The General Managers,
All Zonal Railways, PUs/PSUs
All Centralised Training Institute,
RDSO, METRO & CORE.

Sub: ‘Fit India Freedom Run 2.0’ to commemorate “Azadi ka Amrit Mahotsav” on one of the pillars of the celebrations, i.e., Resolves@75 from 13th August, 2021 till 2nd October, 2021.

A copy of the D.O. letter dated 05.08.2021 along with its enclosure from Shri Atul Singh, Joint Secretary, Ministry of Youth Affairs & Sports, Department of Sports on the above noted subject is sent herewith for information and compliance.

2. It is desired that all possible steps be taken at your end to make this initiative ‘Fit India Freedom Run 2.0’ successful and a big hit by encouraging a mass participation from among the Indian Railways’ employees, their families and relatives. An SOP of the Fit India Freedom Run 2.0 is attached herewith. All precautionary measures related to COVID-19 may be taken while organizing activities related to this campaign.

DA: As above.

(Anita Gautam)
Director Estt. (General)
Railway Board
Respected Sir,

This Ministry has planned 'Fit India Freedom Run 2.0' to commemorate "Azadi ka Amrit Mahotsav" on one of the pillars of the celebrations, i.e., Resolves@75, from 13th August, 2021 till 2nd October, 2021. Our citizens will be given a call to make a resolve to include physical activity of at least 30 minutes daily in their lives, i.e., FITNESS KI DOSE AADHA GHANTA ROZ.

2. In this edition, 'Fit India Freedom Run 2.0', "Jan Bhagidari se Jan Andolan" is the theme aiming at encouraging more and more participation. People may participate in the Run either by assembling at a particular place observing Covid-19 protocols or through Virtual Run. In Virtual Run, one can run/walk along a route of his/her choice, at a time that suits him/her. One can even take breaks during such run/walk. Basically, one runs one's own race and times one's own pace.

3. To make this initiative successful, this Ministry solicits your kind support by encouraging a mass participation from among the Indian Railways' employees, their families and relatives in the 'Fit India Freedom Run 2.0'. I will be grateful for the support accorded by Railways to promote 'Fit India Freedom Run 2.0' and making it a big hit. An S.O.P of the Fit India Freedom Run 2.0 is attached herewith. Ms. Ekta Vishnoi, Mission Director- Fit India (+91 75881 81543) is the Nodal Officer from this Ministry. This has been approved by Secretary, Department of Sports, MYAS.

With regards,

Yours sincerely,

(Atul Singh)
Joint Secretary

Enclosed: As mentioned
To,
Shri Suneet Sharma
Chairperson, Railways Board
256-A, Raisina Road, Rajpath Area,
Central Secretariat, New Delhi 110001
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 events on launch day i.e., 13th August 2021 at iconic and historically important places in the State/UTs to be attended by 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 10th August 2021 onwards followed by post event promotion and engagement after the launch.

4. The organizing department to release a press note by 10th August 2021 informing about the event and required schedule of activities.

5. States/Ministries/Organizations to conduct physical/virtual Freedom Run events throughout the campaign till 2nd October 2021 and use standardized digital banners on their website for the event.

6. Encourage participation in the Freedom Run 2.0 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/14FHidyGU5r5nCiOSe7h8y9gH7NU9e46P?usp=sharing

8. **Organizers to register their RUN on Fit India portal 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 2.0 events:*
   
   1. Event/s on 13-08-2021 with 50 participants ran for 3 Kms
   2. Event/s on 14-08-2021 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:

<table>
<thead>
<tr>
<th>S. No</th>
<th>Date</th>
<th>No. of Participants</th>
<th>Total Kms Covered</th>
<th>Addt PARTICIPANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>13-08-2021</td>
<td>50</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>14-08-2021</td>
<td>100</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
<td>150</td>
<td></td>
<td>450</td>
<td></td>
</tr>
</tbody>
</table>

   * For downloading certificates for participants and organizers

9. Promote Freedom Run on their social media channels with #AzadiKaAmritMahotsav and #Run4India through creatives, videos, write-ups, pictures of the events. Mr. Yashwant Sinha (+91 94709 89380) is point of contact for any coordination reading social media from Fit India Mission.

10. Adequate publicity for the program through Social Media, TV/Newspaper, etc throughout the campaign.