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

Nehru Yuva Kendra Sangathan
नेहरु युवा केन्द्र संगठन
साथ साथ
कल की ओर...

YEARS OF CELEBRATING THE MAHATMA

Ref.No.NYKS/PROG:cycle rally-2019/ \ 6ᵇ

Date: 9th January, 2020

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

To : All State Directors, Nehru Yuva Kendra Sangathan

Subject : 5 kms Fit India Cyclathon/ Walkthon in all Blocks and District Hqrs by all District NYKs on *18th January 2020* – regarding

Earlier references:
- ✓ Letter of even number dated 7th January, 2020 of **Joint Secretary (YA), MoYAS and DG, NYKS**
- ✓ Letters of even number dated 27th December 2019 and 3rd January, 2020 from Director (Programme)

1. This has reference to Video Conference taken by Secretary, Ministry of Youth Affairs & Sports held on 7th January 2020.

2. Vide letters of even number dated 27th December, 2019 and 3rd January, 2020 detailed Guidelines for conduct of 5 kms Fit India Cycle Rallies in all Blocks of all NYK Districts under **Fit India Campaign on 18th January 2020** has been issued.

3. It would be relevant to mention that Hon'ble Prime Minister had launched Nationwide **Fit India Movement** and urged people to become more aware about their health and good life. Hon'ble Prime Minister asked people to take the pledge for a Fit India. Fit India aims to encourage people to inculcate physical activity and sports in their everyday life.

4. In the above backdrop, it is imperatively essential to approach various authorities for holding programs in their respective Institutions to promote the said national cause. In this context, all DYCs should ensure the directions of Secretary YA, MoYAS & DG NYKS issued during the Video Conference.

5. The following may strictly be followed:

   a) **5 kms Fit India Cyclathon/ Walkthon** should be organised at any suitable time on 18th January, 2020 *in all :*
   - ✓ District Hqrs at **large scale**
   - ✓ Blocks of District NYKs
   - ✓ Major Cities and Towns of the District

   b) **Minimum participation of youth** should be **100**. Besides, **people from all walks of life** should be motivated to participate.

   c) Youth Club should also be motivated to organize similar type's activities in their villages by mobilizing local resources.

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d) **Route** of the Fit India **Cyclathon/ Walkthon** should be **within the heart of Major Cities, Towns, Blocks and villages** so that the objective of the Fit India campaign to promote, propagate & practice fitness culture & way of life can be achieved

e) In **hilly terrain, Walkthon, run or other fitness activities involving mass participation** may be organized

f) **Use Logo of Fit India** on all Banners and other publicity material. *Sample of the Fit India Movement Logo, Banners and Posters are* **enclosed** *for ready reference and use and are also available on NYKS website.*

g) Maximum number of **FEMALE participation** may be ensured.

6. **Meeting with DM/DC** – District Youth Coordinator should meet and brief DM/DC of their Districts about conduct of 5 kms Fit India Cyclathan/ Walkthon at *District, major cities, towns, Blocks and village level.* Necessary support may be sought from DM/DC for large scale successful holding of the events including additional resources for the event.

7. **Security and First Aid** - Police & Health Departments may be requested for necessary security and first aid arrangements during enroute of Fit India Cyclathan/ Walkthon.

8. **Coordination –** Immediately necessary coordination may be established with Local Bodies Panchatyati Raj Institutions, Higher Education Department, School Education Department, Youth Welfare Department, Sports/Yoga/Adventure/Fitness Promotion Organizations and NGO's seeking their involvement in the event with resources available at their end. *Active involvement of NCC, NSS and BSGS may also be ensured.*

9. **Involvement of Public Representatives**- The public representatives like **Hon'ble MPs, MLAs, Zila Panchayat Adhyaksh, Block Panchayat & Gram Panchayat Representatives** may also be apprised and involved in organizing the event in best possible manner.

10. **Youth Icons,** Eminent persons and Senior Officers may be invited to flag off the Fit India Cyclathan/ Walkthon **being organized at various locations**.

11. **Publicity –** Rs. 3,000/- have already been released for printing of banners and other publicity material to all District NYKs. Following may be ensured:

   ➢ Wide Publicity of the event *(before and after)* through print and electronic media the event.

   ➢ Social Media Platform should also be used.

   ➢ Branding of Logo of Fit India Movement for environment building

   ➢ **T-Shirts and Caps** may be provided to the participants by mobilizing local resources. Logo of Fit India campaign should be **printed prominently**.

   ➢ Sufficient number of banners, standees, etc. should be displayed at prominent locations.

12. **Upload Activities Photographs-** Activities photographs, press Clippings, bites and videos should be uploaded on the following website/ portal:

a) **Fit India Portal (http://fitindia.gov.in)**

> Visit **http://fitindia.gov.in** and click on the Events tab. Click on the first option – Fit India Cycle Day.

> Tick mark on the agreement on the right which says that *'I have read and understood the concept and event guidelines. I agree to follow the guidelines of organising/joining an Event'*, then click on Organise. The form **'Organise an Event'** will appear.

> Fill all the details and in Events category select – **Fit India Cycle Day** . Once all the details are entered, click on the **pink tab at the bottom 'Organise an Event'**. The event will be then listed on Fit India Portal.

> On the left, several options will appear, click on 'Upload Event Photos' . maximum 4 images can be uploaded per event. Once the **images / press clippings** are uploaded, E-certificate can be downloaded from the same page.

NYKS website (www.nyks.nic.in)

> Visit NYKS website – www.nyks.nic.in in Home Page and click on the Logo of Fit India.

> Then Click Upload Photos- Fit India (Cycle Rally)

> Thereafter, Login by entering Login ID and Password. Both Login ID and Password have already been shared with all District NYKs.

> Select State and District from the Dropdown menu

> Upload Photos, Videos and Press Clippings

These activities photos, press clippings, bites and videos may also be sent through WhatsApp on Mobile No. 9868814492 & 9997025070.

13. **Reporting -** Quantitative Report in the **enclosed** proforma must be sent to this office as per the following schedule:

a. **Preliminary Report** – On the same day i.e. **18th January 2020**
b. **Final Report** – Latest by **19th January, 2020**

Above Guidelines and instructions should strictly be followed.

(Dr. M.P. Gupta)
Director (Programme)

Encl: as above

CC :
- PS to Director General, NYKS

Nehru Yuva Kendra Sangathan............. (State)

Fit India Cyclathon/ Walkathon in all Blocks and District Hqrs. on 18th January 2020
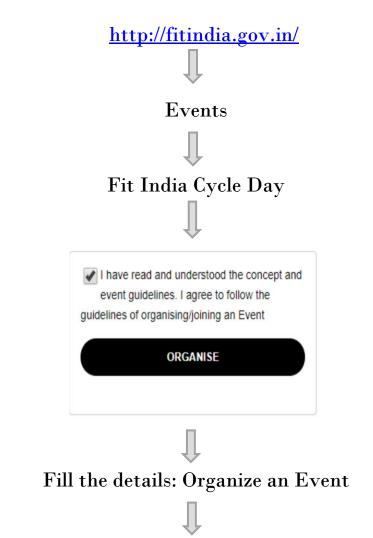
Progress Report

S.No.	Particular	Numbers
1.	**Branding of Fit India Cyclathon/ Walkathon** (Logo and Display of Banners)	
a)	Action Photographs uploaded on the website of **NYKS Website**	
b)	Action Photographs uploaded on the **Fit India Portal**	
c)	Activities Videos uploaded	
d)	Press Clippings uploaded	

Sr. No.	Name of the programme/ Activity	No. of Blocks in the State	No. of Blocks covered	No. of Cyclathon/ Walkathon organized	Total Kms. covered during Cyclathon/ Walkathon	Participants		
						Male	Female	Total
1	5 Kms. Fit India Cyclathon/ Walkathon							
	Total							

Prepared by:

Signature
Name & Designation

Signature
State Director

http://fitindia.gov.in/

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Events

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Fit India Cycle Day

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☑ I have read and understood the concept and event guidelines. I agree to follow the guidelines of organising/joining an Event

ORGANISE

⇩

Fill the details: Organize an Event

⇩

Select the created Event & Upload Event photographs, maximum 4 images can be uploaded.

⇩

After submitting, download E-Certificate.