



STANDARD OPERATING PROCEDURE (SOP)

FIT INDIA – INTERNATIONAL WOMEN’S DAY 2026

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

1. Campaign Overview

Fit India International Women’s Day (IWD) 2026 shall be celebrated through mass participation fitness and wellness activities focusing on women’s health, empowerment, and active lifestyles. The campaign highlights that even 30 minutes of daily physical activity can significantly improve physical and mental well-being.

Campaign Period: 6–8 March 2026 (flexible within IWD week)

Theme: Strong Women, Fit India

2. Objectives

- Promote fitness as a lifestyle for women across all age groups
 - Encourage community-based, inclusive and enjoyable physical activities
 - Highlight women’s physical, mental and nutritional well-being
 - Strengthen women’s participation in the Fit India Movement
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3. Roles & Responsibilities

3.1 Fit India Mission (SAI – HQ)

- Issue overall guidelines, SOP and branding instructions
- Provide national-level communication and social media amplification
- Monitor participation data through Fit India Portal

3.2 Regional Centres (RCs) – SAI

- Overall coordination and supervision of IWD activities within the region
- Nomination of RC Nodal Officer and coordination with States/UTs
- Facilitate venues, athletes, trainers and technical support where feasible
- Ensure compliance with Fit India branding, safety and reporting norms

3.3 States / UTs / Partner Organisations

- Identify venues and organise IWD fitness activities as per SOP
 - Nominate a Nodal Officer for coordination with RCs and Fit India Mission
 - Mobilise participation through schools, colleges, RWAs, SHGs, NSS/NCC, etc.
 - Ensure on-ground safety, basic medical support and crowd management
 - Register events and upload participation data on Fit India Portal
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4. Event Structure (3-Day format)

Day 1 – 06 March 2026

Theme: Her Body | Her Power

Focus: Physical health, nutrition, mental wellness

Key Components:

- ✓ Yoga, mobility, dance fitness, functional training sessions
- ✓ Nutrition & hydration awareness (Fuel for Her)
- ✓ Mental wellness, stress management, menstrual & hormonal health talks
- ✓ Basic first-aid and CPR awareness

Day 2 – 07 March 2026

Theme: Raksha & Resilience – Strong Women, Strong Nation

Focus: Safety, confidence, leadership, life skills

Key Components:

- ✓ Self-defence and situational awareness workshops
- ✓ Cyber safety and digital awareness sessions
- ✓ Women leaders' dialogue (sports, governance, health, corporate)
- ✓ Awareness on sports & fitness career pathways
- ✓ Information on women-centric government schemes
- ✓ Interactive engagement modules (quiz, open mic, guided activities)

Day 3 – 08 March 2026

Theme: Sundays on Cycle – When She Moves, India Moves

Focus: Mass participation and women-led public movement

Key Components:

- ✓ Women's Sundays on Cycle (5–7 km, non-competitive)
- ✓ Sunrise yoga / mass fitness session
- ✓ Zumba Session
- ✓ Fitness & Equality Pledge
- ✓ Felicitation of local women achievers and champions

****Activities should be simple, inclusive and women centric.***

****Inspirational women - athletes, political leaders, celebrities shall be invited for the IWD celebration.***

5. Promotion & Communication

Pre-event promotion to start 5–7 days in advance through press notes, social media, posters and local outreach. The promotional [toolkit](#) maybe referred for promotional and branding purposes.

Official hashtags: #FitIndiaIWD2026 | #StrongWomenStrongNation | #WomenOnWheels | #FitIndiaMovement

6. Post-Event Reporting

Upload photographs, videos and participation data on the Fit India Portal within 7 days of event completion through the following link: <https://fitindia.gov.in/register> and grab your **Certificates**.