



## **Koneru Lakshmaiah Education Foundation**

(Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

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Date: 15-08-2020

### **A Report on Launch of Fit India Youth Club** **Conducted on 15-08-2020**

KL Deemed to be University (Koneru Lakshmaiah Education Foundation) Electronics and Communication Engineering (ECE) Unit- 02 National Service Scheme (NSS) Volunteers participated programme live streaming launch of “**Fit India Youth Clubs**” on 15<sup>th</sup> August 2020 KLEF All departments NSS Volunteers active participate in this event. The Fit India Youth Club, a part of the Fit India Movement envisioned by Honorable Prime Minister Shri Narendra Modi, endeavors to harness the power of youth to create mass awareness about the importance of fitness, across the country.

The Fit India Youth Clubs bring together fitness and voluntarism in a unique way in which 75 lakh volunteers of Nehru Yuva Kendra Sangathan and National Service Scheme, along with Scouts and Guides, NCC and other youth organizations will come together to register as Fit India Youth Clubs in every block in the country, under the aegis of a district unit and each member of the club will motivate people from the community to take up fitness activities of 30 to 60 minutes in his or her daily routine," read a sports ministry release.

Date of the Event: 15-08-2020

Name of the Event: Launch of Fit India Youth Club

Venue: Online

No. of Participants: Students- 136, Faculty- 13



As an NSS team we need to know about it so we watched the programme through the link given. Additionally, the clubs will encourage schools and local bodies to organize one community fitness program every quarter. Speaking about the initiative, Rijiju said, "Only a fit citizen can contribute adequately to his or her country and help fellow citizens in their times of need. India is a country of 1.3 billion people, and we have 75 lakh youth volunteers already, and that number will go up to 1 crore very soon."

### Certification Parameters for FIT INDIA YOUTH Club

- ✔ Youth Club should be affiliated with the concerned District Unit.
- ✔ Each member of the Youth club should be aware about the importance of physical fitness and spend 30 to 60 minutes daily for at least 5 days every week for group physical activities.
- ✔ Each member of the Youth Club should commit to motivate one additional person every month for incorporating physical activity of 30 to 60 mins in his/her daily routine.
- ✔ The Youth club should organise or persuade the local body and school for organising one community fitness event every quarter.

### Launch and Propagation of Hashtags

#NewIndiaFitIndia

#Run4India

### Fit India Movement One Month Action Plan

**Theme: Freedom from Lethargy to Live Healthy Life**

- **Time Line:** 15<sup>th</sup> August to 14<sup>th</sup> Sept. 2020
- **Coverage:** One Lakh Villages of all States and U.Ts in India
- **Target Audiences:** All youth volunteers from NYKS, NSS, NCC, Scouts and Guides
- **Medium /Tools for Reaching Out:**
  - 1) Webinars, WhatsApp Groups, Facebook, Twitter and other Social Media Platforms
  - 2) Fitness @Home, Fitness with Family
  - 3) Outdoor Selected activities while following COVID-19 Safety Norms

### Strategies

- Advocacy, Awareness Creation and Motivation on need and importance of Fitness
- Environment Building – E-Posters and E Slogan writing and sharing on Social Media
- Sharing types of Fitness Activities which can be undertaken – Indoors and Outdoors
- Guiding Processes of Fitness Clubs Registration and expectations
- Discussing Strategies, Activities, Responsibilities at different levels for implementation
- Targets to be achieved (No. of persons involved, No. of activities, No. of Villages covered)
- Dissemination of Directions for Action Plan Implementation among all Officials, NYVs, Youth Leaders and Volunteers: National – State – District – Block – Village
- **Time Line:** till 25<sup>th</sup> August 2020 (10days)

The run has already gathered momentum across the country, with elite athletes, corporate leaders, men in uniform, school students taking to social media and posting pictures and videos of their Independence Day run with #Run4India and #NewIndiaFitIndia.

**Activities Part . 1 - Fitness @Home Fitness with Family**

- Each NYKS NVV to monitor 10 villages
- Similar activities will be undertaken by volunteers from all other youth organizations in their own neighbourhood
- Every Youth Volunteer who attended webinars will motivate and monitor a minimum of 5 Families in her/his village to undertake Physical Fitness activities at Home
- **Activities:** Yoga, Dance, Stretch, Skipping, Exercise, Aerobics, Kite Flying, Stair Case Climbing, Cleaning and other home bound activities which promote fitness
- **Duration:** from 26 August to 14<sup>th</sup> Sept. 2020 (20days)

**Activities Part . 2 – Selected Outdoors Fitness Events while following COVID-19 Safety Norms**

- Each of the youth from all Youth organizations will further mobilize youth from adopted 5 families by him/her to motivate another 05 persons to undertake Fitness activities
- Keep an eye on their daily schedule, motivate to pursue daily fitness regime.
- **Events/Activities:** Jogging, Solo Run, Walk, Plogging, Cycling, Swimming, Dancing, acrobats, traditional games, limited group physical activities by following safety norms
- **Duration:** 10 Days ,till 14<sup>th</sup> Sept. 2020



Various organisations like CISF, ITBP, BSF, CBSE Schools, CICSE schools, our own NSS, NYKS volunteers Scouts and Guides other youth organisations are taking active part.

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