

ಸಂಖ್ಯೆ: ಡಿಟೀಇ/ಎನ್‌ ಎಸ್/01/ಬಡೆಪೀ/2022-23

ದಿನಾಂಕ: 16.12.2024

ಹಿಂಬರಹ

ಕೇಂದ್ರ ಸರ್ಕಾರದ ಪತ್ರ ಸಂಖ್ಯೆ SAI/RDVS/30/2024-25 ದಿನಾಂಕ: 13.12.2024 ರ ಪತ್ರವನ್ನು ಇಲಾಖೆಯ ವ್ಯಾಪ್ತಿಗೊಳಿಸುವ ರಾಜ್ಯದ ಎಲ್ಲಾ ತಾಂತ್ರಿಕ ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಗಳ ಪ್ರಾಚಾರ್ಯರ ಮಾಹಿತಿಗಾಗಿ ಮತ್ತು ಮುಂದಿನ ಕ್ರಮಕ್ಷಾಗಿ



ನಿರ್ದೇಶಕರು

ಇವರಿಗೆ:

- ತಾಂತ್ರಿಕ ಶಿಕ್ಷಣ ಸಂಸ್ಥೆಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ - ಮಾಹಿತಿ ಕೂಗೂ ಸೂಕ್ತ ಕ್ರಮಕಂಗಿ.
- ಭಾರತ ಸರ್ಕಾರದ ಪ್ರಾಂತೀಯ ನಿರ್ದೇಶಕರು ಬೇಂಗಳೂರು
- ಇ - ಆಡಳಿತ - ಇಲಾಖಾ ವೆಬ್‌ಸೈಟ್‌ನಲ್ಲಿ ಪ್ರಕಟಿಸಲು.
- ಕಳೆಗೆ ವ್ಯಕ್ತಿ.

No.SAI/RDVS/30/2024-25

Date:13.12.2024

To,
All Regional Directorates
National Service Scheme
Andhra Pradesh, Karnataka, and Telangana.

Subject: Request for Support in Conduct of Fit India Cycling Tuesdays Campaign- reg

Sir/Ma'am,

Cycling is a simple yet powerful activity that promotes fitness, reduces stress, and enhances cardiovascular health. Moreover, it offers an eco-friendly solution to pollution, embodying the vision of a "Green and Fit India."

In alignment with these goals, this year, following the vision of the Hon'ble Union Minister of Youth Affairs and Sports to promote cycling as a healthy and sustainable physical activity, the Fit India Mission is organizing the FIT India cycling Tuesdays' campaign, wherein Cycling events/activities shall be organized every Tuesdays starting 17th December 2024, so as to make promote cycling and make it a part of the national fitness psyche.

A launch cum-cycling event for the Fit India Cycling Tuesdays is being held in New Delhi on 17th December 2024 and will be led by the Hon'ble Union Minister of Youth Affairs & Sports

In view of the above, we seek your valuable support in:

- **Spreading Awareness:** Disseminate information about the Cycling Campaign to all stakeholders, including schools, local communities, organizations, and public offices using taglines **#PollutionKaSolution, #FashionSePassionTak**, etc.
- **Organizing Cycling Events on 17th December 2024 at 7:00 AM:** Arrange cycling activities within your respective jurisdictions on the above-mentioned date and time to ensure widespread participation and awareness. Participants may be registered through the below link <https://fitindia.gov.in/cyclothonregistrationform>
- **Promoting "Cycling Tuesdays":** Beyond the inaugural event, encourage stakeholders to adopt Cycling Tuesdays as a regular weekly activity.

The Fit India Cycling Tuesdays' initiative aims to strengthen the culture of cycling in our country and the imbibe cycling as a part of the fitness psyche.

A detailed SOP in this regard is attached for kind reference. For any further information or clarification, please contact Mr. Harish Babu P, Deputy Director (Mob: 9912437932), who will serve as the nodal officer from SAI RC Bangalore for smooth coordination.

Thank you for your cooperation and commitment to this important initiative.

Yours faithfully,


[Vishnu Sudhakaran]
Regional Director
SAI NSSC, Bengaluru

Encl:

1. Copy of SOP for Fit India Cycling Tuesdays Campaign.

SOP for Fit India Cycling Tuesdays Campaign

Cycling is one of the easiest ways to fit exercise into your daily routine and helps builds strength in a holistic manner as every single part of the body is involved, building stamina and reducing stress. ***Cycling as a fitness activity is in tune with the message of our Hon'ble Prime Minister of "Fitness ki dose, aadha ghanta roz".***

Further with rising pollution levels, cycling can act as a solution to the existing problem of pollution. Cycling is an ecologically sustainable physical activity and the Fit India Cyclothon can act as a catalyst to transform into a "Green, Fit India campaign".

Action Plan for Stakeholders-

1. The initiative will focus on a **nationwide rollout** with all stakeholders encouraged to organise cycling activities every Tuesday, promoting fitness through cycling.
2. **Organize Fit India Cycling Tuesdays' events on launch day i.e., 17th December 2024** at iconic and historically important places in the State/UTs and invite People's Representatives/ Celebrities/ Athletes/ Iconic Personalities/ Social Media Influencers, etc. ***The same will be organized every Tuesday.***
3. **Pre-event promotion:** Ensure pre-event promotion of the event to be organised by respective State/UT Governments, Ministries/Departments & Organizations followed by post-event promotion and engagements after the launch.
4. The organizing department to **release a press note** informing about the event and schedule of activities.
5. Encourage participation of friends and families in the Fit India Cycling Tuesdays campaign
6. Use the **Fit India Mobile App (FIMA)** for **tracking the distance covered** by using Cycling feature available on the app.
7. The organisers to **use standardized backdrops and banners** for their event. The creatives can be downloaded from the link: https://drive.google.com/drive/folders/1XaEOzENykDMix1LKe1mtoZ8NOyB9tQ_4?usp=sharing
8. Organizers to **register their event on Fit India portal** (<https://fitindia.gov.in/cyclothon-2024>) upload details of participants and kms covered to have live dashboard on Fit India portal as shown below:

Eg- The organizers conducted following in Fit India Cycling Tuesdays events:

1. Event/s on **17.12.2024** with 50 participants cycling for 3 kms
2. Event/s on **23.12.2024** with 100 participants cycling 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 (DDMMYYYY)	No. of Participants	Total KMs covered	Add Participants
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1	*****	50	150	
2	*****	100	300	
Grand Total		150	450	
For downloading certificates for participants and organizers				

9. Promote in Fit India Cyclothon on their social media channels with **#FitIndiaCyclingTuesdays, #CycleForFitness, #PedalForHealth, #FitPedalTuesdays, #RideForFitness, #CycleForWellness, #PedalPower**, etc through creatives, videos, write-ups, pictures of the events.
10. Adequate publicity for the program through Social media, TV/Newspaper, etc throughout the campaign.
11. 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
12. Participants shall be encouraged to take the Fit India Pledge-

Fit India Pledge

I TAKE THE PLEDGE:

- ***to lead an active and a healthy lifestyle***
- ***to takeout 30 minutes everyday for my fitness and health***
- ***to encourage my family members and neighbours to stay fit and healthy***
- ***to take the fitness assessment test on the Fit India Mobile Application quarterly***

मैं प्रतिज्ञा करता हूँ:

- एक सक्रिय और स्वस्थ जीवन शैली जीऊँगा/जीऊँगी
- अपने फिटनेस और स्वास्थ्य के लिए हर दिन 30 मिनट का समय निकालूंगा/निकालूंगी
- अपने परिवार के सदस्यों और पड़ोसियों को फिट और स्वस्थ रहने के लिए प्रोत्साहित करूँगा/करूँगी
- फिट इंडिया मोबाइल एप्लिकेशन पर त्रैमासिक फिटनेस मूल्यांकन परीक्षण लूँगा/लूँगी

Download Fit India Mobile App to track your miles for the Fit India Cyclothon 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>

