

**Supplementary Agenda Items for 47th Departmental Project Approval
Committee
(DPAC)**

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1.	Budget for Fit India Freedom Run 2024	Fit India Movement	2-3
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Supplementary Agenda Item No	<i>1</i>
Agenda	<i>Budget for Fit India Freedom Run 2024</i>
Vertical	<i>Fit India movement</i>
Financial Allocation for the Vertical during the Year 2022-23	<i>Rs. 10 Crore (Fit India and Physical Fitness of School Going Children)</i>

Detailed Description of Agenda:

Fit India Freedom Run was conceived in August 2020 when the entire nation started following social distancing in a 'new normal' lifestyle, so as to keep the imperative need of fitness active even while following the social distancing norms, Fit India Freedom Run was launched on the concept of virtual run i.e; 'it can be run anywhere, anytime! You run a route of your choice, at a time that suits you. Basically, you run your own race and time your own pace'.

2. The first edition of the campaign was held from 15th August to 2nd October, 2020 where Central/State Departments and organizations including Armed Forces, NGOs, Private Organizations, Schools, Individuals, Youth Clubs, etc. actively participated in the campaign. More than 5 crore people participated and covered around 18 crore kms run.

3. The second edition was held from 13th August 2021 to 2nd October 2021 where in addition to the virtual run with support of partner organizations, as part of the Azadi Ka Amrit Mahotsav, 75 physical events were also organized at iconic locations to Freedom Struggle and national importance on launch day. More than 9 crore people participated and covered around 20 crore kms run.

4. The third edition of the Freedom Run was held from 02nd October 2022 and culminated with National Unity Day on 31st October 2022. More than 7 crore people participated in Freedom Run 3.0

5. The fourth edition of the Freedom Run was held from 01st October to 31st October 2023 with the theme of "**Swatchh Bharat, Swasth Bharat**". More than 4.5 crore people participated in Freedom Run 4.0

6. The Fifth edition of the Freedom Run is proposed to be held from 02nd October 2024 and culminate with National Unity Day on 31st October 2024. Similar to previous editions, Central/State Departments and organizations including Armed Forces, NGOs, Private Organizations, Schools, Individuals, Youth Clubs, NYKS, KVS, etc. shall be roped in to conduct and participate in the Freedom Run 5.0 across the country.

7. Expectations from State/UTs Governments, Ministries/Departments & Organisations:

- Appoint one Nodal officer for coordination with Fit India Mission and forward the details at contact@fitindia.gov.in.
- States/Ministries/Organizations to conduct physical / virtual Freedom Run events

- Organizers to register their RUN on Fit India portal with details of participants and kms covered
- Promote Freedom Run on their social media channels with #Run4India and #SwachhBharatSwasthBharat.
- Adequate publicity for the program through Social Media, Regional TV/Newspaper, etc.
- Ensure participation at Panchayati/Municipality level, Schools/Colleges, Youth Clubs, Self-help Groups etc.
- Ensure the momentum of the campaign from 02nd October 2024 to 31st October 2024.

8. Estimated expenditure for organizing opening ceremony is approximately Rs.50 lakhs (inclusive of GST).

Freedom Run		
S No.	Head	Budget (in INR)
A. Opening Ceremony		
1.	Branding (Venue, Stage, Route andsignages etc.)	₹ 9,24,000
2	Technical (Sound, light, LED etc.)	₹ 5,30,000
3	Overlays	₹ 2,43,700
4	Refreshments	₹ 3,72,500
5	Manpower Support	₹ 1,10,000
6	Merchandise for participants (T-shirts)	₹ 4,00,000
7	Social Media campaign (entire duration of campaign)	₹ 9,25,000
8	Miscellaneous & Contingency	₹4,94,800
9	Mgmt. Fee & Taxes	₹ 10,00,000
Total		₹ 50,00,000 (inclusive of GST)

The above heads of expenditure are however indicative and expenses incurred may be as per actuals and as per the operational requirements. It is also pertinent to mention that, for the launch ceremony for Fit India Freedom Run 4.0, an expenditure of Rs 34 lacs was incurred and no funds were released to SAI RCs. The 40th DPAC had however approved a budget of Rs 50 lacs for the conduct of Freedom Run 4.0.

Approval of DPAC is solicited for:

- i. *In-principal approval for organizing Freedom Run 5.0 from 02nd October 2024 till 31st October 2024*
- ii. *Budget approval of approximately Rs. 50 lakhs for conducting Opening ceremony as part of Freedom Run 5.0*

Supplementary Agenda Item No	2
Agenda	Budget for Meet The Champion 2024
Vertical	Fit India Movement
Financial Allocation for the Vertical during the Year 2024-25	Rs.10 Crores

Detailed Description of Agenda:

In the recently concluded Olympics and Paralympics 2024 held at Paris, India has witnessed success by winning 6 medals (1 Silver, 5 Bronze) in Olympics and 29 medals (7 Gold, 9 Silver, & 13 Bronze) in Paralympics. These Olympians/Paralympians are role model for young population especially school students as well as for the general public at large. Therefore, these champions are properly placed to spread the message of Health, Fitness, Nutrition and Sports across our nation.

2. In this regard, a programme titled “Meet the Champions” (MTC) is proposed in the form of interactive sessions by Olympians/ Paralympics who will engage with the students across the nation. A similarly titled programme under the theme of Azadi ka Amrit Mahotsav was conducted by the medal winners of 2020 Tokyo Olympics.

3. The **key features** of proposed Meet the Champion programme are:
- a. Olympians to interact with students at 25 Locations.
 - b. Topics on Balanced Nutrition, Fitness and Sports, Anti-doping, etc.
 - c. Special session on Fit India Quiz – Q&As between Olympians and students.
 - d. Interactive games session where the Champions engage with students on the field.

4. **Execution-** For this programme, it is proposed that SAI Regional Centres may be engaged to identify 25 locations (Schools/ Colleges/ Universities) from across the nation and host the events at those locations. Funds @ Rs.40,000/- per location may be allocated to the SAI Regional Centres for the conduct of the said event(s).

5. **Financial Implication-** The total financial implication for the proposed MTC 2024 comes to Rs 40,000*25 locations= Rs 10,00,000/- (Eighteen Lakhs Seventy-five Thousand only) and the budget may be allocated from the Fit India component of the Khelo India Scheme.

6. **Event Promotion-** An extensive digital-media campaign will run for the entire duration of the campaign and Fit India Icons/ Champions and other celebrities will be roped in to amplify the campaign. The host RCs and Schools/Colleges/Universities to ensure the local media/PR coverage.

Approval of DPAC is solicited for-

1. *In-principle and Budgetary approval of Rs 10,00,000/- for the conduct of MTC events in 25 locations/districts by SAI Regional Centres.*
2. *DG, SAI may be authorized to finalize the locations of the MTC events.*