

STANDARD OPERATING PROCEDURE (SOP)

FIT INDIA CARNIVAL

Issued by: Sports Authority of India (SAI) – Fit India Division (HO)

1. PURPOSE

This Standard Operating Procedure (SOP) lays down the comprehensive framework for planning, coordination, execution, monitoring, and post-event reporting of the Fit India Carnival. The SOP aims to ensure uniformity, administrative compliance, safety, quality execution, and maximum citizen engagement across all locations.

2. KEY PUBLIC MESSAGE

The core message of the Fit India Carnival is to sensitise citizens that fitness can be achieved even with a minimum of thirty (30) minutes of daily physical activity, when undertaken regularly and in an enjoyable manner. The Carnival shall emphasise that fitness activities need not be complex or time-intensive and can be seamlessly integrated into daily life through fun, engaging, and community-driven physical activities.

3. EVENT OVERVIEW

Event Name: Fit India Carnival 2026

- a. City:
- b. State/UT:
- c. Organized By: Sports Authority of India (SAI) – Fit India
- d. Venue: SAI Regional Centre / Identified Public Venue (to be finalized in consultation with respective State authorities under the jurisdiction of RCs)
- e. Tentative Period: Preferable dates 6–8 March 2026 (aligned with favorable weather conditions)
- f. Duration: 2–3 Days (*Suggestive Timeline: Last week of February to 1st week of March 2026*)
- g. Anticipated Footfall: 10,000–25,000 (Approx.)
- h. Sanctioned Budget: As approved by SAI HQ
- i. Target Groups: General Public, School & College Students, NSS/NCC Volunteers, Athletes, Local Leaders, Celebrities, Fit India Ambassadors/Champions/Icons, Women, Senior Citizens

4. Engagement of Event Management Agency (EMA)

- a. Zone creation & setup (Central Stage, Activity Zones, Fun Sports, Wellness, Experience)
- b. Infrastructure (stage, sound, lighting, barricading, branding, signage)
- c. Logistics (vendor coordination, installation, dismantling)
- d. Creative design (layout, thematic decoration, branding compliance)
- e. Public engagement (interactive setups, digital kiosks)
- f. Safety & compliance (fire safety, medical support areas, crowd management)
- g. Documentation (photography, videography, media coverage support)

5. OBJECTIVES

- a. To promote fitness as a lifestyle through short-duration, high-impact activities
- b. To communicate that even 30 minutes of enjoyable physical activity contributes to overall fitness
- c. To convert awareness into action via mass participation
- d. To encourage physical, mental, and nutritional well-being
- e. To revive and promote traditional sports and indigenous games
- f. To strengthen community ownership of the Fit India Movement

6. EVENT COMPONENTS / ZONES

- a. Central Stage: Inaugural session, fitness demonstrations, short activity bursts, cultural performances
- b. Activity Zones: Yoga, Zumba, Aerobics, group fitness sessions (30-minute modules)
- c. Demonstration Zones: Self-defense, expert-led workshops focusing on simple daily fitness routines
- d. Fun Sports Zones: Mini courts, traditional games, family-oriented fun activities
- e. Wellness Zones: BMI checks, nutrition counselling, mental wellness awareness
- f. Experience Zones: Fit India initiatives, digital engagement, success stories

7. ORGANISATIONAL STRUCTURE & ROLES

- a. Regional Director/Assistant Director: Overall supervision and coordination
- b. Event Nodal Officer: Day-to-day execution and inter-agency coordination
- c. Operations/Venue Lead: Infrastructure setup, zone management, logistics
- d. Media & Communication Lead: Publicity, messaging alignment, documentation

- e. Finance Officer: Budget control and utilisation
- f. Medical & Safety Coordinator: Health, safety, and emergency response

7. IMPLEMENTATION TIMELINE

7.1 **Suggestive overall timeline:** Last week of February to 1st week of March 2026, leading up to the event days.

- a. **Phase I (T-15 to T-12):** Administrative approval, constitution of core committee, preliminary coordination
- b. **Phase II (T-12 to T-10):** Permissions, logistics planning, vendor finalization, and onboarding of EMA for carnival zone creation and setup.
- c. **Phase III (T-10 to T-8):** Permissions, logistics planning, vendor finalization
- d. **Phase IV (T-8 to T-6):** Mobilization, publicity, volunteer recruitment
- e. **Phase V (T-6 to T-1):** Operational readiness, installations, final briefings
- f. **Phase VI (Event Days – March):** Smooth conduct of carnival activities along with Media and Local Leaders, Athletes and Celebrities.
- g. **Phase VII (T+1 to T+7):** Documentation, financial closure, reporting

8. EVENT DAY OPERATIONS

- a. Smooth functioning of all zones as per approved layout
- b. Focus on short, engaging activity formats of approximately 30 minutes
- c. Continuous monitoring of crowd movement and safety
- d. Coordination with police, medical teams, volunteers
- e. Live media coverage and documentation
- f. Daily review meetings

9. SAFETY & RISK MANAGEMENT

- a. Deployment of medical teams and ambulances
- b. Emergency response plan with nearest hospital linkage
- c. Crowd control, barricading, and police deployment
- d. Fire safety, hydration points, and weather contingency planning

10. POST-EVENT REPORTING

- a. Participation data (zone-wise and category-wise)
- b. Utilization Certificate and financial statement
- c. Event report with photographs and videos
- d. Media coverage summary
- e. Incident/accident report, if any
- f. Lessons learnt and recommendations

11. COMPLIANCE & INSTRUCTIONS

All activities shall strictly adhere to approved budgets, timelines, branding guidelines, and instructions issued by SAI / Fit India Mission. Any deviation shall be reported to SAI HQ immediately.

Post-event reporting is mandatory within seven (7) days of event completion.

12. Comprehensive Event Components



Central Stage

Launch ceremonies, expert fitness demonstrations, cultural performances, and interactive audience engagements



Activity Zones

Yoga, Zumba, aerobics, group fitness sessions, and exciting interactive challenges for all fitness levels



Demonstration Zones

Self-defense training, expert-led fitness workshops, and skill-building sessions with certified trainers



Fun Sports Zones

Mini sports courts, traditional Indian games, and oversized interactive board games for families



Wellness Zones

BMI assessments, nutrition counseling, mental wellness sessions, and hydration facilities



Experience Zones

Showcasing Fit India initiatives, campaigns, digital engagements, and inspiring success stories

13. Proposed Key Components of the Event

The Fit India Carnival, 2026 is proposed to be organized as a multi-zone fitness and wellness festival, offering a holistic and immersive experience for participants. The key components of the event are as follows:

- a. **Central Stage:** A main stage to host the formal launch of the carnival, fitness demonstrations, cultural performances, and interactive engagements, serving as the focal point of the event.
- b. **Activity Zones:** Dedicated zones for yoga, Zumba, aerobics, group fitness sessions, and interactive fitness challenges to encourage active participation among citizens of all age groups.
- c. **Demonstration Zones:** Spaces for self-defense demonstrations and expert-led fitness workshops aimed at skill development, awareness, and knowledge sharing.
- d. **Fun Sports Zones:** Mini sports courts, traditional Indian games, and human-size board games designed to promote physical activity in a fun, inclusive, and family-friendly manner.
- e. **Nutrition and Wellness Zones:** Zones focus on holistic well-being through BMI assessments, nutrition counselling, mental wellness sessions, and provision of hydration facilities.
- f. **Experience Zones:** Areas showcasing Fit India initiatives, campaigns, and digital engagements to enhance awareness and connect citizens with the Fit India Movement.
- g. **Entertainment and Engagement Activities:** Supporting activities and performances to maintain a vibrant, participatory, and festival-like atmosphere throughout the carnival.

13.1 Tentative Carnival Zone Layout



Each zone is strategically designed to create a seamless, engaging journey through diverse fitness experiences, ensuring maximum participation and enjoyment for all attendees.

Zone Highlights

- **Activity Zones:** Dynamic group sessions with professional instructors
- **Demonstration Zones:** Expert-led workshops teaching practical skills
- **Fun Sports Zones:** Interactive play spaces celebrating traditional games
- **Wellness Zones:** Personalized health assessments and counseling
- **Experience Zones:** Digital showcases of Fit India success stories
- **Entertainment Zones:** Vibrant activities maintaining festival energy