

MYBharat Viksit Bharat- Nari Shakti Fitness Runs

Context:

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 of the country needs to be fit, strong, healthy, and empowered to enable their contribution towards the vision of Viksit Bharat. The Nari Shakti Fitness Runs aim to ignite a desire of self-care, unleashing the Shakti within each woman, and creating a ripple effect of positive change that benefits families, communities, and the nation as a whole.

In 2024, the International Women's Day is being celebrated on 8th March under the theme 'Invest in women: Accelerate progress', for the 50th time since its inception in 1975. In commemoration of the same, **25 women from each block will participate in the Nari Shakti Fitness Runs of 500m in each of the 6618 blocks of the country on 9th March, 2024. These runs will also mark the grand finale of the block level sports meets being conducted by the NYKS across the country.**

Objectives:

- Enhance regular physical activity participation among women in all 6618 blocks of India.
- Empower women through fitness, leading to improved health, confidence, and overall well-being.
- Foster community spirit and build support networks for women's fitness journeys.

Plan of Action

- DDs and DYOs of each district NYKs shall identify a **500m route** in each block to conduct the run on 9th March 2024.
- **Participation of 25 women shall be ensured** for the runs by the DDs and DYOs. If excess participants are registered, they may be shortlisted based on their track record and fitness.

- 6618 MYBharat Events for 6618 blocks shall be created and published in the MYBharat Portal to invite maximum public participation in these fitness runs.
- The women runners shall be received by a crowd at a function at the finish point of the run, marking the finale of the Block level sports meets, as well as in solidarity with the theme **“Invest in women: Accelerate progress” of the IWD2024.**
- DDs and DYOs shall ensure that the runs are flagged off by VIPs- local MPs/MLAs, Block level PRIs/ Municipal Authorities, Local Youth/Sports Icons etc with wide coverage from both print, TV/Radio and electronic media.
- At the end of the run, the winners at 1st, 2nd and 3rd position will be given MYBharat Award kit and all the participant women finishers shall be presented with a **certificate**.

Social Media & Media Outreach:

- Social media campaigns, spearheaded by NYKS and its volunteers, and amplified by NSS volunteers, will spread awareness, share stories, and connect women across districts.
- The Women shall share their experience through interviews to DD/AIR, local channels etc. and video bytes after the programs on social media to ensure maximum visibility to the program.
- E-posters/Posts on Women’s Fitness shall be prepared and circulated via all social media handles of the Department, MYBharat, NSS, NYKS, and all the field offices.
- Local radio stations, newspapers, and youth-focused communication channels will be utilized for announcements and publicity as well as pre and post event reports.
- **#Narishaktifitnessruns #womenfittohIndiahit #MYBharat #Investinwomen** may be used for the social media posts to ensure that the program is trending on all platforms.

Expected Output and Impact of the program:

Duration of the Programs: 9th March, 2024

Coverage of the Programs: 6618 blocks across all districts of the country

Total Women participation in runs: 1,65,450 (25 women achievers/leaders per block)

Total expected participation across concluding events: 6,61,800 (100 per block approx.)

Total Physical Outreach Expected: ~13 lakh across 6618 blocks

Budget for the program

Head	Cost per block (in Rs)	Total Costs for 6618 blocks (in Rs)
Banner @ Rs 500 and Refreshments @20 Rs for 100 participants of concluding event.	2,500	1,65,45,000
Mischellaneous costs- Photography, Flower for VIP etc.	500	33,09,000
Awards for 1st, 2nd and 3rd winners @350 per winner (MYBharat branded T-shirt, Cap, Coffee Mug, wrist band)	1050	69,48,900
Total	4050/-	2,68,02,900/-

The program MYBharat Viksit Bharat- Nari Shakti Fitness Run is expected to mark the valediction of the block level sports meets held across the country by the NYKS, as well as set the Stage for the 50th International Women's Day , on March 2024 on the theme "Invest in women: Accelerate progress".