

Ref.No.NYKS/PROG: fit india-Independence day/2020/39

Date: 13th August, 2020

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

To : All State Directors, Nehru Yuva Kendra Sangathan

Subject : (1) **Webcast of Launching of Fit India Youth Clubs by Shri Kiren Rijju, Hon'ble Minister of State (I/C), Union Ministry of Youth Affairs & Sports (15th August, 2020 at 11:00 am)**

(2) **Fit India Movement One Month Action Plan**

1. **Webcast of Launching of Fit India Youth Clubs by Shri Kiren Rijju, Hon'ble Minister of State (I/C), Union Ministry of Youth Affairs & Sports (15th August, 2020 at 11:00 am)**

- Launching function of Fit India Youth Club which was postponed 11th August, 2020, is scheduled to be held on **15th August, 2020 at 11:00 a.m.** All should join the meeting at **10:30 a.m.**
- Shri Kiren Rijju, Hon'ble Minister of State (I/C), Union Ministry of Youth Affairs & Sports will launch the Fit India Youth Club.
- All State Directors will ensure that all Deputy Directors, District Youth Coordinators, ACTs, NYVs, Members of Youth Clubs, COVID Volunteers and other stakeholders should view the **live broadcast of launching of Fit India Youth Club.**
- The **URL for the webcast of the event on 15th August 2020 at 11.00 AM is <https://webcast.gov.in/myas/>**
- Please find enclosed alongwith: -
 - **PPT** of the event (outlining the vision of the event and expected progress over the month) - The PPT includes, Certification Parameters for FIT INDIA YOUTH Club, Fit India Certificate of Recognition, Conduct of Fit India Freedom Run (NYKS/NSS volunteers will participate in Fit India Freedom Run and will request participants to run/ walk for Fit India Freedom Run from 15th August to 2nd October) on any day(s),
 - **E-posters** (to capture the spirit of Fit India Youth Club)
 - **Hashtag** for the event (**#NewIndiaFitIndia**)

Above may be given **wide publicity** for success of the event.

2. **Fit India Movement One Month Action Plan**

- Theme:** Freedom from Lethargy to Live Healthy Life
- Time Line:** 15th August to 14th Sept. 2020
- Coverage:** One Lakh Villages of 623 Districts of all States and U.Ts in India
- Target Audiences:** All NYKS Officials, National Youth Volunteers, Youth Club's Leaders, Members and COVID-19 Volunteers

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Visit us at <http://www.nyks.nic.in>

e) **Medium /Tools for Reaching Out:**

- Webinars, WhatsApp Groups, Facebook, Twitter and other Social Media Platforms
- Fitness @Home, Fitness with Family
- Outdoor Selected activities while following COVID-19 Safety Norms

Strategies

- ✓ Advocacy, Awareness Creation and Motivation on need and importance of Fitness
- ✓ **Environment Building** – E-Posters and E Slogan writing and sharing on Social Media
- ✓ Sharing types of Fitness Activities which can be undertaken – Indoors and Outdoors
- ✓ Guiding Processes of Fitness Clubs Registration and expectations
- ✓ Discussing Strategies, Activities, Responsibilities at different levels for implementation
- ✓ Targets to be achieved (No. of persons involved, No. of activities, No. of Villages covered)
- ✓ Dissemination of Directions for Action Plan Implementation among all Officials, NYVs, Youth Leaders and Volunteers: National – **State – District – Block - Village**
- ✓ **Time Line : till 25th August 2020 (10days)**

Activities Part . 1 - Fitness @Home Fitness with Family

- ✓ Each NYKS NYV to monitor 10 villages
- ✓ Every Youth Volunteer who attended webinars will **motivate and monitor a minimum of 5 Families in her/his village** to undertake Physical Fitness activities at Home
- ✓ **Activities:** Yoga, Dance, Stretch, Skipping, Exercise, Aerobics, Kite Flying, Stair Case Climbing, Cleaning and other home bound activities which promote fitness
- ✓ **Duration:** from 26 August to 14th Sept. 2020 (20days)

Activities Part. 2 – Selected Outdoors Fitness Events while following COVID-19 Safety Norms

- ✓ Each of the educated youth and further mobilized youth from adopted 5 families by him/her to motivate another 05 persons to undertake Fitness activities
- ✓ Keep an eye on their daily schedule, motivate to pursue daily fitness regime.
- ✓ **Events/Activities:** Jogging, Solo Run, Walk, Plogging, Cycling, Swimming, Dancing, acrobats, traditional games, limited group physical activities by following safety norms
- ✓ **Duration:** 10 Days , till 14th Sept. 2020

While undertaking these activities, social distancing and guidelines issues by Government towards COVID 19 should strictly be followed

3. **Wide publicity** of launching of Fit India Youth Clubs and Fit India Movement One Month Action Plan to be undertaken should be ensured through print and electronic media. **Social Media Platform** should also be used.

Contd..3



4. **Progress Report** may please be furnished to NYKS Hqr. mpsharmanyks@yahoo.co.in as per the schedule given below:

Witnessing of Launching of Fit India Youth Clubs latest by **17th August, 2020**

State	Coverage		Participation				Total
	No. of District NYKs viewed	No. of villages covered	No. of NYKs officials/ employees attended	No. of NYVs attended	No. of Youth Club Members and COVID Volunteers attended	No. of other Stakeholders attended	
1	2	3	4	5	6	7	(4+5+6+7)

Fit India Movement One Month Action Plan on EVERY MONDAY and THURSDAY

From.....To.....

- **Coverage:** No. of States/U.Ts.....Districts.....Villages.....covered
- **No. of Officials, Youth Volunteers Trained:**

Name of Activities conducted	No. of Activities conducted	Types of Physical Fitness Activities undertaken	No. of Families conducted Fitness Activities	No. of Youth Volunteers, Families and others undertook Physical Activities		
				Male	Female	Total
Orientation Awareness, Planning Training						
Fitness @ Home, Fitness with Family						
Outdoor selected Activities						
Others, if any						
Grand Total						

Enclosed : as above.


(Dr. M.P. Gupta)

CC : PS to Director General, NYKS