

SOP for Fit India Swachhata Freedom Run 5.0 –“Swachh Bharat, Swasth Bharat”

1. In this edition of Fit India Freedom Run from 2nd October to 31st October 2024, the focus will be on Swachhata along with fitness. Organizers can choose any day(s) during this duration to conduct the run, spreading awareness regarding cleanliness as well promoting physical fitness.
2. Organisations to appoint a Nodal officer for coordination with Fit India Mission and forward the details (Name, designation, mobile number and email ID) at contact@fitindia.gov.in
3. Organize Plog Run events on launch day i.e., 2nd October 2024 and runs/walk from 2nd to 31st October, 2024 at iconic and historically important places in the State/UTs, invite People's-Representatives/ Celebrities/ Athletes/ Iconic Personalities/ Social Media Influencers, etc.
4. **Pre-event promotion:** Ensure pre-event promotion of the event to be organised by respective States /UTS Governments, Ministries/Departments & Organizations from **26th September 2024** onwards followed by post event promotion and engagement after the launch.
5. The organizing department to release a press note by **26th September 2024** informing about the event and schedule of activities.
6. States/Ministries/Organizations to conduct physical Freedom Run events throughout the campaign till 31st October 2024
7. Encourage participation in the Freedom Run 5.0 from friends, families, and other connections in the network of the individuals participating in the event.
8. While participating in Freedom Run, use Fit India Mobile App for tracking the distance covered by using running feature.
9. 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/1V_6KEMom_NSko3SNzWI9xfsesaUxP7c1?usp=drive_link
10. Organizers to register their event on Fit India portal (<https://fitindia.gov.in/>) 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 5.0 events:

1. Event/s on 03-10-2024 with 50 participants ran for 3 kms
2. Event/s on 04-10-2024 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	03-10-2024	50	150	
2	04-10-2024	100	300	
Grand Total		150	450	
For downloading certificates for participants and organizers				

11. Promote Freedom Run on their social media channels with #SwachhBharatSwasthBharat 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.

12. Adequate publicity for the program through Social media, TV/Newspaper, etc throughout the campaign.

13. Participants shall be encouraged to take the Fit India Pledge-

Fit India Pledge

I take the pledge:

- TO LEAD AN ACTIVE AND A HEALTHY LIFESTYLE
- TO TAKEOUT 30 MINUTES EVERYDAY FOR MY FITNESS AND HEALTH
- TO ENCOURAGE MY FAMILY MEMEBERS AND NEIGHBOURS TO STAY FIT AND HEALTHY
- TO TAKE THE FITNESS ASSESSMENT TEST ON THE FIT INDIA MOBILE APPLICATION QUARTERLY

मैं प्रतिज्ञा करता/करती हूँ:

- एक सक्रिय और स्वस्थ जीवन शैली जीऊंगा/जीऊंगी
- अपने फिटनेस और स्वास्थ्य के लिए हर दिन 30 मिनट का समय निकालूंगा/निकालूंगी
- अपने परिवार के सदस्यों और पड़ोसियों को फिट और स्वस्थ रहने के लिए प्रोत्साहित करूंगा /करूंगी
- फिट इंडिया मोबाइल एप्लिकेशन पर त्रैमासिक फिटनेस मूल्यांकन परीक्षण लूंगा/लूंगी

14. Download Fit India Mobile App to track your miles for the Fit India Freedom Run on the following link:

- Android: <https://play.google.com/store/apps/details?id=com.sai.fitIndia>
- IOS: <https://apps.apple.com/us/app/fit-india-mobile-app/id1581063890>
- FIMA QR:

