

Grams: "TECHNOLOGY"  
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**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA**  
**KAKINADA-533003, ANDHRA PRADESH (INDIA)**  
**(ESTABLISHED BY ANDHRA PRADESH ACT NO. 30 OF 2008)**

Lr.No. JNTUK/E/FIM/2021

Date: 20.01.2021

**Dr. Ch. Satyanarayana**  
*M. Tech., Ph.D.,*  
**REGISTRAR**

To  
The Principals of the Constituent/Affiliated Colleges,  
JNTUK Kakinada.

Sir,

Sub:- JNTUK- Estt.- Organizing Fit India Movement – Communication of Guidelines  
and Programme Schedule – Reg.

Ref:- File No.DSA-PER/5/2020-cc(ytc)-kkd-eg of the District Collector & Chairman,  
District Sports Authority, Kakinada along with Guidelines & Programme Schedule.

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In the ref. cited, the District Collector & Chairman, District Sports Authority, East Godavari informed that the Government of India has planned a series of activities and campaigns in December 2020 and January 2021 under aegis Fit India Movement to promote fitness across the Country with Department of Sports, Ministry of Youth Affairs. It is further informed to Organize Fit India Campaign programme in all the Educational Institutions.

In this connection, the Principals of the Constituent/Affiliated Colleges of JNTUK are requested to take necessary action for organizing Fit India Campaign programme by conducting Fit India Thematic Campaign, Fitness Assessment through Fit India App, Fit India School Week, Fit India Quiz, Fit India Prabhat Pheri, Fit India Campaign, Fit India Cyclothon.

The Copies of the instructions and guidelines received in this regard are herewith enclosed.

A detailed report along with Photographs of the event may be sent to the University.

Regards,

**REGISTRAR**

**REGISTRAR**

**J.N.T. University Kakinada**  
**KAKINADA-533 003.**

**Encl: as above**

Copy to the Secretary to Hon'ble Vice Chancellor, JNTUK Kakinada.  
Copy to the PA to Rector, JNTUK Kakinada.  
Copy to the PA to Registrar, JNTUK Kakinada.  
Copy to the PA to OSD, JNTUK Kakinada  
Copy to the JR/AR, JNTUK Kakinada.

## FAQ regarding Fit India School Week

**Q1:** Is any advance registration required by users viewing the launch of Fit India Week on 25th Nov?

**Ans:** No advance registration is required for viewing the launch of Fit India Week on 25th Nov. Anybody can watch the live event at fit India YouTube channel on 25<sup>th</sup> November at 11:00 AM. Below is the link to watch.

[https://www.youtube.com/channel/UCQtxCmXhApXDBfV59\\_JNagA](https://www.youtube.com/channel/UCQtxCmXhApXDBfV59_JNagA)

**Q2:** Kindly convey detailed guidelines about Fit India week to be launched from December. Is event to be organised online for Fit India Week?

**Ans:** Fit India School week can be organised virtually where schools are not open and classes are going online. Also for the school that are open, Fit India school week can be organised physically by maintaining social distancing norms. Proposed activities for Fit India School week are attached as annexure. Fit India School week starts from 1st Dec and continues till 31st Dec. School week is to be celebrated by the school for 4-6 days starting 1<sup>st</sup> December 2020. Registrations for school week begins from 25th November 2020.



Annexure-2.pdf

### **Detailed Guidelines for Fit India School Week are as follows:**

1. Schools should register themselves on <https://fitindia.gov.in/fit-india-school-week> and upload photos and video link related to the event
2. School should celebrate Fit India School Week either virtually or on ground (Physically) for 4 to 6 days starting 1<sup>st</sup> December 2020.
3. All registered schools to upload 2 photos and 1 video link of Fit India School Week on Fit India portal.
4. All registered schools may download E-Certificate for the school as well as for the students from Fit India Portal after celebrating Fit India School Week and uploading the details.

5. Schools are also encouraged to share/post activities conducted on their social media channels with **#NewIndiaFitIndia** and tag **@FitIndiaOff**

**Q3:** Who can participate in Fit India school week- Only students or teachers or parents or other officials or anybody?

**Ans:** Fit India School week is for School staff, teachers, students and parents. Schools may think of innovative ideas to include school teachers and parents in fitness activities.

**Q4:** How registration for Fit India week can be done online since in order to get E-Certificate it will be necessary?

**Ans:** Steps to register for Fit India School Week:

- 1: Please visit Fit India Website [www.fitindia.gov.in](http://www.fitindia.gov.in)
- 2: Click on events that says Fit India School Week-2020
- 3: Click on Register as an organiser
- 4: Register yourself as a school and login if already registered
- 5: Once logged in, organise an event (celebrate Fit India school week) under the category Fit India School Week-2020
- 6: Submit the details of the event and add the name of the participants to get the E-Certificates for Fit India School week.

To get E-Certificate, you have to follow the above steps.

**Q5:** How photographs regarding Fit India week can be uploaded? How will the students get E- Certificates?

**Ans:** 2 Photos and 1 video link can be added on the Fit India Website once you organise fit India school week. Please tag photos and videos of fit India School Week on social media platforms of the school student, parents and the staff with **#NewIndiaFitIndia** and **@fitindiaoff**

For Downloading E-certificates for the students, parents and staff the registered school may add the name of the participants.

**Q6:** How States can know how many have registered for the event? If it is online, its count can be tracked easily with the help of Software/ Portal.

**Ans:** The data for the particular state will be available at the Nodal Officer's backend profile

रवि मित्तल, भा.प्र.से  
सचिव

Ravi Mital, IAS  
Secretary



सचिव  
भारत सरकार  
खेल विभाग  
युवा कार्यक्रम और खेल मंत्रालय  
Secretary  
Government of India  
Ministry of Youth Affairs & Sports  
Department of Sports

D.O. No.K-15017/8/2020-MDSD (Pt)

2<sup>nd</sup> November, 2020

Dear *Chief Secretary,*

Department of Sports, Ministry of Youth Affairs and Sports (MYAS) has planned a series of activities and campaigns in December 2020 under the aegis of Fit India Movement to promote fitness across the country.

2. The plan includes Fit India Thematic Campaign- "फिटनेस का डोज़- आधा घंटा रोज़", Fitness Assessment through Fit India App, Fit India School Week, Fit India Quiz, Fit India Prabhat Pheri and Fit India Cyclothon with an aim to reach masses across the country. Events/ Activities in which different departments/ organizations in your State/UT may be asked to organize and encourage people to participate as per their reach are enclosed herewith at annexure-1.

3. Your State/ UT has always provided its support in promoting, creating awareness or disseminating the message of Fit India Movement. I request you to solicit your support to help reach the masses in December Fit India campaign. It is also requested to nominate one senior officer as Nodal Officer- Fit India Movement and contact details of the same may be communicated to [secy-sports@nic.in](mailto:secy-sports@nic.in) / [fitindia.sai@gmail.com](mailto:fitindia.sai@gmail.com).

*with regards,*

Yours sincerely,

*Ravi Mital*  
(Ravi Mital)  
*2/11*

To,  
All Chief Secretaries of States/UTs

# FIT INDIA CAMPAIGN- DECEMBER 2020



## State/ UT

Activity/ Event	Roles and Responsibilities
1) Fit India Thematic Campaign-virtual फिटनेस का डोज़ - आधा घंटा रोज़ (1 <sup>st</sup> December 2020 onwards)	Promotion of campaign on digital platforms Departments/ Organisations.
2) Fitness Assessment through Fit India App (Date of launch of Fit India App will be communicated later)	To be made public in state/ UT to take their fitness assessment and encourage others to do so.
3) Fit India School Week (1 <sup>st</sup> to 31 <sup>st</sup> December 2020)	Schools to be encouraged to register on Fit India portal and organise Fit India Week.
4) Fit India Quiz (Date of launch will be communicated later)	Asking schools in state/ UT to enroll for the quiz
5) Fit India Prabhatpheri (1 <sup>st</sup> to 6 <sup>th</sup> December 2020)	Departments/ Organisations who can organise Prabhatpheri advocating the message of fitness with the theme - फिटनेस का डोज़ - आधा घंटा रोज़ in the respective areas.
6) Fit India Cyclothon (7 <sup>th</sup> to 31 <sup>st</sup> December 2020)	Departments/ Organisations to organise cycling events (following the guidelines that will be published on our website <a href="https://fitindia.gov.in">https://fitindia.gov.in</a> ) and encourage people to participate.

## FIT INDIA CAMPAIGN-DECEMBER 2020

### Programme Schedule

S. No	Activity/Event	Roles and Responsibilities
1	Fit India Thematic Campaign-Virtual	Promotion of Campaign on digital platforms Departments/ Organizations
2	Fitness Assessment through Fit India App (Date of launch of Fit India App will be communicated later)	To be made public in State/ UT to take their fitness assessment and encourage others to do so.
3	Fit India School Week (1 <sup>st</sup> to 31 <sup>st</sup> December 2020)	Schools to be encouraged to register on Fit India portal and organize Fit India Week.
4	Fit India Quiz (Date of Launch will be communicated later)	Asking schools in State/ UT to enroll for the quiz.
5	Fit India Prabhatpheri (1 <sup>st</sup> to 6 <sup>th</sup> December 2020)	Departments/ Organization who can organize prabhatpheri advocating the message of fitness of the theme “फिटनेस का डोज़ आधा घंटा हर रोज़” in the respective areas.
6	Fit India Cyclothon (7 <sup>th</sup> to 31 <sup>st</sup> December 2020)	Departments/ Organizations to organize cycling events (Following the guidelines that will be published on our website <a href="https:fitindia.gov.in">https:fitindia.gov.in</a> and encourage people to participate.

# Fit India School Week 2020

## **BACKGROUND:**

On 29 Aug 2019, the Hon'ble Prime Minister launched nation-wide "Fit India Movement" aimed to encourage people to inculcate physical activity and sports in their everyday lives and daily routine.

School is the first place where habits are formed. School children should be encouraged to indulge in active field time during school hours involving fitness and sports activities. This will instil in students the understanding for regular physical activity and higher levels of fitness, thus enhancing self-esteem and confidence in them. Keeping these objectives in mind, Fit India School Week program was launched in 2019.

This year "Fit India School Week" will be celebrated virtually by schools in December.

## **Guidelines:**

1. Schools to ensure that all Students, Parents, Staff and Management shall actively participate in the Fit India School Week 2020 programme
2. Schools may create a new page on their website titled "Fit India School Week 2020" and a brief about the activities undertaken and related pictures/videos can be uploaded on it.
3. Schools should register themselves on <https://fitindia.gov.in/fit-india-school-week> and upload photos and video link related to the event
4. All registered schools may download a Digital Certificate (**INSERT LINK**) which can be downloaded from Fit India Portal after successful conduct of the Fit India School Week.
5. Schools are also encouraged to share/post activities conducted on their social media channels with **#NewIndiaFitIndia** and tag **@FitIndiaOff**.

## **Activities:**

### ***Virtual Activities for Fit India School Week Celebrations 2020:***

Day	Activity
01	(i) Virtual Assembly – Free hand exercises (ii) Fun and Fitness- Aerobics, Dance forms, Rope Skipping, Hopscotch, Zig Zag and Shuttle Running etc. <i>Fit India Active Break capsules could be used for demonstration purposes.</i> Link below: <a href="https://drive.google.com/drive/folders/1t14ZOGyh9biDsw8CxmhogMwB0A8E2ll?usp=sharing">https://drive.google.com/drive/folders/1t14ZOGyh9biDsw8CxmhogMwB0A8E2ll?usp=sharing</a>



02	<p>(i) Virtual Assembly – Common Yoga Protocols <a href="https://yoga.ayush.gov.in/yoga/common-yoga-protocol">https://yoga.ayush.gov.in/yoga/common-yoga-protocol</a></p> <p>(ii) Debates, Symposium, Lectures on “<i>Re-strengthening of the mind post pandemic</i>”– Mental Fitness Activities for Students, Staff and Parents</p> <p>(iii) Open letter to Youth of the Nation on “<i>Power of Fitness</i>”</p> <p>(iv) Open mic on topics such as “<i>Exercise is a celebration of what your body can do, not a punishment for what you ate</i>” etc.</p>
03	<p>(i) Brain Games to improve concentration/problem solving capacity – e.g Chess, Rubik’s cube etc.</p> <p>(ii) Poster making competition on theme “<i>Hum Fit Toh India Fit</i>” or “<i>New India Fit India</i>”</p> <p>(iii) Preparing advertisements on “<i>Hum Fit Toh India Fit</i>”, “<i>Emotional and physical well-being are interconnected</i>” etc.</p>
04	<p>(i) Debates, Symposium, Lectures etc about diet &amp; nutrition during pandemic for Students / Staff &amp; Parents</p> <p>(ii) Essay/Poem Writing Competition on theme “<i>Fitness beats pandemic</i>”</p> <p>(iii) Podcast/Movie making on suggested themes – “<i>Get fit, don’t quit</i>”; “<i>Mental Health is not a destination but a journey</i>” etc.</p>
05	<p>(i) Online Quiz related to fitness/sports</p> <p>(ii) Virtual challenges for students, staff/ teachers e.g.</p> <ul style="list-style-type: none"> <li>• Squats challenge</li> <li>• Step-up challenge</li> <li>• Spot jogging</li> <li>• Rope skipping</li> <li>• Ball dribbling etc.</li> </ul> <p>(iii) Session(s) by motivational speakers for students, parents and school staff</p>
06	<p>1 day dedicated to Family Fitness:</p> <p>(i)Activities for fitness sessions at home involving students and parents – <i>Fit India Active Day capsules could be used for demonstration purposes</i>  <a href="https://drive.google.com/drive/folders/18ophVtYf3qBOhpLQpX66y_ywCK_kgTsS?usp=sharing">https://drive.google.com/drive/folders/18ophVtYf3qBOhpLQpX66y_ywCK_kgTsS?usp=sharing</a></p> <p>(ii) Creatively using home-based equipment for sports &amp; fitness. E.g.</p> <ul style="list-style-type: none"> <li>• Hacky sack at home (juggling with feet &amp; hand – warm up activity)</li> <li>• Aluminium foil inside a sock – ball and any wooden piece – bat to play cricket</li> <li>• Mosquito bat and TT ball to play badminton/tennis</li> <li>• Fitness circuit – Draw a ladder on the floor with a chalk piece or crayon</li> </ul>

# **FIT INDIA CYCLOTHON**

## **Guidelines for organizations / Individuals:**

### **Introduction:**

Fit India Mission will be organising the **Fit India Cyclothon** from December 2020.

Fit India Cyclothon can be organised by cycling groups, schools, colleges, organisations, councils, panchayats, corporations, societies, RWA's, NGO's, special interest groups across India. You can also start a Fit India Cyclothon group by involving your organisation, community, family and friends.

### **Why organise/participate in a Cyclothon?**

Cycling is one of the best ways to remain fit and healthy. It is the new craze that combines fitness with fun and allows us to maintain social distancing.

### **Who can organise/participate in the Fit India Cyclothon?**

- Village, Town or City Council/ Panchayat/ Anganwadi / Block
- Your Workplace
- Society or RWA
- Interest Groups
- Corporate and Industry bodies
- Schools/ Colleges and Universities
- NGOs
- Communities
- Individuals

Organisers must ensure that all "Fit India Cyclothon" events are listed on [www.fitindia.gov.in](http://www.fitindia.gov.in) portal and are non-commercial in nature. Further, Individual Participants should also ensure that they register themselves as well.

### **Guidelines for Organizers"**

- Fit India Cyclothon can be organised by any government or private organisation, schools, colleges, universities, individuals, groups, RWAs and communities to create awareness on fitness through cycling.
- Guidelines in relation to COVID-19 issued by the Ministry of Home Affairs and relevant state bodies to be duly complied with.

- To become an organiser, you must register online on [gov.in](http://gov.in)
- As an organiser, you will be responsible for conceptualizing, executing and ensuring a smooth and successful Fit India Cyclothon event to maximize public participation.
- You can invite other organisations as well for online participation registration.
- You can get sponsorship and have partners to organise this event.
- Fit India Mission office will provide standard FIT INDIA design templates for branding elements on the registration portal for organisers to download and use the same:
- Organisers will get FIT INDIA Movement partner – certificate from Fit India.
- Those interested in partnership can also write to Fit India Mission office on: [partnership.fitindia@gmail.com](mailto:partnership.fitindia@gmail.com)

### **Other Guidelines for organizers:**

- Identify route, create map and share with participants in advance.
- Inform local bodies about the event.
- Prior approval should be taken from relevant authorities wherever required.
- Inform communities around you about Fit India Cyclothon.
- Partner with local businesses who can sponsor FIT INDIA tee shirts / caps for children.
- Any queries regarding Fit India Cyclothon to be sent to Fit India Mission office on: [contact.fitindia@gmail.com](mailto:contact.fitindia@gmail.com)

### **Guidelines for Individual Participants:**

- Any individual can participate in Fit India Cyclothon to create awareness on fitness through cycling.
- Guidelines in relation to COVID-19 issued by the Ministry of Home Affairs, India and relevant state bodies to be duly complied with.
- To participate, an individual should register online on [gov.in](http://gov.in).
- As an individual, you will be responsible for conceptualizing, executing and ensuring a smooth and successful Fit India Cyclothon event.
- You can invite other individuals as well for online participation registration.
- Any fitness enthusiast who is participating should strive to motivate at least one partner to participate.
- Registered Individuals will get participation certificate after updating their details on the Fit India portal.
- For any queries, contact on [contact.fitindia@gmail.com](mailto:contact.fitindia@gmail.com)

## **Other guidelines for individuals:**

- Identify route
- Inform communities around you about the Fit India Cyclothon.

## **How to use the Fit India Cyclothon templates Fit India Logo:**

- Download the Fit India Logo after you register as an organisation or an individual
- Do not edit the Fit India Logo (colour or dimension)
- To be used only for events in promotion of Fit India Movement

# **Guidelines for Fit India Prabhat Pheri**

## **Introduction:**

Based on the call of our Honourable PM Mr. Modi, Fit India will be launching Fit India Prabhat Pheri advocating the message “फिटनेस का डोज़ – आधा घंटा रोज़” campaign in December 2020.

Fit India Prabhat Pheri can be organised by city councils, villages, panchayats, societies, RWA's, NGO's and special interest groups across India. You can also start a Fit India Prabhat Pheri group by involving your organisation, community, family and friends.

## **Why organise a Prabhat Pheri?**

Prabhat Pheri is one of the ethnic Indian ways to promote a fit and healthy India. People in Indian villages have been taking part in early morning processions since ancient times chanting songs and using musical instruments. This activity can spread the benefits of fitness which will bring in a positive change in the local communities.

## **Who can organise Fit India Prabhat Pheri?**

- Village, Town or City Council/ Panchayat/ Anganwadi / Block
  - Society or RWA
  - Interest Groups
  - NGOs
  - Communities
  - Schools/ Colleges and Universities
- Organisers must ensure that all “Fit India Prabhat Pheri” events are listed on [www.fitindia.gov.in](http://www.fitindia.gov.in) portal and are non-commercial in nature.

## **Guidelines for Organizers:**

- Fit India Prabhat Pheri can be organised by any group, RWAs and communities etc to create awareness on fitness through early morning processions.
- Guidelines in relation to COVID-19 issued by the Ministry of Home Affairs and relevant state bodies to be duly complied with.
- To become an organiser, you must register online on [fitindia.gov.in](http://fitindia.gov.in)
- As an organiser, you will be responsible for conceptualizing, executing and ensuring a smooth and successful Fit India Prabhat Pheri event to maximize public participation.
- You can invite other organisations as well for online registration.
- You can get sponsorship and have partners to organise this event.

- Fit India Mission office will provide a standard FIT INDIA design templates for branding elements on the registration portal for organisers to download and use the same:
- Creatives for Prabhat Pheri have been created and available on the website. Some of the creatives can be downloaded from the website
- Organisers will get FIT INDIA Movement e – certificate from Fit India.
- Those interested in partnership can also write to Fit India Mission office on: [partnership.fitindia@gmail.com](mailto:partnership.fitindia@gmail.com)

## **Other Guidelines for organizers:**

- Identify route for the event, create map.
- Inform local bodies about the event.
- Inform communities around you about the Fit India Prabhat Pheri event.
- Partner with local businesses who can sponsor FIT INDIA tee shirts / caps for children.
- Any queries regarding Fit India Prabhat Pheri to be sent to Fit India Mission office on: [contact.fitindia@gmail.com](mailto:contact.fitindia@gmail.com).

## **How to use the Fit India Prabhat Pheri templates Fit India Logo**

- Download the Fit India Logo
- Do not edit the Fit India Logo (colour or dimension)
- To be used only for events in promotion of Fit India Movement