

सां/No. : 5-1(17)/2008-PD

Dated 06.10.2023

प्रेषक : संयुक्त सचिव (प्रशासन)

From : Joint Secretary (Admn.)

सेवा में : सी.एस.आई.आर. की सभी राष्ट्रीय प्रयोगशालाओं/संस्थानों/मुख्यालय/एककों के निदेशक/प्रधान

To : The Directors/Heads of all CSIR National Labs./Instts./Hqrs./Units

विषय : 'स्वच्छ भारत, स्वस्थ भारत' थीम के साथ 'फिट इंडिया स्वच्छता फ्रीडम रन' 4.0 के संबंध में।

Sub : 'Fit India Swachhata Freedom Run' 4.0 with the theme "Swachh Bharat, Swasth Bharat"- reg.

महोदय/Sir / महोदया/Madam,

मुझे, उपरोक्त विषय पर सचिव, खेल विभाग, युवा कार्यक्रम और खेल मंत्रालय, भारत सरकार के दिनांक 27.09.2023 के अर्धशासकीय पत्र सं KI/FIT INDIA/FREEDOM RUN/2023 को आपकी जानकारी, मार्गदर्शन और अनुपालन के लिए अग्रेषित करने का निदेश हुआ है।

2. इसके अलावा, प्रयोगशालाओं/संस्थानों में प्रशासन नियंत्रक/प्रशासनिक अधिकारी को 'फिट इंडिया फ्रीडम रन 4.0' के लिए नोडल अधिकारी के रूप में एवं श्री सुप्रोकश हलदर, उप सचिव, सीएसआईआर-मुख्यालय को सीएसआईआर के 'फिट इंडिया फ्रीडम रन 4.0' के लिए नोडल अधिकारी के रूप में नामांकित करने का निर्णय लिया गया है।

3. सभी नोडल अधिकारियों से यह भी अनुरोध किया जाता है कि वे इस कार्यालय को [policy@csir.res.in](mailto:policy@csir.res.in) पर सूचित करते हुए [contact@fitindia.gov.in](mailto:contact@fitindia.gov.in) पर अपने नाम, पदनाम, मोबाइल नंबर और ईमेल आईडी प्रदान करें।

I am directed to forward herewith D.O letter No. KI/FIT INDIA/FREEDOM RUN/2023 dated 27.09.2023 from the Secretary, Department of Sports, Ministry of Youth Affairs & Sports, Government of India on the above mentioned subject for your information, guidance and compliance.

2. Further, it has been decided to nominate COA/AO of the Labs/Instts as the Nodal officer for Fit India Freedom Run 4.0 and Sh. Suproakash Halder, DS, CSIR-Hqrs. as Nodal Officer of CSIR, Fit India Freedom Run 4.0.

3. All Nodal Officers are also requested to provide their Name, designation, mobile number and email ID at [contact@fitindia.gov.in](mailto:contact@fitindia.gov.in) under intimation to this office at [policy@csir.res.in](mailto:policy@csir.res.in).

भवदीय/Yours faithfully,

 06/10/2023

(एम. अरुण मणिकण्ड भारति / M Arun Manikanda Bharathi)

अवर सचिव (नीति प्रभाग) / Under Secretary (PD)

संलग्न/Encl. : यथोपरि/As above

प्रतिलिपि/Copy to:

1. सी.एस.आई.आर. वेबसाइट/ CSIR Website.
2. कार्यालय प्रति/Office copy.

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



भारत सरकार  
खेल विभाग  
युवा कार्यक्रम और खेल मंत्रालय  
Government of India  
Department of Sports  
Ministry of Youth Affairs & Sports

D.O. No. KI/FIT INDIA/FREEDOM RUN/2023

Dated: 27<sup>th</sup> September, 2023

*Dear colleagues,*

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. Considering the importance of cleanliness for healthy lifestyle, the fourth edition of the Fit India Freedom Run will be organized this year as 'Fit India Swachhata Freedom Run' with the theme "Swachh Bharat, Swasth Bharat" from 1<sup>st</sup> October, 2023 till 31st October, 2023.

2. The Fit India Freedom Run 4.0 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 Towards this, a Swachhata Shramdan Freedom Run is planned in Delhi on 1<sup>st</sup> October, 2023, to mark Gandhi Jayanti. This year, the month-long campaign of the Fit India Freedom Run 4.0, which will culminate with a Unity Run on 31st October, 2023, shall also be using the theme of 'Swachh Bharat, Swasth Bharat' to spread the awareness regarding this issue.

3. To make this initiative successful, I request your kind support for encouraging mass participation through your Ministry in the month-long Fit India Run 4.0. It is also requested to organize a Swachhata Shramdan Run on 1<sup>st</sup> October, 2023. Further it is also requested that from 1<sup>st</sup> October to 31st October, 2023, a series of events in form of run/walk in your Ministry/Department during the Campaign may also be organized.

4. I shall be grateful for your support in this regard. For your convenience, a copy of the Standard Operating Procedure (SOP) of the 'Fit India Freedom Run 4.0' is attached. Shri Arun Kumar Gupta, Director- Fit India (+91 9591010065), Sports Authority of India, e-mail: [contact@fitindia.gov.in](mailto:contact@fitindia.gov.in), is the designated Nodal Officer from this Ministry for coordinating the event.

*Best wishes,*

Yours sincerely,

*(Signature)*  
(Sujata Chaturvedi)

Encl: As above.

To: All Secretaries of the Ministries/Departments of the Government of India.



## **SOP for Fit India Swachhata Freedom Run 4.0 – Swachh Bharat, Swasth Bharat**

1. In this edition of Fit India Swachhata Freedom Run, the focus will be on Swachhata along with fitness.
2. **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](mailto:contact@fitindia.gov.in)
3. Organize Swachhata Run (Plog Run) events on launch day i.e., 2nd October 2023 and runs/walk from 3rd to 31st October, 2023 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 & Organisations from 25th September, 2023 onwards followed by post event promotion and engagement after the launch.
5. The organizing department to release a press note by 25th September 2023 informing about the event and schedule of activities.
6. States/Ministries/Organizations to conduct physical Freedom Run events throughout the campaign till 31st October 2023
7. Encourage participation in the Freedom Run 4.0 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://fitindia.gov.in/freedom-run-4.0> )

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**10. 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 4.0 events:*

1. Event/s on 03-10-2023 with 50 participants ran for 3 Kms
2. Events on 04-10-2023 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 (ODMMYYYY)	No. of Participants	Total KMS covered	Add Participants
1	03-10-2023	50	150	
2	04-10-2023	100	300	



<b>Grand Total</b>		150	450	
<b>• For downloading certificates for participants and organizers</b>				

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.