



Renewed Guidelines for Registration as Fit India Ambassador

1. Criteria for being a Fit India Ambassador:

- The applicant individual needs to be active on all social media platform (Facebook, Twitter, or Instagram)
- The individual must be following Fit India Movement's Social media handles (@FitIndiaOff)
- The individual must have cumulative followers in the range of 15K – 1 Lakh with proven regional/local influence. (Facebook/Instagram/Twitter)
- 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 Ambassador
- The individual organises/participates in Fit India's on-ground/virtual events wherever possible.
- 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 Ambassadors:

- On Ground: Minimum 2 FIT India activities/events per quarter as per the convenience.
- Digital: 4 fitness videos per month (2 in regional language)
- 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 Ambassador:

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