



स्वातंत्र्याचा अमृत महोत्सव



# सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)



प्रो. (डॉ.) सदानंद भोसले

एम्.ए., पीएच्.डी.

संचालक (अतिरिक्त कार्यभार)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७

कार्यालय क्र. : ०२०-२५६२२६८८/८९

: ०२०-२५६२२६९०/९१

: ०२०-२५६२२६९२

: ०२०-२५६९७३४९

संदर्भ : रासेयो/२०२३-२४/३९०

दि. ३०/०९/२०२३

प्रति,  
मा.प्राचार्य/संचालक,  
रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,  
पुणे, अहमदनगर व नाशिक जिल्हा,  
सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : दि. ०१ ते ३१ ऑक्टोबर २०२३ दरम्यान "Fit India Freedom Run 4.0" "स्वच्छ भारत स्वस्थ भारत" उपक्रम राबविण्याबाबत

महोदय,

मा. क्षेत्रीय संचालक, क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांच्या पत्रानुसार दि. ०१ ते ३१ ऑक्टोबर २०२३ दरम्यान "Fit India Freedom Run 4.0" "स्वच्छ भारत स्वस्थ भारत" उपक्रम राबविण्यात यावेत, असे निर्देशित करण्यात आले आहे. त्या अनुषंगाने आपल्या महाविद्यालयामध्ये रासेयो स्वयंसेवकांमार्फत दि. ०१ ते ३१ ऑक्टोबर, २०२३ दरम्यान खालीलप्रमाणे उपक्रम राबविण्यात यावेत.

- दि. २ ऑक्टोबर २०२३ रोजी, महात्मा गांधी जयंतीचे आयोजन करण्यात यावे.
- दि. ३ ऑक्टोबर २०२३ रोजी, ५० रासेयो स्वयंसेवकांसह फिट रन उपक्रम (३ कि.मी.)चे आयोजन करावे.
- दि. ४ ऑक्टोबर २०२३ रोजी, १०० रासेयो स्वयंसेवकांद्वारे फिट रन उपक्रम (३ कि.मी.)चे आयोजन करण्यात यावे.

आपल्या महाविद्यालयात रासेयो स्वयंसेवकांमार्फत "Fit India Freedom Run 4.0" "स्वच्छ भारत स्वस्थ भारत" उपक्रमांतर्गत "दि. ०१ ते ३१ ऑक्टोबर, २०२३ दरम्यान राबविण्यात आलेल्या उपक्रमांना विविध सामाजिक माध्यमांवरून प्रसिध्दी दयावी. सदर उपक्रम संपन्न झाल्यानंतर उपक्रमाचे फोटो व अहवाल शासनाच्या पुढील संकेतस्थळावर <https://fitindia.gov.in/Fit-India-Swachhata-Freedom-Run-4.0> व [nss\\_student\\_list@pun.unipune.ac.in](mailto:nss_student_list@pun.unipune.ac.in) या मेलवर "Fit India Freedom Run 4.0" "स्वच्छ भारत स्वस्थ भारत २०२३" या विषयासह पाठवण्यात यावा. कळावे, ही विनंती.

संचालक

राष्ट्रीय सेवा योजना

अधिक माहितीकरिता : मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, भारत सरकार, पुणे यांचे पत्र

To

**NSS Program Coordinators  
of all Universities/Plus Two Councils in  
Maharashtra & Goa**

Reference: D.O Letter No.KI/FITIndia/Freedom Run/2023 dated 27th  
September,2023

Sir/Madam

I am to refer to the subject and to forward the D.O letter received from the  
Secretary, Sports referred in the reference.

In this regard, It is requested that all NSS Program Coordinators of all  
universities/Plus Two Councils in Maharashtra & Goa shall issue necessary  
directions to all NSS units/Institutions to organise fitIndia Freedom Run 4.0 from  
1st -31st October,2023 .

The Swachhata Freedom Run (Plog Run) has to be organised on 2nd October to  
mark Gandhi Jayanti and also from 3rd to 31st October , as per the convenience of  
NSS units.

The copy of the Standard Operating Procedure (SOP) of the Freedom Run 4.0 is  
attached herewith for further necessary action at your end.

The important events to be organised by all NSS Units

1. Fit Indian Freedom for 3km with 50 NSS volunteers/Students on 3rd October
2. Fit Indian Freedom for 3km with 100 NSS volunteers/Students on 4th October

Kindly fill the details in the Fit India Portal <https://fitindia.gov.in/Fit-India-Swachhata-Freedom-Run-4.0> without fail.

It is, therefore Requested to issue necessary directions to all Institutions / NSS  
units/ NSS Programme Officers and volunteers to organize the **fitIndia Freedom  
Run 4.0 from 1st to 31st October and upload details in the portal.**

**Kindly see the SOP for all details.**

AJAY B SHINDE  
Regional Director (Maharashtra & Goa)  
Regional Directorate of N.S.S. - PUNE

सुजाता चतुर्वेदी, भा.प्र.से  
सचिव  
Sujata Chaturvedi, IAS  
Secretary



भारत सरकार  
खेल विभाग  
युवा कार्यक्रम और खेल मंत्रालय  
Government of India  
Department of Sports  
Ministry of Youth Affairs & Sports

D.O. No. KI/FIT INDIA/FREEDOM RUN/2023

Dated: 27<sup>th</sup> September, 2023

*Dear colleagues,*

The Fit India Freedom Run was started in 2020 by this Ministry to mark two days of national importance, namely, Independence Day and Gandhi Jayanti. This Run aims to inculcate the habit of walking and running in people in the quest for better health and fitness. Considering the importance of cleanliness for healthy lifestyle, the fourth edition of the Fit India Freedom Run will be organized this year as 'Fit India Swachhata Freedom Run' with the theme "Swachh Bharat, Swasth Bharat" from 1<sup>st</sup> October, 2023 till 31st October, 2023.

2. The Fit India Freedom Run 4.0 is envisaged to be a fully inclusive event with participation of people from across all walks of life, and all age groups, and from across the country. Towards this, a Towards this, a Swachhata Shramdan Freedom Run is planned in Delhi on 1<sup>st</sup> October, 2023, to mark Gandhi Jayanti. This year, the month-long campaign of the Fit India Freedom Run 4.0, which will culminate with a Unity Run on 31st October, 2023, shall also be using the theme of 'Swachh Bharat, Swasth Bharat' to spread the awareness regarding this issue.

3. To make this initiative successful, I request your kind support for encouraging mass participation through your Ministry in the month-long Fit India Run 4.0. It is also requested to organize a Swachhata Shramdan Run on 1<sup>st</sup> October, 2023. Further it is also requested that from 1<sup>st</sup> October to 31st October, 2023, a series of events in form of run/walk in your Ministry/Department during the Campaign may also be organized.

4. I shall be grateful for your support in this regard. For your convenience, a copy of the Standard Operating Procedure (SOP) of the 'Fit India Freedom Run 4.0' is attached. Shri Arun Kumar Gupta, Director- Fit India (+91 9591010065), Sports Authority of India, e-mail: [contact@fitindia.gov.in](mailto:contact@fitindia.gov.in), is the designated Nodal Officer from this Ministry for coordinating the event.

*Best wishes,*

Yours sincerely,

*[Signature]*  
(Sujata Chaturvedi)

Encl: As above.

To: All Secretaries of the Ministries/Departments of the Government of India.



## **SOP for Fit India Swachhata Freedom Run 4.0 – Swachh Bharat, Swasth Bharat**

1. In this edition of Fit India Swachhata Freedom Run, the focus will be on Swachhata along with fitness.
2. **Appoint a Nodal officer** for coordination with Fit India Mission and forward the details (Name, designation, mobile number and email ID) at [contact@fitindia.gov.in](mailto:contact@fitindia.gov.in)
3. Organize Swachhata Run (Plog Run) events on launch day i.e., 2nd October 2023 and runs/walk from 3rd to 31st October, 2023 at iconic and historically important places in the State/UTs, invite People's-Representatives/ Celebrities/ Athletes/ Iconic Personalities/ Social Media Influencers, etc.
4. Pre-event promotion: Ensure pre-event promotion of the event to be organised by respective States /UTs Governments, Ministries/Departments & Organisations from 25th September, 2023 onwards followed by post event promotion and engagement after the launch.
5. The organizing department to release a press note by 25th September 2023 informing about the event and schedule of activities.
6. States/Ministries/Organizations to conduct physical Freedom Run events throughout the campaign till 31st October 2023
7. Encourage participation in the Freedom Run 4.0 from friends, families, and other connections in the network of the individuals participating in the event.
8. While participating in Freedom Run, use Fit India Mobile App for tracking the distance covered by using running feature.
9. The organisers to use standardized backdrops and banners for their event. The creatives can be downloaded from the link: ( <https://fitindia.gov.in/freedom-run-4.0> )

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**10. Organizers to register their event on Fit India portal (<https://fitindia.gov.in/> or Fit India Mobile App and upload details of participants and kms covered daily to have live dashboard on Fit India portal as shown below:**

*E.g., The organization conducted following Fit India Freedom run 4.0 events:*

1. Event/s on 03-10-2023 with 50 participants ran for 3 Kms
2. Events on 04-10-2023 with 100 participants ran for 3 Kms

**The data for the event's would be filled by the organization on Fit India portal in the following manner for each day.**

S. No	Date (ODMMYYYY)	No. of Participants	Total KMS covered	Add Participants
1	03-10-2023	50	150	
2	04-10-2023	100	300	



<b>Grand Total</b>		150	450	
<b>• For downloading certificates for participants and organizers</b>				

11. Promote Freedom Run on their social media channels with **#SwachhBharatSwasthBharat** and **#Run4India** through creatives, videos, write-ups, pictures of the events. (Social media team member name and number) is point of contact for any coordination regarding social media from Fit India Mission.

12. Adequate publicity for the program through Social media, TV/Newspaper, etc throughout the campaign.