



Shri Govind Guru University, Godhra
(Established Vide Gujarat Act No. 24/2015)



श्री गोविंद गुरु युनिवर्सिटी, गोधरा
(गुजरात ऐक्ट नं. २४/२०१५ द्वारा स्थापित)

नं. असेज्ज्यु/अन.अस.अस./२०२१/५८२४

તા- ૦૬/૦૮/૨૦૨૧

પરિપત્ર: ૨૪૮૨

વિષય :- આઝાદીના અમૃત મહોત્સવ @ ૭૫ "ફીટ ઈન્ડિયા ફીડમ રન" અંગે.

સંદર્ભ:- ૧. ડાયરેક્ટર ઓફ એન.એસ.એસ અમદાવાદનો ઈ-મેઈલ પત્ર ક્રમાંક પી.૧૬/૨/૨૦૨૦/રાસેયો/ગુજ

તા.૦૫/૦૮/૨૦૨૧

૨. ઉચ્ચ શિક્ષણ કમિશનરશ્રીની કચેરીનો પત્ર ક્રમાંક ક:રસય/ટે.નં.૧/યુનિ.કક્ષા/આ.આ.મ/૨૦૨૧/૩૨૮૦-૩૩૫૫

તા.૦૬/૦૮/૨૦૨૧

ઉપરોક્ત વિષય અને સંદર્ભ પરત્વે જણાવવાનું કે શ્રી ગોવિંદ ગુરુ યુનિવર્સિટી, એન.એસ.એસ વિભાગ સંલગ્ન તમામ કોલેજોના આચાર્યશ્રીઓ તથા પ્રોગ્રામ ઓફીસરશ્રીઓને જણાવવામાં આવે છે કે ડાયરેક્ટર ઓફ એન.એસ.એસ અમદાવાદના ઈ-મેઈલ પત્ર અને ઉચ્ચ શિક્ષણ કમિશનરશ્રીની કચેરી, ગાંધીનગરના પત્ર અનુસાર આઝાદીના અમૃત મહોત્સવ ભાગ રૂપે "ફીટ ઈન્ડિયા ફીડમ રન" ઓનલાઈન/ ઓફલાઈન આયોજન કરવાનું રહેશે. આ કાર્યક્રમનું આયોજન કરતી વખતે કોવિડ-૧૯ ની ગાઈડલાઈનનું પાલન કરવાનું રહેશે. આ કાર્યક્રમ પૂર્ણ કર્યા બાદ તેની જાણકારી વ્હોટ્સાપ ગ્રુપમાં શેર કરવી. એક્શન ફોટોગ્રાફ્સ, કાર્યક્રમના રીપોર્ટ, વિડીઓક્લીપ સહિતનો અહેવાલ હાર્ડકોપી તેમજ સોફ્ટકોપીમાં રીજીયોનલ ડાયરેક્ટરશ્રી, એન.એસ.એસ. અમદાવાદના ઈ- મેઈલ એડ્રેસ nssahmedabad@gmail.com પર મોકલવાના રહેશે.

ક્ર.કુલસચિવ
શ્રી ગોવિંદ ગુરુ યુનિવર્સિટી,
ગોધરા

બીડાણ:-

- સંદર્ભ દર્શિત પત્ર

નકલ રવાના :-

- એન.એસ.એસ. સંલગ્ન તમામ કોલેજોના આચાર્યશ્રીઓ/ પ્રોગ્રામ ઓફીસરો તરફ જાણ સારૂ.

28/8/21

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Email: nssahmedabad@gmail.com

F.No.P.16/2/2021/NSS/GUJ/
Government of India
Ministry of Youth Affairs & Sports
Regional Directorate of NSS
2nd floor, Patnagar Yojna Bhavan,
Ellisbridge, Ahmedabad-380 006

Date: 05/08/2021

To

1) Shri Y.H.Patel
The State NSS Officer
Commissionerate of Higher Education
Dr Jivraj Mehta Bhavan
Gandhinagar

2) Mr. Gaurang H. Vora
State NSS Officer, D&NH and DD
Room no 21, Third floor
Secretariat, Amil
Silvassa- 396230

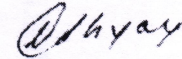
Sub: Azadi Ka Amrut Mohotsav@75 "Fit India Freedom Run- Reg
Sir.

In response to communication received from Secretary Ministry of youth affairs and sports on Azadi Ka Amrut Mohotsav@75 "Fit India Freedom Run" will be organized all over the India in 750 districts in a span of 10 week from 13th of August 2021 to 2nd of October 2021 for each week Ministry will provide the list of 75 district for all over the India. In this each selected district "Fit India Freedom Run" has to be organize in 75 villages in Physical/ virtual mode adhering to Government direction and COVID protocol for this program 75 volunteers should be identified from each district and orientated for organizing and lead the freedom run in the respective villages with maximum youth participation and should also include 10 families of the village in the freedom run the place of the program should be chosen as such that the this program can be seen by maximum no of the people for this if possible the place of the run should be around Historical and iconic place or big road in the village.

Buzz should be created through massive build up for the program and message amplification using #AzadikaArmitMohotsav #AmritMohotsav on India@75 logos and banners should also be displayed in 2-3 days in advance and after completion of the program Photo and small video should be send to this office for through Whatsapp and e-mail nssahmedabad@gmail.com so as to enable this office to post the same in social media.

Thanking you

Yours faithfully



(Girdhar Upadhyay)
Regional Director

Encl: PPT Fit India Freedom Run



Extending of Invitation:

It will be ensured that Public Representatives, Members of BOGs, PRI leaders, Eminent personalities, Social Workers, Media Personalities, Corporates, Stars, Sportspersons, etc would be invited to participate in the Run.

Impact Assessment:

- Number of Public Representatives and National Figures participated.
- Level of coverage in print, electronic and social media (Number of Tweets, likes, shares, impressions, followers).
- No. of Videos uploaded on programme.
- Total number of participants and Kilometers covered.



Freedom Run

(13th August 2021 to 2nd October 2021)

Theme: Jan Bhagidari to Jan Andolan

Objective

- To encourage people to take up fitness activities such as running and sports in their daily lives.
- To popularize fitness as a way of life to get freedom from obesity, laziness, stress, anxiety, diseases, etc.
- To make people adopt healthy and fit life style.

Geographical Coverage:

- States: All States and Uts
- District: 750
- Villages: 75 Villages in each of the selected District
- 30,000 Educational Institutions

Programme Calendar: District and date wise Programme Calendar in cluster of 75 Districts each for all 750 Districts.

Participation:

- 42.18 Lakhs Youth Volunteers will directly participate in the Programme-Run/ Visit around historical and iconic places and other important locations of significance(750 Districts *75 Villages *75 Youth

Outreach: 12.65 Crore youth and citizen(Peer Group, Families Members, Acquaintances and others)





Freedom Run Programs in 750 Districts :

- In 750 Districts of all States/UTs across the country.
- The Time Line has been divided into Weeks for programme organization.
- 750 Districts divided into 10 segments of 75 Districts each.
- Every week, there will be programmes in 75 Districts.
- In each programme, participation of 75-100 youth will be ensured.

Mode of Dissemination: Physical (and alternatively Virtual). Adhering to Govt. directions and COVID Protocol .

Key Activities:

- **Freedom Run -Run/** Visit around historical and iconic places and other important locations of significance.
- **Rendering of National Anthem** on <https://rastragaan.in/>
- **Person uploading the Rashtragaan download** the certificate and concerned SD would send the same through Wahtsaap to NYKS HQ.
- **Organization of small functions** at starting point and finishing line, highlighting the importance of Azadi Ka Amrit Mohatsav- India@75.
- **Awareness among Youth Volunteers** and Youth Leaders to participate in the Run and also organize similar Freedom Run in their respective villages on their own.



Government Of India



Programme venues : In all 750 Districts should be Iconic /Historical and Places of significance

- **Identification and orientation of 75 Youth Volunteers** in each of these 75 Districts to organize and lead the Freedom Run.
- **Participants with** T-Shirt & Cap with Tri colour.
- **Youth Volunteers and others** will carry placards, banners, Chant Patriotic Slogans and sing Songs.

Media and Publicity:

- **Pre-programme Buzz:** Create awareness, massive build up about programme, message amplification and Buzz Creation through **#AzadiKaAmritMahotsav #AmritMahotsav** on India@75,
- **Display** of Logos, banners, IEC materials at important places and venues two- three days in advance.
- **Post programme Publicity:** video on experiences by participating youth on their experiences-sharing on Twitter and trends generation with T-Shirts.
- **Ensuring massive Twitter Trends on 10th, 13th and 14th August 2021.**
- **Collection and sharing of Inspirational** Videos Messages by Celebrity/Star/ Social Influencer/Person of eminence at iconic /historical places and sharing on social media platforms
- **Before & after the programmes**, each district NYK would release Press Notes to Electronic & Print Media i for extensive coverage and wider publicity mobilizing local and regional media(Doordarshan and Radio).