



ब्रह्म-विद्यान विमुक्तये

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सचिव

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Secretary



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विश्वविद्यालय अनुदान आयोग  
**University Grants Commission**

(मानव संसाधन विकास मंत्रालय, भारत सरकार)  
(Ministry of Human Resource Development, Govt. of India)

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**D.O.No.F.1-54/2019 (Website/Fit-India)**

**15<sup>th</sup> January, 2020**

**Subject: Action Plan and Schematic Plan for 'Fit India Campaign'**

Respected Sir/Madam,

In continuation of UGC's letter number **1-54/2019 (Website/Fit-India)** dated **13<sup>th</sup> December, 2019** regarding the implementation of 'Fit India Campaign' in Higher Educational Institutions, a detailed Action Plan and a Schematic Plan has been developed. A copy of both is enclosed herewith for implementation in all HEIs.

You are requested to take necessary actions and plan the activities for implementation of 'Fit India Campaign' in your respective institution as per the suggested plan. Action taken in this regard may be updated regularly on the Fit India Portal which is being developed and details regarding the same will be shared shortly.

With regards,

Yours sincerely,

(Rajnish Jain)

**The Vice-Chancellors of all Universities.**

**No. 21-6/2019-TS.V**  
**Government of India**  
**Ministry of Human Resource Development**  
**Department of Higher Education**  
**Management Division**

Shastri Bhavan, New Delhi,  
Dated the 24<sup>th</sup> December, 2019.

To

**The Directors,**  
**All Higher Educational Institutions.**

**Subject: Implementation of Fit India Programme - regarding.**

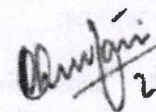
Sir/Madam,

As part of Nation's Fit India Movement launched by Hon'ble Prime Minister of India, each institution/ autonomous body under the Department of Higher Education are required to take initiatives to be part of the novel Fit India Movement through various activities.

2. Accordingly, the Fit India Campaign Committee has prepared an Action Plan in consultation with Department of Sports. A Copy of Action Plan alongwith Schematic Plan of all HEIs is enclosed herewith for implementation.

Encls: As above.

Yours faithfully,

  
24/12/19

**(Rakesh Bhutani)**

Section Officer (Mgt.)

Tele: 011-23385387

Copy to:-

1. The Secretary, University Grants Commission, New Delhi.
2. The Member Secretary, AICTE, New Delhi.



**FIT INDIA CAMPAIGN FOR DEPARTMENT OF HIGHER EDUCATION, MINISTRY OF  
HUMAN RESOURCE DEVELOPMENT**

Fit India movement in Higher Educational Institutions (HEIs)

The Prime Minister of India launched the Fit India Movement on August 29, 2019. He urged the people of the country to make fitness their life style. Today lifestyle diseases are on a rise in India affecting even the young. Cases of diabetes and hypertension are on the rise and even common among children in India. But small lifestyle changes can prevent these lifestyle diseases and help people to live a healthy and prosperous life. 'Fit India Movement' is an effort to bring these small lifestyle changes.

**Vision:**

All students and staff of Higher Education Institutions to have physical fitness, mental fitness, along with social, emotional & intellectual well-being.

**Mission:**

To inculcate the habit amongst students and staff of HEIs to lead a healthy life by adopting a healthy lifestyle.

**Goal:**

At least 50% of higher educational institutions should have health promoting activities in their Curricular, Extra Curricular activities by the end of 1<sup>st</sup> year. Further, the goal is to achieve 70% and 100% of higher educational institutions to have health promoting activities in their Curricular, Extra Curricular activities by the end of 2<sup>nd</sup> year and 3<sup>rd</sup> year respectively.

**Objectives:**

1. Sensitizing students and creating awareness amongst them to remain fit and adopt ways to remain fit including healthy food habits.
2. HEIs to have fitness programmes as Co-Curricular or Extra Curricular activities.
3. To inculcate the culture of games and sports in all Higher Educational Systems and to organize and participate in sports events and tournaments.
4. Each HEIs to have adequate facilities for at least some sports and games.
5. Each HEIs to have primary health care / wellness centre.

**Strategy**

1. Run campaign in all HEIs across the country.



2. Institutions will undertake activities throughout the year which would fall broadly into the following categories :

- Activities that create awareness and sensitize students, staff and faculty to adopt healthy life options viz. physical activity, food habits, lifestyle etc.
- Activities to promote, foster and support sporting acumen. Organizing sporting events, Intra Institutions / Inter Institutions and at national sports events.
- Activities to supporting mental health, stress management etc.

## **II. Action Plan:**

### **1. Fitness Clubs:**

Every HEIs must constitute a Fitness Club comprising of at least 20 members of which 4 members should be women. The Club should have students, staff and faculty as members of which some of the members should be fitness enthusiasts and are willing to spare time and willing to spare some time for the cause of fit India movement. The objective of the clubs would be to organize fitness activity, sports events and sensitize people about adopting healthy lifestyles. Fitness Clubs will meet at least once in a month to review their Plan and achievements.

### **2. Fitness hour:**

Designating a physical activity hour (Min 45 Minutes) every day for every student. This Fitness hour can be utilized for fitness activities which can be staggered over different hours of day (within academic hours/ outside academic hours) for effective utilization of space / infrastructure and fitness enthusiasts.

### **3. Fitness Activities:**

#### **(i) Fitness Campaign Activity:**

- Talks by doctors / health specialists / nutritionists / mental health specialists
- Fitness / Sports quiz.
- Students and Staff for using non motorized vehicle at least in the campus of the Institution.
- **Regular Health Check Up:** Organization of basic health check up camps every month so that health of all students / staff / faculty is checked up a least once in a year.
- Any other activity which the institution may think of.

#### **(ii) Fitness Regular Activity:**

- Marathon / Walkathon and other such events on regular intervals.



- Encourage people to get together to run / walk / do Yoga / meditation / cycling / Aerobics / Dance / Martial Arts / Rope Skipping / Gardening any other form of activity etc.
- Any other activity which the institution may think of.

**(iii) Fitness Sporting Activity:**

Every institution must organize intra institution game / sports competition / tournaments. It should be a regular feature of the Institute and atleast one games / sports tournament (Indoor and outdoor) must be conducted every month. Each HEI shall promote as many outdoor sports / games in their curriculum but in case of limited (sports / games) infrastructure, the institute must promote at least two games by utilizing the sporting facilities available in neighborhood.

**4. Sports Meet:**

Sports Competition will be of four tier competition

- (i) **Intra Institutions Sports Meet.**
- (ii) **Inter Institutional level Sports Meet at Regional Level.**
- (iii) **State level University Sports meet.**

- AIU will identify a state level coordinating institution in each state
- The coordinating institution will organize a state level sports meet once a year.
- Participants will be from the Inter Institutional Level Sports Meet.

**(iv) National University Sports meet**

- Association of Indian Universities should organize national University Sports meet for all HEIs.
- Participants in the National University Sports Meet will be selected from State Level University Sports Meet.

Note: AIU will coordinate and prepare a detailed road map for implementation of this action plan especially w.r.t point (ii), (iii) and (iv) of this para.

**6. Food Habits:**

Institutions should promote healthy food habit and ban sale of junk foods in all canteens within the premises.

**III. Implementation:**

Every Institute shall constitute a Fitness Club in the month of January 2020 as per the composition mentioned in the Action Plan (at para II above). Further, the institutes shall implement 45 minutes Fitness Hours in January, 2020 and will make month wise fitness plan (for Calendar year 2020) for the activities mentioned in Action plan in consultation with Fitness



club. The month-wise fitness plan should preferably be theme based. A schematic month wise fitness plan along with suggested themes is attached for reference. UGC/ AICTE/ RUSA/ UGC/ all Bureau Heads in MHRD will direct all HEIs under their respective charge to formulate and finalize their fitness plan/activities schedule for Fit India for the year 2020. These agencies will ensure that Fitness Plan is made and implemented as per the time schedule mentioned in the attached schematic action plan. Once the institutes constitute Fitness Club, implement fitness hour and submit action plan, they will be provided Fit India logo. The institutes shall use this FIT India logo in all of their activities/events undertaken under FIT India Campaign as per the FIT India Logo Guidelines. The guidelines for uses of FIT India logo can be downloaded from the website: fitindia.gov.in

#### **IV. Monitoring:**

The month wise fitness plan of the Institute shall be uploaded by every institute on a portal to be developed for the Monitoring the campaign by MHRD. The activities undertaken and the achievements thereto vis-à-vis the Fitness Plan should be uploaded on the Fit India Portal of the Ministry on monthly basis along with photographs and other documentary proof. The Fitness Plan and activities undertaken should also be uploaded on Institute website. There shall be a dedicated Fit India Cell in the Ministry to monitor the progress of the Fit India Campaign.

#### **V. Evaluation:**

The Evaluation will be done on the basis of Fitness plan and achievement made with respect to it. Additional marks would be given to the institute for its students getting medals in National University Sports Meet. Based on the marks obtained on the basis of Fitness plan and Achievement made thereto, a star rating (from zero to five) of Institutions will be done. The marking will be done on the documentary evidence provided by the institutions in respect of the above and verification of the same by the Campaign committee of MHRD. Certificate of Star rating would be generated by the portal automatically after uploading the verification report of Campaign Committee.

#### **VII. Incentives for Implementing Fit India Scheme:**

- The grading obtained by the institutions in Fit India Scheme shall have a weight age of 5 % marks in NIRF.
- Based on the marks obtained a star rating (from zero to five) of Institutions will be done.
- Institute to give Certificates to the students / faculty / staff for good performance in fitness India Campaign.

#### **VIII. Media Plan**

Dissemination of information about campaign to be done through print, electronic and social media

##### **Plan for Print and Electronic Media**



- Coordination through organizations of I&B (PIB, DD News, AIR) –Community Radio can be used for publicity.

**Plan for Social Media Campaign**

- Twitter account / handle needs to be created for the campaign.
- All HEIs to tweet from their respective handles, regarding their activities and achievements put up on their Facebook and Instagram accounts, tagging the campaign and MHRD handles.

**IX. Funding:** No funds shall be provided by the Government for the purpose. All expenditure shall be borne by the institute from their own IRG.

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### Schematic Plan of all HEIs for Fit India Campaign

Month	Activities	Action Plan	Responsible Agency
Dec 19	Preparatory Activities	<ol style="list-style-type: none"> <li>1. Formation of Fitness Clubs.</li> <li>2. Formation of Action Plan.</li> <li>3. Uploading on Institutes Website.</li> <li>4. Prepare Academic Calendar considering allocating 45 Minutes for Fitness Hour.</li> <li>5. Banning of sale Junk Food within premises of the institute.</li> <li>6. Development of Fitness Portal</li> <li>7. Preparation of Scheme for Conducting National and State level Sports meet</li> </ol>	HEIs       MHRD AIU
Jan 20	Preparatory Activities to continue if not done in Month of December	<ol style="list-style-type: none"> <li>1. Formation of Fitness Clubs.</li> <li>2. Formation of Action Plan.</li> <li>3. Uploading on Institutes Website.</li> <li>4. Prepare Academic Calendar considering allocating 45 Minutes for Fitness Hour.</li> <li>5. Banning of sale Junk Food within premises of the Institute.</li> <li>6. Development of Fitness Portal</li> <li>7. Preparation of Scheme for Conducting National and State level Sports meet</li> </ol>	HEIs       MHRD AIU
Theme of the Month	<ol style="list-style-type: none"> <li>1. Fitness Campaign Activity:</li> <li>2. Fitness Regular Activity:</li> <li>3. Fitness Sporting Activity:</li> <li>4. Meeting of Fitness club.</li> <li>5. Any other Activity.</li> </ol>	<b>To be filled by Institute. There should be at least one activity from each of the activities.</b>	Institute



<b>Feb 20</b>  Theme of the Month	Preparatory Activities to continue if not done in Month of January.	<ol style="list-style-type: none"> <li>1. Banning of sale Junk Food within premises of the institute.</li> <li>2. Development of Fitness Portal</li> <li>3. Uploading on Institutes Website.</li> <li>4. Finalization of Scheme for Conducting National and State level Sports meet</li> </ol>	HEIs MHRD AIU
	<ol style="list-style-type: none"> <li>1. Fitness Campaign Activity:</li> <li>2. Fitness Regular Activity:</li> <li>3. Fitness Sporting Activity:</li> <li>4. Meeting of Fitness Club.</li> <li>5. Health Check up.</li> <li>6. Any other Activity.</li> </ol>	<b>To be filled by Institute. The Institute can conduct as many activities as they think fit but there should be at least one activity for each of the activities.</b>	HEIs
<b>March 20</b>  Theme of the Month	Preparatory Activities to continue if not done in Month of January. <b>(Last Month for preparatory Activities)</b>	<ol style="list-style-type: none"> <li>1. Banning of sale Junk Food within premises of the institute.</li> <li>2. Development of Fitness Portal</li> <li>3. Finalization of Scheme for Conducting National and State level Sports meet.</li> </ol>	HEIs MHRD AIU
	<ol style="list-style-type: none"> <li>1. Fitness Campaign Activity:</li> <li>2. Fitness Regular Activity:</li> <li>3. Fitness Sporting Activity:</li> <li>4. Meeting of Fitness Club.</li> <li>5. Health Check up.</li> <li>6. Any other Activity.</li> </ol>	<b>To be filled by Institute. The Institute can conduct as many activities as they think fit but there should be at least one activity for each of the activities.</b>	HEIs
<b>April 20</b>  Theme of the Month	Monitoring	Uploading of Fitness Action Plan an Achievement on Fitness Portal	HEIS
	<ol style="list-style-type: none"> <li>1. Fitness Campaign Activity:</li> <li>2. Fitness Regular Activity:</li> <li>3. Fitness Sporting Activity:</li> <li>4. Meeting of Fitness Club.</li> <li>5. Health Check up.</li> <li>6. Any other Activity.</li> </ol>	<b>To be filled by Institute. The Institute can conduct as many activities as they think fit but there should be at least one activity for each of the activities.</b>	HEIs
	Preparation for State level University Sports Meet	Fitness Club to decide in which of sports and Games the Institute to participate	



<b>May 20</b>	<b>Monitoring</b>	<b>Uploading of Fitness Action Plan an Achievement on Fitness Portal</b>	<b>HEIS</b>
<b>Theme of the Month</b>	<ol style="list-style-type: none"> <li>1. Fitness Campaign Activity:</li> <li>2. Fitness Regular Activity:</li> <li>3. Fitness Sporting Activity:</li> <li>4. Meeting of Fitness Club.</li> <li>5. Health Check up.</li> <li>6. Any other Activity.</li> </ol>	<b>To be filled by Institute. The Institute can conduct as many activities as they think fit but there should be at least one activity for each of the activities.</b>	<b>HEIs</b>
	<b>Preparation for State level University Sports Meet</b>	<b>Fitness Club to decide in which of sports and Games the Institute to participate and selection of students.</b>	
<b>June 20</b>	<b>Monitoring</b>	<b>Uploading of Fitness Action Plan an Achievement on Fitness Portal</b>	<b>HEIS</b>
<b>Theme of the Month</b>	<ol style="list-style-type: none"> <li>1. Fitness Campaign Activity:</li> <li>2. Fitness Regular Activity:</li> <li>3. Fitness Sporting Activity:</li> <li>4. Meeting of Fitness Club.</li> <li>5. Health Check up.</li> <li>6. Any other Activity.</li> </ol>	<b>To be filled by Institute. The Institute can conduct as many activities as they think fit but there should be at least one activity for each of the activities.</b>	<b>HEIs</b>
	<b>Preparation for State level University Sports Meet</b>	<b>Fitness Club to decide in which of sports and Games the Institute to participate and selection of students.</b>  <b>Institute to arrange for training / Coaching to these students.</b>	<b>HEIs</b>
<b>Oct- Nov 20</b>	<b>State level University sports Meet*</b>		<b>AIU to coordinate</b>
<b>July to Dec 20</b>	<b>The action plan for these months would be on the same pattern as in July 2020</b>		
<b>January 2021</b>	<b>National University sports Meet*</b>		<b>AIU to coordinate</b>
<b>Feb 2021</b>	<b>The action plan for these months would be on the same pattern as in July 2020. The Institute shall be evaluated based on the data uploaded</b>		



	on portal and on verification thereof.	
<b>March 2021</b>	<b>Declaration of Star Rating of HEIs Communication of Evaluation Marks to NIRF</b>	<b>MHRD MHRD</b>
* The dates would be finalized by AIU.		

**Suggested themes for Months:**

**Physical Activity: Key Ingredient of Fitness**

**Life Style disease**

**Healthy Diet for Healty Life**

**The Perils of Smoking, Drugs and Alcohol**

**Hygiene & Cleanliness**

**Yoga & Meditation: Looking Inwards for Mental Peace**

**Supporting Mental Health**

**Sleep well to stay Fit**

**Any other if institute thinks deemed fit.**

**Themes can be repaeted in different months of the year.**