



SOP for Fit India Freedom Run 6.0 “स्वच्छता से स्वस्थता की ओर”

1. In this edition of Fit India Freedom Run from 2nd October to 31st October 2025, the focus will be on Swachhata along with fitness. Organisers can choose any day(s) during this duration to conduct the run, spreading awareness regarding cleanliness as well promoting physical fitness.
2. Organisations to 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
3. Organise Plog Run events on launch day i.e., 2nd October 2025 and runs/walk from 2nd to 31st October, 2025 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 **28th September 2025** onwards followed by post event promotion and engagement after the launch.
5. The organising department to release a press note by **28th September 2025** informing about the event and schedule of activities.
6. States/Ministries/Organisations to conduct physical Freedom Run events throughout the campaign till 31st October 2025 **including Sundays on Cycle (5th, 12th, 19th, 26th Oct): Special cycling and plogging drives.**
7. Encourage participation in the Freedom Run 6.0 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 standardised backdrops and banners for their event. The creatives can be downloaded from the link:

https://drive.google.com/drive/folders/1KZNDYhTrZxyent1fCYBXKkg0-p7Cvi7t?usp=drive_link

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

E.g., The organisation conducted following Fit India Freedom run 6.0 events:

1. Event/s on **date** with 50 participants ran for 3 kms
2. Event/s on **Date** with 100 participants ran for 3 kmsThe data for the event/s would be filled by the organisation on Fit India Portal in the following manner for each day:

S. No	Date (DDMMYY)	No of Participants	Total KMS Covered	Add Participants
1	*****	50	150	
2	*****	100	300	
Grand Total		150	450	
For downloading certificates for participants and organizers				

11. Promote Freedom Run on their social media channels with #SwacchataSeSwasthataKiOr 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.

13. Download Fit India Mobile App to track your miles for the Fit India Freedom Run on the following link:

- Android: <https://play.google.com/store/apps/details?id=com.sai.fitIndia>
- IOS: <https://apps.apple.com/us/app/fit-india-mobile-app/id1581063890>
- FIMA Download Link



