resolves@75". Fit India Mission has conceptualised Fit India Freedom Run 2.0 to commemorate this occasion the 75th Independence Day.

Our citizens will be given a call to make a resolve to include physical activity of at least 30 min daily in their lives i.e. FITNESS KI DOSE AADHA GHANTA ROZ. The key features of Fit India Freedom run 2.0 are as follows: -

- Nationwide Virtual launch by Hon'ble Minister of Youth Affairs & Sports, Sh. Anurag Singh Thakur and Hon'ble Minister of State, Youth Affairs & Sports, Sh. Nisith Pramanik on 13th August 2021.
- Physical & Virtual Events all across the country.
- Campaign will culminate on Gandhi Jayanti -2nd October 2021.
- 75 physical events at iconic locations on launch day.
- Cultural events themed on Azadi Ka Amrit Mahotsav.
- Physical events by NYKS at 750 locations during the campaign following the COVID-19 protocols.
- To be Covered by DD and other media

Expectations from State/UTs Governments, Ministries/Departments & Organisations

- Appoint one Nodal officer for coordination with Fit India Mission and forward the details at contact@fitindia.gov.in.
- Encourage participation in the 750 events across India organized by Ministry of Youth Affairs & Sports (MYAS).
- States/Ministries/Organizations to conduct physical / virtual Freedom Run events
- Ensure pre-event promotion of the event from 10th August 2021 onwards.
- 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.
- Organizers to register their RUN on Fit India portal with details of participants and kms covered
- Promote Freedom Run on their social media channels with **#AzadiKaAmritMahotsav** and **#Run4India**.
- Adequate publicity for the program through Social Media, Regional TV/Newspaper, etc.
- Ensure participation at Panchayati/Municipality level, Schools/Colleges, Youth Clubs, Self-help Groups, etc.
- Ensure the momentum of the campaign from 13th August 2021 to 2nd October 2021.