



डॉ. प्रभाकर देसाई
एम्.ए., पीएच.डी.
संचालक

सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)

राष्ट्रीय सेवा योजना

गणेशखिड, पुणे - ४११ ००७



कार्यालय क्र. : ०२०-२५६९७३४१
०२०-२५६२२६८८/८९
मोबाईल : ९८८१९०८०२०
०२०-२५६२२६९२

रासेयो/२०२०-२१/२८४

दि. ०९/०८/२०२१

प्रति,

मा. प्राचार्य/संचालक

रासेयो संलग्नित व स्वायत्त महाविद्यालये व परिसंस्था,

पुणे, अहमदनगर व नाशिक जिल्हा

सावित्रीबाई फुले पुणे विद्यापीठ

विषय : भारताच्या स्वातंत्र्याची ७५ वर्षे 'आजादी का अमृत महोत्सव' साजरा करणेबाबत

(Fit India Freedom Run 2.0 to Commemorate Azadi Ka Amrut Mahotsav India @ 75 Reg.)

Ref. 1) F.P.24/4/2019/NSS/DTE/532-547, Date 09 August 2021

2) Govt. India Ministry of Youth Affairs & Sports, Date 05 August 2021

3) Regional Directorate of NSS, Pune, 30/2/NSS/AM/2021-22/251-288, Date : 09/08/2021

महोदय,

भारताच्या स्वातंत्र्याला ७५ वर्षे झाल्याबद्दल युवा कार्यक्रम व क्रीडा मंत्रालय, भारत सरकार नवी दिल्ली यांनी निर्देशित केल्यानुसार व मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचलनालय, भारत सरकार, पुणे पाठवलेल्या पत्रानुसार भारताच्या स्वातंत्र्याची ७५ वर्षे 'आजादी का अमृत महोत्सव' विविध उपक्रमांद्वारे साजरा करण्याबाबत सुचित केले आहे. सदर उपक्रम भारत देशातील संपूर्ण ७४४ जिल्हांमध्ये दि. १३ ऑगस्ट ते ०२ ऑक्टोबर २०२१ पर्यंत आयोजित करण्यात येणार आहे. त्यानुसार पुणे, अहमदनगर व नाशिक जिल्ह्यातील रासेयो संलग्नित महाविद्यालयांमध्ये दिनांक १३ ऑगस्ट ते ०२ ऑक्टोबर २०२१ पर्यंत सोबत जोडलेल्या शासनाच्या परिपत्रकाप्रमाणे उपक्रम राबवण्यात यावेत.

दिनांक १३ ऑगस्ट २०२१ रोजी रासेयो संलग्नित सर्व महाविद्यालये व परिसंस्थांनी आपल्या परिसरामध्ये स्वातंत्र्य लढ्याचे प्रतिक असणारी ऐतिहासिक स्थळांच्या ठिकाणी भारताच्या स्वातंत्र्याची ७५ वर्षे 'आजादी का अमृत महोत्सव' या उपक्रमाचे आयोजन करण्यात यावे आणि फिट इंडिया फ्रीडम रन २.० (Fit India Freedom Run 2.0 to Commemorate Azadi Ka Amrut Mahotsav India @ 75 Reg.) उपक्रमाचे आयोजन जिल्हानिहाय पुणे जिल्हा : १३/०८/२०२१, अहमदनगर जिल्हा : १४/०८/२०२१, नाशिक जिल्हा : २५/०९/२०२१ याप्रमाणे करण्यात यावे. दिनांक १३ ऑगस्ट २०२१ रोजी पुणे जिल्ह्यातील शिवराम हरी राजगुरू यांचे जन्मस्थळ राजगुरूनगर, खेड व पुणे शहरातील आगाखान पॅलेस व गोखले इन्स्टिट्यूट याठिकाणी 'आजादी का अमृत महोत्सव' या उपक्रमाचे आयोजन करण्यात येणार आहे. याकरिता पुढील नियोजनानुसार संबंधित महाविद्यालयांनी त्याठिकाणी उपक्रमांच्या आयोजनामध्ये सहभागी व्हावे.

क्र.	उपक्रम स्थळ	सहभागी महाविद्यालयाचे नाव	सहभागी विद्यार्थी	संपर्क
१	आगाखान पॅलेस पुणे दिनांक १३ ऑगस्ट २०२१ रोजी सकाळी १०.०० वाजता	नेस वाडीया वाणिज्य महाविद्यालय, पुणे	२०	डॉ. भारत राठोड, ८३८००६६८६७
		एम.ई.एस. अभियांत्रिकी महाविद्यालय, पुणे	१०	प्रा. सागर शिंदे, ९०९६२३९९२३
		नौरोसजी वाडीया महाविद्यालय, पुणे	१०	प्रा. सोमनाथ वाघमारे, ९८८१९२६५१८
		खाईस्ट महाविद्यालय, वडगाव शेरी, पुणे	१०	प्रा. प्रिया वहाब, ९५९५५५८८३६
२	गोखले इन्स्टिट्यूट, पुणे दिनांक १३ ऑगस्ट २०२१ रोजी सकाळी १०.०० वाजता	मॉडर्न महाविद्यालय, शिवाजीनगर, पुणे	२०	डॉ. प्रभाकर वराडे, ९८२२८५६५२७
		फर्युसन महाविद्यालय, पुणे	१०	प्रा. संतोष फरादे, ९८८१३२३७१२
		नवलमल फिरोदिया विधी महाविद्यालय, पुणे	१०	प्रा. सुधिर तरोटे, ९८२२१२७८८८
		आबासाहेब गरवारे महाविद्यालय, कर्वे रोड, पुणे	१०	प्रा. अविनाश शेलार, ९८८१३७१२६१
३	शिवराम हरी राजगुरू यांचे जन्मस्थळ, राजगुरूनगर, खेड दिनांक १३ ऑगस्ट २०२१ रोजी सकाळी १०.०० वाजता	हुतात्मा राजगुरू महाविद्यालय, राजगुरूनगर	२०	प्रा. गणेश धुमाळ, ९८९०७७१२८७
		हुतात्मा राजगुरू विधी महाविद्यालय, राजगुरूनगर	२०	प्रा. निलीमा फोकमारे, ७०५७३९७८९१



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राष्ट्रीय सेवा योजना

गणेशखिड, पुणे - ४११ ००७



कार्यालय क्र. : ०२०-२५६९७३४९

०२०-२५६२२६८८/८९

मोबाईल : ९८८९९०८०२०

०२०-२५६२२६९२

वरीलप्रमाणे राबवण्यात येणाऱ्या उपक्रमांविषयी प्रत्येक महाविद्यालय, कार्यक्रम अधिकाऱ्यांनी १० ट्विट करून माहिती द्यावी तसेच १० कुटूंबांना सदर उपक्रमामध्ये सहभागी होण्यासाठी प्रेरित करावे. याकरिता युवा व क्रीडा मंत्रालय विभाग, रासेयो यांचे @NSS India व @yas Ministry, महाराष्ट्र राज्याचे राष्ट्रीय सेवा योजना विभागाचे @Maharashtra_NSS_Official व सावित्रीबाई फुले पुणे विद्यापीठाच्या राष्ट्रीय सेवा योजना विभागाच्या @NSS_SPPU या अधिकृत ट्विटर खात्याला टॅग करावे तसेच #AzadiKaAmritMahotsav, #AmritMahotsav on India@75 ट्रेंड फॉलो (Trend Follow) करावा. उपक्रम राबवल्यानंतर सदर उपक्रमांचे छायाचित्र, छायाचित्रण व इतर माहिती संबंधित ट्विटर खात्यावर तात्काळ ट्विट करावी.

उपक्रम राबवताना विद्यापीठ, रासेयो व महाविद्यालयाचा बोधचिन्ह टाकून केंद्र शासनाने पुढीलप्रमाणे दिलेल्या फ्लेक्सचे डिझाईन करण्यात यावे.

डिझाईन लिंक : <https://drive.google.com/drive/folders/14FHidvGU5r5nCiOSe7h8y9gH7NU9e46P?usp=sharing>

कोविड-१९ पार्श्वभूमी संदर्भात जागतीक आरोग्य संघटना (WHO), केंद्र, राज्य शासन व स्थानिक प्रशासन यांच्या सूचनांप्रमाणे कोविड-१९ प्रतिबंधात्मक उपायांचे पालन करून उपक्रमांचे आयोजन करण्यात यावे.

‘भारताच्या स्वातंत्र्याची ७५ वर्षे ‘आजादी का अमृत महोत्सव’ उपक्रमामध्ये सहभागी रासेयो स्वयंसेवक, कार्यक्रम अधिकारी व एककांनी राबवलेल्या उपक्रमांचा संक्षिप्त अहवाल व छायाचित्रे त्यात्या वेळेस रासेयो कार्यालयास ‘आजादी का अमृत महोत्सव’ या विषयासह nss_student_list@pun.unipune.ac.in या मेल आयडीवर पाठवण्यात यावा. कळावे, ही विनंती.

संचालक

राष्ट्रीय सेवा योजना

सोबत :

मा. युवक व क्रीडा मंत्रालय, नवी दिल्ली यांचे पत्र

मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचलनालय, भारत सरकार, पुणे यांचे पत्र

F.NO .P.24/4/2019/NSS/DTE/532-547
Government of India
Ministry of Youth Affairs & Sports
Department of Youth Affairs
Directorate of National Service Scheme
Shivaji Stadium, New Delhi

Dated the 9th August, 2021

To

The Regional Directors,
All Regional Directorates of NSS.

Sub: - **Fit India Freedom Run 2.0-** to commemorate "Azadi Ka Amrit Mahotsav-India@75"- reg.

Sir/Madam,

I am directed to forward herewith a copy of D.O letter received from the Joint Secretary, Department of Sports, dated 05th August, 2021 on the subject mentioned above and to state that the Department of Sports, Ministry of Youth Affairs & Sports 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.

Fit India Freedom Run 2.0', is based on the theme "Jan Bhagidari se Jan Andolan" which aims at encouraging more and more participation in fitness run. In this regard, you are requested to disseminate the information to the field functionaries to promote '**Fit India Freedom Run 2.0**'.

Simultaneously, you are also requested to post the photographs, news papers clippings, etc by using the hashtags #Azadika Amrit Mahotsav and #Run4India through creatives, video, write-ups, picture of the events. A google spreadsheet will be shared later with all stakeholders for capturing the data on this **Fit India Freedom Run 2.0**.

Yours faithfully,


(Assistant Programme Adviser)

Enclosed: As Above.

Copy for information to:
1. Director, NSS.

अतुल सिंह
संयुक्त सचिव
ATUL SINGH
Joint Secretary



भारत सरकार
युवा कार्यक्रम और खेल मंत्रालय
खेल विभाग

GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS & SPORTS
DEPARTMENT OF SPORTS
TEL. : 91-11-23384152
TEL. : 91-11-23070830

5th August, 2021

D.O. No.

Respected Sir/Madam,

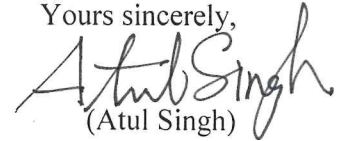
This Ministry has planned '**Fit India Freedom Run 2.0**' to commemorate "Azadi ka Amrit Mahotsav" on one of the pillars of the celebrations, i.e., Resolves@75, from 13th August, 2021 till 2nd October, 2021. Our citizens will be given a call to make a resolve to include physical activity of at least 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 mass participation from among the employees, their families and relatives in the '**Fit India Freedom Run 2.0**'. I will be grateful for the support accorded by your Ministry/Department 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,

All the Secretaries, Government of India

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.
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/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	
Grand Total		150	450	

* 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.

भारत सरकार
युवा कार्य एवं खेल मंत्रालय
रा.स.यो. क्षेत्रिय निदेशालय, पुणे
(महाराष्ट्र एवं गोवा)



Government of India
Ministry of Youth Affairs & Sports
Regional Directorate of NSS, Pune
(Maharashtra & Goa)

F.No. 30/2/NSS/AM/2021-22/ 251-288

09-08-2020

To

All the NSS Programme Coordinators
in Maharashtra & Goa States.

By e-mail.

Sir/Madam,

Sub : Celebration of Azadi Ka Amrut Mahotsav – India@75 – Guidelines – reg.

I am to invite your reference to this office e-mail dated 7-Aug-2021 (Saturday) and to state that as part of celebration of Azadi ka Amrut Mahotsav- India@75, Freedom Run would be organized in 744 Districts across the country by the Ministry of Youth Affairs & Sports where the organization will be done by Nehru Yuva Kendra Sanghathan and NSS will take part in the run as and where applicable. Date and State wise list of participating Districts is enclosed. NSS will have to coordinate with the NYKS in the respective District in Maharashtra & Goa. While undertaking these activities, the youth should wear Facemask, wash their hands on regular intervals, due care for personnel hygiene and maintenance of social distancing as well as the advisories and guidelines on COVID-19 issued by Government and District Administration should be strictly followed.

It is requested to kindly coordinate with NYK in respective District and ensure participation of NSS Volunteers in the respective district in Freedom run from 13th August to 2nd October, 2021 as a part of Azadi Ke Amrut Mahotsav in Maharashtra & Goa.

Daily update / report of the event along with good quality Videos, E-Posters, activities photographs from NSS units are need to be shared to this Office immediately after completion of the events through Official WhatsApp group for submission to the NSS Directorate / Ministry.

Yours faithfully,


(D. CARTHIGUEANE)
Regional Director-NSS

Copy to :

1. The State Director (Maharashtra & Goa), Nehru Yuva Kendra Sangathan, Mumbai – for kind information with a request to issue necessary instructions to NYKS DYOs to contact their respective district NSS Nodal Officers for co-ordination, please.
2. Dr. Prabhakar Desai, State NSS Officer, Govt. of Maharashtra, Mumbai – for information and necessary action, please.
3. The Director, Department of Sports, Govt. of Goa, Goa – for information and necessary action, please.

Calendar for the Conduct of Freedom Run

As part of

Celebration of Azadi Ka Amrut Mahotsav-India@75

13th August to 02nd October 2021

S.NO	Month	Date and Day	State / UTs	No of Districts
1.	AUGUST	13 th August 2021	Selected States and UTs	75
2.		14 th August 2021	Selected States and UTs	75
3.		21 st August 2021	Selected States and UTs	75
4.		28 th August 2021	Selected States and UTs	75
5.	SEPTEMBER	4 th September2021	Selected States and UTs	93
6.		11 th September2021	Selected States and UTs	93
7.		18 th September2021	Selected States and UTs	89
8.		25 th September2021	Selected States and UTs	94
9.	OCTOBER	02 nd October2021	Selected States and UTs	75
TOTAL			28 States and 9 UTs	744

NOTE: Date wise List of State wise participating Districts are given on next page.

Date wise List of State wise Participating Districts

Date	Name of State/ UT	Sr. No	Name of District and Location/Significance
13th August 2021	Maharashtra	1.	Pune Birthplace of Shivram Hari Rajguru Agakhan Palace Building
13th August 2021	Maharashtra	2.	Mumbai August Kranti Maidan
13th August 2021	Maharashtra	3.	Ratnagiri Lokmanya Tilak Birthplace
13th August 2021	Maharashtra	4.	Raigad Vasudev BalvantPhadake Birthplace
13th August 2021	Maharashtra	5.	Nagpur (3) Sitabuldi Fort, Established in 1923 (Indian Army's 118th Infantry battalion, (Territorial Army), Granadiers Town Hall (Nagpur Municipal Corporation) Nagpur Junction Railway station (Indian Railways) Raj Bhawan (Governor of Maharashtra)
13th August 2021	Maharashtra	6.	Akola Sitabai Arts College Established in 1938 (Berar General Education Society)
13th August 2021	Maharashtra	7.	Gondia Residence of Shri Kanhaiyya Lal Dikshit (Privately Owned Property)
13th August 2021	Maharashtra	8.	Wardha Sewagram Ashram (Sewagram Ashram Pratishthan Trust, Wardha)
13th August 2021	Maharashtra	9.	Chandrapur Residence of Lokagrani Adv BalwantraoRagav alias Balasaheb Deshmukh
14th August 2021	Maharashtra	36	Ahmadnagar
14th August 2021	Maharashtra	38	Amravati
21st August 2021	Goa	1.	Margao (South Goa)
21st August 2021	Maharashtra	2.	Aurangabad
21st August 2021	Maharashtra	3.	Bhandara
28 th August 2021	Goa	1.	Panji (North Goa)
28 th August 2021	Maharashtra	2.	Bid
28 th August 2021	Maharashtra	3.	Buldana

Date	Name of State/ UT	Sr. No	Name of District and Location/Significance
4 th September 2021	Maharashtra	1.	Dhule
4 th September 2021	Maharashtra	2.	Gadchiroli
4 th September 2021	Maharashtra	3.	Thane
11 th September 2021	Maharashtra	1.	Solapur
11 th September 2021	Maharashtra	2.	Sangli
11 th September 2021	Maharashtra	3.	Satara
11 th September 2021	Maharashtra	4.	Sindhudurg
18 th September 2021	Maharashtra	1.	Washim
18 th September 2021	Maharashtra	2.	Hingoli
18 th September 2021	Maharashtra	3.	Jalgaon
18 th September 2021	Maharashtra	4.	Jalna
25 th September 2021	Maharashtra	1.	Kolhapur
25 th September 2021	Maharashtra	2.	Latur
25 th September 2021	Maharashtra	3.	Mumbai (Suburban)
25 th September 2021	Maharashtra	4.	Nanded
25 th September 2021	Maharashtra	5.	Nandurbar
25 th September 2021	Maharashtra	6.	Nashik
25 th September 2021	Maharashtra	7.	Osmanabad
2 nd October 2021	Maharashtra	1.	Palghar
2 nd October 2021	Maharashtra	2.	Parbhani
2 nd October 2021	Maharashtra	3.	Yavatmal
2 nd October 2021	Maharashtra	4.	Raigarh

Helping guideline to upload video singing National Anthem and Downloading Certificate

Visit website - <https://rashtragaan.in/> and click on proceed button.

The screenshot shows the homepage of <https://rashtragaan.in/>. The browser address bar is highlighted with a red box and labeled "Visit website: https://rashtragaan.in/". The main banner features the Government of India logo, a portrait of Prime Minister Narendra Modi, and the text "As the Nation celebrates Azadi Ka Amrit Mahotsav Let us SING THE NATIONAL ANTHEM". Below the banner, a list of steps is provided: "Step 1: Enter Your Details", "Step 2: Stand and Record your video", "Step 3: Upload", and "Step 4: Download certificate". A red box highlights these steps with the annotation "Brief details about the steps to record/upload and download certificate". A "Proceed >" button is highlighted with a red box and labeled "Click Here to proceed Further". At the bottom, there are links for "TERMS OF USE | PRIVACY POLICY" and "TOTAL USERS 724732".

Step 1: Please fill your basic details and click on lets Sing

The screenshot shows the registration form on rashtragaan.in/info. A red box on the left is labeled "Step 1: Please fill your basic details". The form title is "Please enter your details". It contains the following fields:

- Full Name: A text input field with the placeholder "Your Name".
- Age Group: Radio buttons for "Under 18" (selected), "18 to 30", "31 to 45", and "Above 45".
- Country: A dropdown menu with "India" selected.
- State: A dropdown menu with "Select State / UT" as the placeholder.

A "Let's Sing >" button is highlighted with a red box and labeled "Please fill the details in the form and click on Let's Sing for going to Step 2".

Step 2: Stand and Record Your video singing National Anthem by clicking on the Record.

Step 3: Click on Upload for uploading video.

Step 2: Stand and record your video singing anthem

Step 3: Upload video

Press Record to start

RECORD UPLOAD RESTART

First Record Your Video Singing National Anthem

After Recording the video singing National Anthem, Upload video by clicking on Upload button.

Step 4: Download Certificate by clicking on Download icon.

Step 4: Download Certificate

Thank You!
Your video was successfully Uploaded

CERTIFICATE
of Appreciation

NAME: _____

DATE: _____

Click Here to download Certificate

Record Again : Home

F.No.P.24/4/NSS/DTE/2021/ 512-527
Government of India
Ministry of Youth Affairs & Sports
Department of Youth Affairs
Directorate of National Service Scheme
Shivaji Stadium, New Delhi

Dated the 6th August, 2021

To

All the Regional Directors, NSS

Subject: Freedom Run in 744 Districts across the country from 13th August to 2nd October, 2021 part of Azadi Ka Amrut Mahotsav- India @75-Reg

Madam/ Sir,

1. As a part of celebration of Azadi ka Amrut Manotsav- India@75, Freedom Run would be organized in 744 Districts across the country by the Ministry where the main organization will be done by Nehru Yuva Kendra Sangthan and NSS will take part in the run as and where applicable. Date and State wise list of participating Districts is enclosed however you may also coordinate with the NYKS in your region.

2 Theme: Jan Bhagidari to Jan Adolan

3. Objective:

- To encourage people to take up fitness activities such as running and sports in their daily lives.
- To popularize fitness as a way of life to get freedom from obesity, laziness, stress, anxiety. diseases, etc.
- To make people adopt healthy and fit life style

4 Geographical Coverage:

- All States and UTs
- 744 Districts
- 75 Villages in each of the selected District

5. Key Activities to be organised:

- **7-10 Kilometers Freedom Run** - Run/ Visit around historical and iconic places and other important locations of significance.
- **Rendering of National Anthem** on <https://rastragaan.in/>. Person uploading the Video of Rashtagaan should download the certificate and concerned SD should send the same through Whatsapp to the Directorate of NSS. For the facilitation of field officers, **Helping Guidelines** to upload video singing National Anthem and Downloading Certificate has been prepared and enclosed herewith.
- Awareness among Youth, Volunteers and Youth Leaders to participate in the District level Freedom Run and motivate them to organize similar Freedom Run in their respective villages on their own.

6 Programs at District & Village level:

- One Program in each Week (as per enclosed Calendar) at minimum of 75 Districts of iconic Places in different parts of the country should be organised.
- In each of 744 Districts, similar activities should be organized in minimum of 75 villages.
- **Participation-** In each programme at **District and Village level 75-100 Youth Volunteers** should directly participate in the Freedom Run/ visit around Historical and iconic places and other important locations of significance (744 Districts. 75, Villages and 75 Youth per Programme)

- The 75-100 Youth Volunteers should carry a large size Tri-colour National Flag along with them Local Youth and others stakeholders should also carry National Flags, Placards, Banners, Chant Patriotic Slogans and Songs.

- Each of NSS Functionary, participant should make at least 10 Tweets and motivate at least 10 families for participation in the activities of Azadi Ka Amrut Mahotsav – India@75.

7. **Public Representatives and Others:** It should be ensured that Public Representatives, Participation of Prominent citizens, Social Influencers, Celebrities, Media personalities, Corporates, Stars, Sportspersons, PRIs and others should be invited to participate in the Run. Awareness creation among Youth Club Members to participate in the Run and undertake Freedom Run in their villages on their own

8 Media and Publicity:

- Pre-programme Buzz Create awareness massive build up about programme, message amplification and Buzz Creation through #AzadiKaAmrutMahotsav #AmritMahotsav on India@75.

- **Display** of Logos, banners, IEC materials at important places and venues two- three days in advance.

- **Post programme Publicity:** Videos on experiences by participating youth on their experience - sharing on Twitter.

- Ensuring massive Twitter Trends on 13, 14, 15 August 2021 and beyond.

- Tag @NSS India, @yas Ministry and other appropriate handles as well as on all Social Media Posts on Facebook, Twitter and Instagram.

- **Collection and sharing of Inspirational** Videos Messages by Celebrity/Star/Social Influencer/Person of eminence at iconic historical places and sharing on social media platforms.

9 **Precautions:** While undertaking these activities, the youth should wear face mask, wash their hands on regular intervals, due care for personnel hygiene and maintenance of social distancing as well as the advisories and Guidelines on COVID-19 issued by Government and District Administration should be followed. Further, as per local notifications, permissions for conducting activities should be sought from District Administration.

10. Daily report of the event along with good quality Videos, E-Posters, activities photographs may please be sent to the Directorate of NSS at 11:00 am in the Google Sheet till the event is not completed.

Yours faithfully,



(Dr. Kamal Kumar Kar)
Assistant Programme Adviser

CC;

① Director, NSS, Ministry of Youth Affairs and Sports, New Delhi.

② All RDs to send a copy to SA/As.



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INDIA
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सत्यमेव जयते



Government of India Ministry of Youth Affairs and Sports

SAVITRIBAI PHULE PUNE UNIVERSITY
NATIONAL SERVICE SCHEME

Azadi Ka Amrit Mahotsav

FIT INDIA Freedom Run 2.0

13th Aug 2021

#Run4India

#AzadiKaAmritMahotsav

FIT
INDIA
FREEDOM



सत्यमेव जयते



Government of India Ministry of Youth Affairs and Sports

**SAVITRIBAI PHULE PUNE UNIVERSITY
NATIONAL SERVICE SCHEME**

Azadi Ka Amrit Mahotsav

Celebrating 75 Years Of India's Independence

13 August to 02 October 2021



Celebrating 75 Years of India's Independence Azadi ka Amrit Mahotsav

FIT INDIA FREEDOM RUN 2.0

**Implementing Agency:
Ministry of Youth Affairs & Sports**



Background and Concept

- Country is celebrating **Azadi ka Amrit Mahotsav** as a part of commemoration of its **75th years of India's Independence**.
- This is to celebrate and commemorate 75 years of progressive India and its glorious history, culture and achievements.
- **Hon'ble Prime Minister** while inaugurating the curtain raiser of Azadi ka Amrit Mahotsav on **12th March 2021**, said that “The celebrations can be divided in five sub-heads - Freedom struggle, Ideas at 75, Achievements at 75, Actions at 75, and Resolve at 75.”
- Deptt. Of Youth Affairs(with NYKS and NSS Volunteers) have conceptualized celebration of **Azadi ka Amrit Mahotsav** under the pillar of **Actions and Resolves @75**.
- **Spirit of Programmes/Activities** : Jan Bhagidari and Jan Andolan
- **Focus is** on low-cost and people-intensive activities and to encourage community participation.



Fit India Freedom Run

(13th August 2021 to 2nd October 2021)

Theme: Jan Bhagidari to Jan Andolan

Launch: 13th August 2021 by Hon'ble Minister of Youth Affairs & Sports, Sh. Anurag Singh Thakur and Hon'ble Minister of State, Youth Affairs & Sports, Sh. Nisith Pramanik

Objective

- To encourage people to take up fitness activities such as running and sports in their daily lives.
- To make people adopt healthy and fit life style.

Geographical Coverage:

- All States and UTs
- 750 Districts: 750 Districts divided into 10 segments of 75 Districts each.
75 Villages in each District
- 30,000 Educational Institutions

Participation Target:

1. **42.18 Lakhs Youth Volunteers will directly participate.** (750 Districts *75 Villages *75 Youth)
2. Each youth will be motivated to include 20 family members & Peer Group , getting **outreach of 7.50 Cr people.**





Key Activities:

- Pledge on Fit India Freedom Run
- National Anthem; Rendering of National Anthem on <https://rashtragaan.in>
- Fit India Freedom Run; Run/ Visit around historical, iconic places and other important locations of significance.
- To register and upload run on Fit India portal <https://fitindia.gov.in> and promote freedom run on social media channels with #Run4India and #AzadikaAmritMahotsav.
- Cultural Functions at starting point or finishing line, highlighting the importance of Azadi Ka Amrit Mohatsav.
- Awareness among Youth Volunteers and Youth Leaders to participate in the Run and also organize similar Freedom Run in their respective villages on their own.
- Youth Volunteers and others to carry placards, banners etc.



Media and Publicity:

- **Pre-programme Buzz:** Massive Buzz creation for **#Run4India #AzadiKaAmritMahotsav** through;
 - ✓ Jingles
 - ✓ FM/RJs
 - ✓ Village Radio
 - ✓ News Scroll
 - ✓ Display of Logos, banners, IEC
- **Massive Twitter Trends;**
 - ✓ Tweets by each NYKS twitter handler
 - ✓ Social Influencers
 - ✓ Cross tagging
 - ✓ Professional help
- **Post-programme Publicity:** Video by participating youth about their experiences-sharing on Twitter and trends generation.
 - ✓ Demo Video
 - ✓ Target- $75*75= 5625$ small videos on each date
 - ✓ $56,250 (750*75)$ videos during whole programme



- **Before & After the programmes;**
 - ✓ In each district NYK would release Press Notes to Electronic & Print Media
 - ✓ local and Regional Media
 - ✓ (T-Shirts to be provided to Media Persons)
- **Collection and sharing of Inspirational Videos Messages;**
 - ✓ By celebrities, social influencer, persons of eminence on social media platforms
 - ✓ Uploading of video on their Handles and tagging with MYaS Handles
- **Extended Participation in the run (Specific Run)**
 - ✓ Public Representatives
 - ✓ PRI leaders
 - ✓ Social Workers,
 - ✓ Media Personalities,
 - ✓ Sportspersons.
 - ✓ Army personnel



Collaboration with

- Information & Broadcasting Ministry
- Ministry of Culture
- Fit India
- SAI
- CAPFs
- Civil Services
- Armed Forces

Impact Assessment:

- Number of Public Representatives and National Figures participated.
- Level of coverage in print, electronic and social media (Number of Tweets, likes, shares, impressions, engagements).
- No. of Videos uploaded on programme.
- Total number of participants and Kilometers covered.

THANK YOU