



Renewed Guidelines for Registration as Fit India Champion

1. Criteria for being a Fit India Champion:

- The applicant individual needs to be present on at least one social media platform (Facebook, Twitter, or Instagram)
- The individual must have cumulative followers in the range of 1-10 Lakhs on their social media platforms (Facebook, Twitter, & Instagram)
- The individual should be a fitness enthusiast and he/she should be willing and ready to post fitness related content on his/her social media handles by using #FitIndiaMovement, #NewIndiaFitIndia or any other hashtag promoted by Fit India mission.
- The individual tags Fit India's official social media handles in fitness related content created by the Champion
- The individual organises/participates in Fit India's on-ground/virtual events wherever possible
- The individual must be following Fit India Movement's Social media handles (@FitIndiaOff)
- If selected, the individual's association with Fit India Movement will be purely non-commercial and he/she cannot use the name or logo of Fit India Movement for any commercial promotion or benefits.

2. Deliverables of FIT India Champions:

- On Ground: Minimum 1 FIT India activities/events per quarter in their region
- Digital: 1 fitness videos per week and 1 in regional language per month
- Must be an active FIT India Mobile App user
- Content must tag @FitIndiaOff & use official hashtags
- Promote FIT India and Khelo India campaigns

3. **Legal Guidelines for being a Fit India Champion:**

- The individual has not been punished for any criminal offence.
- Any Criminal legal proceedings shall not be pending against the individual
- The appointed individual shall always act in compliance with the rules/regulations/guidelines mentioned in the website of Fit India/Fit India App
- The decision of selection process will be done by Fit India/MYAS and it shall be final
- The appointed individual, in his/her posts associated with Fit India Mission, shall not include content/text/pictures which may be offensive and hurt sentiments of any religion, caste, gender and sexuality
- The initial period of association will be for a period of one year, subjected to renewal based on discretion of Fit India Mission.
- Fit India Mission reserves the right to terminate the association at their discretion at any point of time during the association.

4. **Deliverables of Fit India Mission Directorate:**

- Recognition as Fit India Champion on official website of Fit India Movement
- Recognition as Fit India Champion on official social media handles of Fit India Movement & Sports Authority of India
- Exclusive use of Fit India logo by Fit India Champion for fitness-related content posts only.
- Promotion of fitness-related content created by Fit India Champions on Fit India and SAI Official social media handles.
- An official certificate announcing the association from Fit India Mission Director to Fit India Champions.