



Organise a Fit India Cyclothon

Background

As you may be aware that FIT INDIA movement was launched by the Hon'ble Prime Minister on 29th August 2019. Fit India movement involves behavioural change, which is possible by making it a people's movement wherein every citizen gives time to himself / herself for being physically active and fit.

Fit India Mission under Ministry of Youth Affairs and Sports have planned to organize Fit India Cyclothon on 18th January 2020 to spread the message of fitness among masses.

Fit India Cyclothon will be organised by cycling groups, schools, colleges, organisations, councils, panchayats, corporations, societies, RWA's, NGO's, special interest groups across India. You can also start a Fit India Cyclothon group by involving your organisation, community, family and friends.

Why organise a Cyclothon?

Cycling is one of the best ways to remain fit and healthy. It is the new craze that combines fitness with fun. Won't it be exciting or rejuvenating to take your cycle and start in a group of friends and family along the way for a change and wander some terrains? After all, fit people are good for India's health.

Who can organise a Fit India Cyclothon?

1. Village, Town or City/ Council/ Panchayat/ Anganwadi / Block
2. Your Workplace
3. Society or RWA
4. Interest Groups
5. Corporate and Industry bodies
6. Schools/ Colleges and Universities
7. NGOs
8. Communities
9. Individuals

Organisers must ensure that All "Fit India Cyclothon" to be listed on fitindia.gov.in portal are non-commercial in nature.



How to organise or join ‘Fit India Cyclothon’?

1. Paddle to move on wheels with friends and family around for at least 30 min and spread the message of fitness among others.
2. Organise a Cyclothon event with your family, friends, and colleagues. Inspire others!
3. Anyone can Participate – students, working professionals, housewives, youth, senior citizens, etc and who not?
4. Conceptualise, organise and execute Fit India Cyclothon event around your residence, community village, panchayat, office, school, college etc. Register today!
5. Post your picture and videos on the fitindia.gov.in portal.
6. Organisers will get an e-certificate as a Fit India Movement partner.
7. Participants get certificate from organisers (Design will be provided to organisers for printing and distributing).
8. Don't wait. Choose your partners; motivate your friends and family members to participate in Fit India Cyclothon event.

Guidelines for Organisers

1. The Fit India Cyclothon will be executed by any government or private organization, schools, colleges, universities, individuals, groups, RWAs and communities to create awareness on fitness through cycling.
2. We invite everyone to organise or join Cyclothon in their Institution/ village, town or city/ council/ panchayat/ anganwadi / block / workplace/ society or RWA / or any place of your choice.
3. To become an organiser, you have to register online on fitindia.gov.in and get important details about the event you plan to do.
4. As an organiser, you will be responsible for conceptualizing, executing and ensuring a smooth and successful Cyclothon event to maximize public participation.
5. You can invite other organisations as well for online participation registration.
6. You can get sponsorship and also have partners to organise this event.



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7. Any fitness enthusiast who is participating must strive to motivate at least one partner to participate (eg. student to get parents, friend to get friend etc) so as to spread FIT India Campaign.
 8. Fit India Mission Directorate will provide the following standard FIT INDIA design templates for branding elements on the registration portal for organizers to download and use the same:
 - Backdrop
 - Selfie Points
 - Certificate design for distributing to participants
 - Information Booklet
 9. Organizers will get FIT INDIA Movement partner – certificate from Fit India.

PARTNERSHIPS OPPORTUNITIES: Those interested in partnership can also write to Fit India Mission office on: contact.fitindia@gmail.com



Other Guidelines

1. Identify track, create map.
2. Wherever required, take police permissions for traffic management.
3. Inform local bodies about the event
4. Inform communities around you about the Cyclothon
5. Encourage participation for 1 adult family member along with child.
6. Schools within the radius of 5 kms can organise joint Cyclothon for all the children in the schools.
7. Partner with local businesses can sponsor FIT INDIA tee shirts / caps for children.
8. Any queries regarding the Cyclothon to be sent to Fit India Mission office on contact.fitindia@gmail.com

How to use the Fit India Cyclothon Templates

Fit India Logo

1. Download the Fit India Logo
2. Do not edit the Fit India Logo (color or dimension)
3. To be used only for events in promotion of Fit India Movement

Backdrop

1. Download the Backdrop design
2. Open using Adobe Illustrator / Corel Draw to place the logos of Organiser and Sponsors
3. The ideal backdrop dimension is 12 ft x 8 ft (3:2 ratio). You can expand it in the same ratio to adjust to the width of the stage where you want to place it.
4. Place the logo of the organiser in the placeholder provided.
5. Place the logos of Sponsor(s) at the bottom of the screen on the whitespace
6. Do not edit any of the Fit India Logo or brand elements or their placements

Certificate

1. Download the Certificate design
2. Open using Adobe Illustrator / Corel Draw to place the logos of Organiser and Sponsors
3. The ideal backdrop dimension is A4 size. You can expand it in the same ratio to adjust to the width of the stage where you want to place it.
4. Place the logo of the organiser in the placeholder provided.
5. Place the logos of Sponsor(s) at the bottom of the screen on the whitespace
6. Do not edit any of the Fit India Logo or brand elements or their placements
7. Depending upon the no. of participants, print certificates and give to the participants



Fit India Flag

1. Download the flag design
2. Do not edit the Fit India logo or add any element to the Fit India Flag.
3. The dimension of the Flag is 900 mm x 600 mm. Do not change the dimension
4. Print as many Fit India Flags as you put in the venue

Fit India Selfie Points

1. Download the Selfie designs
2. The cut out should be at the height not exceeding 4 ft to 4.5 ft so that anyone can place their head. This will vary for different postures. Adjust the height accordingly
3. Create as many Selfie Points as you want.

Kindly make sure to adhere to the guidelines for using Fit India logo, link for downloading the guidelines is as follow http://fitindia.gov.in/wp-content/uploads/2019/10/FITIndia_Logo_Guidelines.pdf