

## SOP for Fit India Freedom Run 2.0 - 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](mailto:contact@fitindia.gov.in).
2. Organize events on launch day i.e., 13<sup>th</sup> 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 10<sup>th</sup> August 2021 onwards followed by post event promotion and engagement after the launch.
4. The organizing department to release a press note by 10<sup>th</sup> 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 2<sup>nd</sup> 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/14FHidvGU5r5nCiOSe7h8y9gH7NU9e46P?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:*

S. No.	Date (DDMMYYYY)	No. of Participants	Total KMS covered	Add Participants*
1	13-08-2021	50	150	
2	14-08-2021	100	300	
<b>Grand Total</b>		<b>150</b>	<b>450</b>	

\* 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.