



Nehru Yuva Kendra Sangathan

नेहरु युवा केन्द्र संगठन

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/PROG:video conference/2019/72

Date: 26th August, 2019

From : Dr. M. P. Gupta, Director (Programme), NYKS

To : All State Directors, Nehru Yuva Kendra Sangathan

Subject: Launching of "Fit India Campaign and Fitness Pledge" by Hon'ble Prime Minister at 10:00 a.m. on 29th August, 2019 at Indira Gandhi Indoor Stadium, New Delhi - regarding

1. Govt. of India has decided to launch a Nationwide "Fit India Campaign" to inculcate physical activity/sports in daily life of citizens.
2. Hon'ble Prime Minister would be launching Fit India Campaign at 10:00 a.m. on 29th August, 2019 at Indira Gandhi Indoor Stadium, New Delhi.
3. The programme would be **telecast live on Doordarshan (DD) and other Social Media Platforms** from **10:00 A.M. onwards on 29th August, 2019.**
4. During the launch function, Hon'ble Prime Minister would administer a "**Fitness Pledge**"
5. In this connection:
 - a) A Video Conference on Fit India was taken by MOS (I/C), Ministry of Youth Affairs & Sports on **23rd August, 2019.** During the Conference, comprehensive instructions were given by **Secretary (YA), MoYAS** to all field functionaries of NYKS to ensure that maximum numbers of attendance of NYKS officials, NYVs and **34 Lakh members of 1.75 Lakh Youth Clubs** should view the Launching Function and take **Fitness Pledge.**
 - b) A Note dated 22nd August, 2019 of Joint Secretary (Youth Affairs) and DG, NYKS has already been circulated.
6. It is requested to ensure the following should **view the Launching Function** and take **Fitness Pledge** to be administered by Hon'ble Prime Minister:
 - a) **At State Level** - State Directors, Deputy Directors, District Youth Coordinators and other officials working in State Capital NYKS offices.
 - b) **At District Level** - All NYKS officials, NYVs and other stake holders.
 - c) **At Village Level** -
 - All Youth Club members, their family members and other villagers.
 - Youth Clubs should **coordinate with their respective Gram Panchayats** to arrange a **function at Public Place** to view the **Launching Function** of Fit India Campaign on TV and all should take Fitness Pledge.
 - After the programme, fitness events viz. Gramin Maha Daud, Tug of War, Kho Kho, etc may be organised.

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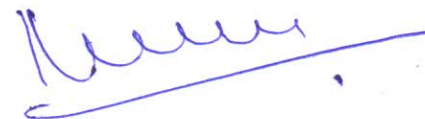
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7. Upload pictures, videos and press clippings on NYKS website : www.nyks.nic.in (Click Fit India Campaign on Home Page, select state & district and upload). The pictures of Video Conference taken by Hon'ble MOS (I/C), Union Ministry of Youth Affairs & Sports on 23rd August, 2019 should also be uploaded.
8. For visibility, adequate publicity of the event should be ensured through Print and Electronic Media. Social Media Platform (whatsaap, facebook, twitter, instgram, etc) should also actively be used.
7. Further, compliance report in the following format may be provided on **30th August, 2019**:

Viewers	State Office(SD, DD and Other Staff)	District NYKs	NYVs	Youth Club Members and their family members	Other	Total
Number						

Compliance of the instructions may be ensured.



(Dr. M.P. Gupta)

CC:

- PS to Director General, NYKS
- All Directors, Joint Directors and Dy Directors – with the request to ensure that all the staff of their sections should view the launching function on any social media platform and take Fitness Pledge.