



नेहरु युवा केन्द्र संगठन
Nehru Yuva Kendra Sangathan

साथ साथ
कल की ओर...



नेहरु युवा केन्द्र संगठन

Nehru Yuva Kendra Sangathan

स्वायत्तशासी संस्था
युवा कार्यक्रम एवं खेल मंत्रालय
भारत सरकार

an Autonomous Body under the
Ministry of Youth Affairs & Sports
Government of India



Ref.No.NYKS/Core Programme/2023-24/386

1st March 2024

To: All State Directors, NYKS

From: Prabhat Kumar, Joint Director (Prog.), NYKS HQ

Subject: Conduct of Nari Shakti Fitness Runs -regarding.

Sir/Madam,

In Indian culture, women are an embodiment of power, Shakti, and are the pillars of their families and communities. Yet, only a fraction of them prioritizes their own well-being, with limited awareness about the need for fitness. Every woman in the country needs to be fit, strong, healthy, and empowered to enable her contribution towards the vision of Viksit Bharat.

2. In view of the above, NYKS is all set to organize **Nari Shakti Fitness Runs on 9th March 2024**, as part of the Core Programs under the Annual Action Plan 2023-24. This program shall be organized as a sequel to the observance of International Women's Day 2024. The objective of the program is to enhance regular physical activity participation among women, empower women through fitness, leading to improved health, confidence, and overall well-being of women folk.

3. The run will be conducted in all **6618 blocks of 763 Districts** of the country with a **budget of Rs. 4050/- per block**, which has already been released to the district NYKs. In this regard, a comprehensive guideline cum SOP has also been prepared and enclosed as **Annexure-1** for your information and necessary reference please.

4. All SDs are requested to go through the content of the guidelines minutely and share the same among DDs and DYO's under their jurisdiction for conduct of the run in a befitting manner and as per the guidelines.

5. **Twenty-five women from each of the 6618 blocks** of the country will participate in each Nari Shakti Fitness Run. All DDs and DYO's may be directed to ensure that the participant women for the runs are identified well in advance for the smooth conduct of the program.

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1/3/2024

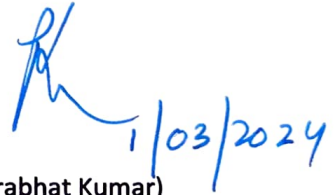
6. **MYBharat Events shall be created** for each of the 6618 blocks on the MYBharat Portal to invite maximum public participation in these fitness runs. Post-event, high quality photos shall mandatorily be uploaded on the portal.

7. Wide publicity for the Runs shall be ensured through newspapers, TV, Radio and electronic media. Social media publicity using the hashtags **#Narishaktifitnessruns #womenfittohIndiahit #MYBharat #Investinwomen** through Twitter, Facebook, Instagram etc. shall be ensured.

8. All SDs shall ensure that the DDs and DYOs under their jurisdiction comply with the above-mentioned directions and closely monitor the planning and execution to ensure the successful conduct of the Nari Shakti Fitness Runs. All SDs shall also ensure that the pre-event report google sheet link enclosed in the email is updated by the field offices **before 12pm, 4th March 2024** positively.

This issues with the approval of DG, NYKS.

With best wishes,



(Prabhat Kumar)

Joint Director (Prog.)

Encl: as above.

CC:

- Ps to DG
- All Regional Directors for information and follow-up pl.