



# नेहरू 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. NYKS/PROG:fit india movement/2020 / 112.

Dated: 26<sup>th</sup> November, 2020

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

**To** : All State Directors, Nehru Yuva Kendra Sangathan

**Subject** : Fit India Campaign- December 2020 reg.

1. This has reference to the Video Conference chaired by Hon'ble MoS (I/C), MYAS, Sh. Kiren Rijju during which it was urged to provide the support of partnered Ministries/ organisations to amplify the Fit India Campaign in December 2020.
2. There are four critical issues who adherence which are vital in promotion of fitness among citizens across the country:
  - a) Fit India Thematic Campaign- (फिटनेस का डोज़ - आधा घंटा रोज़)
  - b) Fitness Assessment through Fit India App
  - c) Fit India Prabhat Pheri
  - d) Fit India Cyclohone
3. Role of NYKS and Objectives:
  - a) Dissemination of the theme of Fit India Campaign among maximum number of people.
  - b) Educating and motivating youth and villagers to undertake half an hour daily fitness regime.
  - c) Encouraging youth and others to prepare self Fitness video and uploading on social media to amplify the Fit India Campaign message.
  - d) Motivating youth to undertake self assessment through Fit India Assessment App.
  - e) Organization of Fit India Prabhat Pheris
  - f) Conduct Fit India Cylohone to promote and popularize message of Fit India Movement.
4. Target Audience:
  - All NYKS Officials belonging to 623 Districts of all States/UTs of the country (State Directors, Deputy Directors and District Youth Coordinators), National Youth Volunteers, Youth Leaders and Members of Youth Clubs, PRIs, Families, Village Communities and others.

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5. **Implementation Strategy:**

- a) Creating awareness and sensitization of NYKS States/UTs Officials & Youth Volunteers
- b) Identification of Villages, Youth Clubs and Youth Volunteers and discussions with Youth Leaders of Youth Clubs to carry forward the campaigns.
- c) Mobilization and Motivation to Youth Volunteers, Families & Other Villagers to participate.
- d) Building Enabling Environment for the campaigns at different levels.
- e) Advocacy with PRIs and Village Spokespersons
- f) Orientation of Target Audiences for action on four Focus Areas
- g) Theme based message disseminations through multiple tools.

6. **Activities and Outreach:**

Ensure that all NYVs should be given target of **15-20 Villages** having Youth Clubs. They shall guide and motivate the members of Youth Clubs, COVID volunteers, Disaster Risk Reduction Team members, Ganga Doots and others should **register themselves for the following activities** of the December campaign on **Fit India Portal**.

- a) **Orientation and Sensitization** of NYKS Officials and Target Audiences for promotion of theme based message dissemination.

- ✓ **Timeline:** 1<sup>st</sup> December to 7<sup>th</sup> December, 2020
- ✓ Orientation of Officials, NYVs and members of Youth Clubs, COVID Volunteers & others through webinar.

- b) **Promoting फिटनेस का डोज - आधा घंटा रोज Theme Campaign** through virtual mode and Creating awareness on Daily Fitness Regime.

- ✓ **Time Line:** 1<sup>st</sup> December to 31<sup>st</sup> December 2020
- ✓ Each Youth Club Volunteers should **adopt 10 families in a village**
- ✓ **Campaign** should reach to **all families** and should educate and motivate all targeted for Fitness Activities.
- ✓ **One** Member each of the sensitized Families should further educate and motivate 5 other individuals in their village.
- ✓ **Coverage:** All Villages having Youth Clubs

- c) **Self Fitness Video**

- ✓ **IMPORTANT** : Encourage NYVs, Members of Youth Clubs, COVID Volunteers, Ganga Doots, Disaster Risk Reduction Team Members and others to prepare **10 Second Videos** on any **Fitness Activity** with the message "**फिटनेसकाडोज आधाघंटारोज**" with **#NewIndiaFitIndia** and uploading on social media.

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- ✓ **IMPORTANT** : Encourage use of Fit India App for Fitness Assessment
- ✓ Sensitization of Youth Volunteers on usage of the App.
- ✓ **Coverage:** All villages having Youth Clubs

d) **Organization of Prabhat Pheries**

- ✓ **Timeline:** 1<sup>st</sup> to 6<sup>th</sup> December 2020
- ✓ **Coverage:** All NYKS Youth Clubs Villages.
- ✓ **Participation:** 10 Members of each Youth Club should motivate 10 Families of each village with at least 4 members of family to participate. Each Youth Club should **organize a minimum of 02 Prabhat Pheries** in their villages. Therefore, minimum participation in two Prabhat Pheris should be 100 (10 Youth +40 Family Members).
- ✓ **IMPORTANT** : Ensure to **feed the data with number of participants and photos of Prabhat Pheri on Fit India portal.** (<https://fitindia.gov.in/fit-india-prabhatpheri-2020/>)
- ✓ Thereafter, **e-certificate** can be downloaded.

e) **Cyclothon to amplify the Fit India Movement Message**

- ✓ **Time Line:** 7<sup>th</sup> to 31<sup>st</sup> December 2020
- ✓ **Level:** Block /Cluster of Villages
- ✓ **Coverage:** 5,902 Blocks. All NYKS Youth Clubs should also organize Cyclothon in their villages / areas
- ✓ **Participation:** Each of 623 District NYKs should ensure that atleast 02 Cyclothons are organized in each block of their districts.
- ✓ **IMPORTANT** : Ensure **feeding of the data with number of participants , cumulative kms and photos of the event** (<https://fitindia.gov.in/fit-india-cyclothon-2020/>)
- ✓ Thereafter, **e-certificate** can be downloaded.

7. Accordingly, all are required to ask District Youth Coordinators working under their jurisdiction to initiate action on the following:

- a) **Widely circulate** the above programme details among NYVs, members of Youth Clubs, COVID volunteers and others through Social Media Platform like, Whats App, Facebook, Twitter and others. Motivate them to **further widely circulate** among their peers, villagers and other stake holders.

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- b) **Motivate** all NYVs, members of Youth Clubs, COVID volunteers, Family Members, Village Communities to:
- Register themselves for participation in **Parbhat Pheries and Cycle Rallies on Fit India Portal**.
  - Undertake the above mentioned activities in their respective villages by mobilizing local resources.
  - IMPORTANT** : Feed the data with the number of participants, cumulative kms and photos of the event on above mentioned Fit India Portal
  - After successful feeding of the data, get the e-certificate.

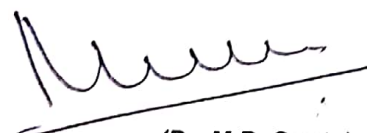
8. **Media & Publicity for Visibility**

- ✓ Before and after the event, adequate coverage in both **Printing and Electronic Media** should be ensured.
- ✓ **Social Media Platform** should also be used.
- ✓ Self Fitness 10 Seconds Videos on Fitness Activities with with the message "फिटनेसकाडोज़ आधाघंटा रोज़" be Hashtagged #NewIndiaFitIndia and uploaded on Social Media.
- ✓ Activities photographs, videos and press clippings should be sent to NYKS Hqrs through Whats App and e-mail.

9. **Reporting** – Progress Report should be submitted to NYKS Hqr : [mpsharmanyks@yahoo.co.in](mailto:mpsharmanyks@yahoo.co.in)on **EVERY WEDNESDAY** in the enclosed proforma.

10. **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 while following the advisories and Guidelines issued by Government and District Administration. Further, as per local notifications, permissions for conducting activities may be sought from District Administration.

With Best Wishes

  
(Dr. M.P. Gupta)

Encl: as above

CC :

- All VCs and Members of BOG, NYKS
- PS to Director General, NYKS
- Mission Director, Fit India Movement, New Delhi