

GOVERNMENT OF JAMMU & KASHMIR
DIRECTORATE OF SCHOOL EDUCATION JAMMU
MUTHI CAMP, JAMMU – 181205

Circular No: ⁵³ DSEJ of 2022

Dated: ¹³ - 10 - 2022

Sub: Fit India Freedom Run 3.0 with theme “Azadi Ke 75 saal, fitness rahe bemisaal”.

This office is in receipt of communications received from Ministries of School Education & Literacy Government of India Vide F.No.12-1/2020-IS-4 (E), dated:26.09.2022 and Youth Affairs & Sports GOI Vide D.O.No:KI/FIT INDIA/FREEDOM/RUN/2022, dated: 20.09.2022 along with Fit India Freedom Run 3.0 SOP, letter received from Administrative Department of School Education Civil Secretariat J&K Jammu Vide No: Edu-NCSE /155/2022, dated: 06.10.2022 wherein the Ministry has planned the month-long campaign and series of events namely a Unity Run/Plog Run/Walk for Fit India Freedom Run 3.0 from 2nd October 2022 to 31st October 2022 with theme “Azadi Ke 75 saal, fitness rahe bemisaal”.

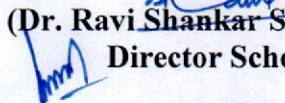
To make this initiative successful, this directorate has been advised to encourage mass participation of students, their families, relatives, employees at every level in this 3rd edition of Fit India Freedom Run.

In view of above context, all Chief Education Officers of Jammu division are impressed upon to ensure its wide publicity among all Govt. and Pvt. Schools of summer & winter Zones via various social media platforms, websites, School whats app groups, twitter, press notes and organize Fit India Freedom Run 3.0 at School, Zone and one mega event at District level. Chief Education Officers should also issue immediate necessary instructions to all heads of Schools (HSS/HS/MS/PS) for mass participation of Schools and students and organize series of events namely a Unity Run/Plog Run/Walk for Fit India Freedom Run 3.0 from 2nd October 2022 to 31st October 2022 with theme “Azadi Ke 75 saal, fitness rahe bemisaal”.

DNOs Fit India are directed to facilitate Schools/participating students and furnish status report from respective districts for the action taken in the matter and send to this directorate on Fit India Email Id at fitindia.dsej@jk.gov.in.

The detailed information & SOP about 3rd edition of Fit India Freedom Run are enclosed herewith the circular and also available on Fit India Website/National Portal (<https://fitindia.gov.in>).

In view of above, you may contact **Mr. Govind Sharma, Nodal Officer** of this Directorate for implementation of Prime Minister's Scheme of Fit India Movement in Jammu Division, J&K UT on his Mobile No: **9419280527**.


(Dr. Ravi Shankar Sharma) JKAS
Director School Education,
Jammu

No: DSEJ/FITINDIA/FREEDOM RUN/2022/ ¹⁷⁶³⁵⁻⁶⁶

Dated: ¹³-10-2022

Encls = 04 (Four) Leaves

Copy to the:

1. Principal Secretary to Govt., School Education Department, Civil Secretariat J&K Jammu for information.
2. Mission Director Fit India Movement, Youth Affairs & Sports GOI New Delhi for information.
3. Deputy Commissioners (All) Jammu Division for information.
4. Pvt Secy to Secretary School Education and Literacy GOI for information of Secretary.
5. Joint Directors Schools (All) Jammu Division for information & necessary action.
6. Joint Director Information Jammu for information & with the request to publish the circular in leading newspapers.
7. **Chief Education Officers (All) Jammu Division for information and necessary action on priority basis.**
8. Pvt Secy of Advisor (B) to Hon'ble Lt Governor J&K for information of Advisor.
9. Sh. Govind Sharma Nodal Officer (Fit India) DSEJ for compliance & with the directions to coordinate this program of Fit India Freedom Run.
10. PA to SPD Samagra Shiksha J&K Jammu/Srinagar for information of SPD.
11. I/C Media at DSEJ with the directions to publicize the Fit India Freedom Run event on all social media platforms.
12. I/C Computer Section for uploading the circular on official website of DSEJ.

School Education Department
Civil Secretariat, J&K Jammu

Director,
School Education,
Jammu/Kashmir

No: Edu-NCSE/155/2022-01

Dated: 06.10.2022.

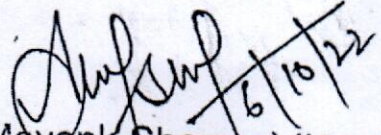
Subject: Fit India Freedom Run 3.0-reg.

Sir,

I am directed to forward herewith a copy of Communication No.F.No.12-1/2020-IS.4 (E) dated 26.09.2022 alongwith its enclosures received from Department of School Education & Literacy, MoE, Government of India, regarding the subject captioned above and request to kindly appoint a Nodal Officer in this regard for taking necessary appropriate action in the matter.

Yours faithfully,

Encl: A/a


(Mayank Sharma)JKAS
Under Secretary to Government,
School Education Department

Copy to the Rajesh Kumar Maurya, Under Secretary to the Government of India, Department of School Education & Literacy, Ministry of Education, Government of India for information.

Government of India
Ministry of Education
Department of School Education & Literacy
(IS-4 Section)

Shastri Bhawan, New Delhi
Dated: 26th Sep., 2022

To

The Additional Chief Secretary/Principal Secretary/Secretary (Education), All States / UTs

Subject: - Fit India Freedom Run 3.0 - reg.

Madam/Sir,

I am directed to enclose herewith a copy of D.O. letter dated 20.09.2022 received from the Department of Sports regarding the 3rd edition of Fit India Freedom Run namely **Fit India Freedom Run 3.0**, commencing on 2nd Oct., 2022 with the theme "Azadi ke 75 saal, fitness rahe bemisaal".

2. In this regard, it is to inform you that the Fit India Freedom Run 3.0 is envisaged to be a fully inclusive event with participation of people of all age groups from across the country. For this, a Plog Run is to be planned from Red Fort to Raj Ghat in Delhi on 2nd Oct., 2022, to mark Gandhi Jayanti and also to launch the month-long campaign of the Freedom Run 3.0 which will culminate with a Unity Run on 31st Oct., 2022 at Kevadia, Gujarat. States/UTs may organize the said event from 2nd Oct., 2022 to 31st Oct., 2022 at important historical places in their respective States/UTs and Athletes/Celebrities etc. may be invited for the same.

3. This initiative would be a success only if it becomes a people's movement, therefore, focus should be given on mass participation. Hence, you are requested to publicize the event and motivate people to maximize their participation in the event. In this regard, SOP for Fit India Freedom Run 3.0 is attached herewith.

Encl.: As above

Yours faithfully,

(Rajesh Kumar Maurya)
Under Secretary to the Government of India
Tel.01123384501
E-mail : rajmaurya.edu@nic.in

Copy to : (For information and necessary action):

1. The Chairperson, Central Board of Secondary Education (CBSE)
2. The Commissioner, Kendriya Vidyalaya Sangathan (KVS)
3. The Chairperson, National Bal Bhavan (NBB)
4. The Chairman, National Institute of Open Schooling (NIOS)
5. The Commissioner, Navodaya Vidyalaya Samiti (NVS)
6. The Director, National Council of Education Research and Training (NCERT)
7. The Chairman, Council for the Indian School Certificate Examination (CISCE)

Copy for information to: Secretary, Department of Sports with reference to their D.O. Letter No. KI/FIT INDIA/FREEDOM RUN/2022 dated 20.09.2022.

सुजाता चतुर्वेदी, मा.प्र.से
सचिव
Sujata Chaturvedi, IAS
Secretary



आज़ादी का
अमृत महोत्सव युवा कार्यक्रम और खेल मंत्रालय

भारत सरकार
खेल विभाग
Government of India
Department of Sports
Ministry of Youth Affairs & Sports
Dated: 20th September, 2022

D.O. No. KI/FIT INDIA/FREEDOM RUN/2022

Dear Secretary,

The Fit India Freedom Run was started in 2020 by this Ministry to mark two days of national importance, namely, Independence Day and Gandhi Jayanti. This Run aims to inculcate the habit of walking and running in people in the quest for better health and fitness. It gives me great pleasure to inform you that as part of the celebrations of the Azadi Ka Amrit Mahotsav (AKAM), the 3rd edition of the Fit India Freedom Run is commencing on 2nd October, 2022 with the theme "Azadi ke 75 saal, fitness rahe bemisaal".

2. The Fit India Freedom Run 3.0 is envisaged to be a fully inclusive event with participation of people from across all walks of life, and all age groups, and from across the country. Towards this, a Plog Run is planned from Red Fort to Raj Ghat in Delhi on 2nd October, 2022, to mark Gandhi Jayanti, and also to launch the month-long campaign of the Freedom Run 3.0 which will culminate with a Unity Run on 31st October, 2022 at Kevadia, Gujarat.

3. To make this initiative successful, I request your kind support by encouraging a mass participation through your Ministry in the month-long Fit India Freedom Run 3.0. It is also requested to organize a Plog Run on 2nd October, 2022. Further, it is also requested that from 2nd October to 31st October, 2022, a series of events, namely, a run/walk in your Ministry/Department for the campaign may also be organized.

4. I shall be grateful for your support in this regard. For your convenience, a copy of the SOP of the 'Fit India Freedom Run 3.0 is attached. Ms. Ekta Vishnoi, Mission Director – Fit India (+91 75881 81543) is the designated Nodal Officer from this Ministry for coordinating the event.

With best wishes,

Yours sincerely,

[Signature]
20/9/22
(Sujata Chaturvedi)

Encl: As above.

To: All the Secretaries, Government of India.

Pl circulate

As per work allocation, M/o YAS & Fit India come under the purview of SS-I Bureau we may do it to SS-I for n/a.

21/9/22

कमरा सं. 3, 'सी' विंग, शास्त्री भवन, नई दिल्ली-110001 दूरभाष : 011-23388623
Room No. 3, 'C' Wing, Shastri Bhawan, New Delhi-110001 Tel.: 23388623
फैक्स / Fax: 011-23388758, ई-मेल / E-mail : secy-sports@nic.in

SOP for Fit India Freedom Run 3.0 - Azadi Ka Amrit Mahotsav

1. **Appoint a Nodal officer** for coordination with Fit India Mission and forward the details (Name, designation, department name, mobile number and email ID) at contact@fitindia.gov.in
2. Organize plog run events on launch day i.e., 2nd October 2022 and runs/walk from 3rd to 31st October, 2022 at iconic and historically important places in the State/UTs, invite people's representatives/ Celebrities/ Athletes/ Iconic Personalities/ Social Media Influencers, etc.
3. Pre-event promotion: Ensure pre-event promotion of the event to be organised by respective States /UTs Governments, Ministries/Departments & Organisations from 26th September, 2022 onwards followed by post event promotion and engagement after the launch.
4. The organizing department to release a press note by 26th September 2022 informing about the event and schedule of activities.
5. States/Ministries/Organizations to conduct physical Freedom Run events throughout the campaign till 31st October 2022.
6. Encourage participation in the Freedom Run 3.0 from friends, families, and other connections in the network of the individuals participating in the event.
7. 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/1lsP1V6JZ1WLNTssPqO0pIg0y-y4tZWHF?usp=sharing>

8. Organizers to register their event on Fit India portal (<https://fitindia.gov.in/>) or Fit India Mobile App 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 3.0 events:

1. Event/s on 03-10-2022 with 50 participants ran for 3 Kms

2. Event/s on 04-10-2022 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	03-10-2022	50	150	
2	04-10-2022	100	300	
Grand Total		150	450	
• For downloading certificates for participants and organizers				

9. Promote Freedom Run on their social media channels with #AmritMahotsav 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.
10. Adequate publicity for the program through Social media, TV/Newspaper, etc throughout the campaign.