

**Government of Jammu & Kashmir**  
**DIRECTORATE OF SCHOOL EDUCATION, JAMMU**

**Circular No: 207 of 2020**

**Dated: 06-03-2020**

**Sub: Organize Fit India March for Women- Celebrations of International Day for Women thereof.**

In Pursuance to the communication received from Samagra Shiksha J&K Jammu regarding the programme of Celebrations of International Women's Day and one day Fit India March for women – 2020 in all the Schools of Jammu Division (both Summer & Winter) in the month of March 2020 as per the guidelines of MHRD for Fit India Movement given in the website i.e <http://fitindia.gov.in> (copies of guidelines and event under Fit India March for woman are enclosed).

It is enjoined upon Chief Education Officers (All) Jammu Division to organize one day Mega function of Fit India March for Women at District Headquarters and celebrate International Day for Women in all the Schools of Jammu Division (both Summer & Winter) on 8<sup>th</sup> March 2020 or any day before 25<sup>th</sup> March, 2020 and encouraging the participation of girls students and female staff in good numbers.

Concerned Chief Education Officers of Jammu Division are directed to make all the necessary arrangements for this Mega Event / Programme and also submit the action taken report from the districts to this Directorate on e-mail id: [fitindiadsej@gmail.com](mailto:fitindiadsej@gmail.com) both in hard and soft copy along with high resolution photographs and videos for further submission to the administrative Department and authorities at MHRD Government of India.

**Encls = 03**

*Mohd*  
*06/3/2020*  
**(Anuradha Gupta) KAS**  
**Director School Education**  
**Jammu**

**No:- DSEJ/FIT INDIA/ 7003-41**

**Dated:- 06-03-2020**

**Copy to the:**

1. Commissioner/Secretary to Govt. of J&K School Education for kind information please.
2. Deputy Commissioner (All) Jammu Division for kind information please.
3. Joint Directors (All) School Education Department Jammu for kind information please.
4. **Chief Education Officers (All) Jammu Division for kind information and necessary action on priority please.**
5. State Nodal Officer Fit India Movement at Samagra Shiksha J&K Jammu for kind information please.
6. Nodal Officer Fit India Movement Jammu Division at DSEJ for kind information with a direction to compile the report for action taken in the matter.
7. District Nodal Officers Fit India Movement Jammu Division for kind information with a direction to co-ordinate with concerned CEOs for similar necessary action please.
8. I/c Computer Section DSEJ to upload the information in the matter on the official website.

**➤ FIT INDIA MARCH FOR WOMEN**  
**(GUIDELINES PROVIDED BY FIT INDIA TEAM ON FIT INDIA WEBSITE)**



❖ **Organise and be a FIT INDIA LEADER for the following events under the category in the month of March 2020**

#FIT INDIA MARCH FOR WOMEN

- Plog Run
- Walkathon
- Zumba
- Aerobics
- Cyclothon
- Yoga
- Marathon
- Any other fitness event

❖ **Participate and be a FIT INDIA STAR under the following categories**

#FIT INDIA ACTIVE WOMEN SUNDAY WITH GOQII

#FITNESS FOR WOMEN WITH VLCC

❖ **Get Started**

You can also start a Women's Group by involving your organisation, community, family and friends.

Celebrate Fit India Women's Day on any date in March 2020.

❖ **Why organise March For Women?**

Women are the strongest pillar that holds a family together. She acts as a catalyst in making her family healthy, wealthy, and fit. But with regular chores of life she seldom overlooks her own health. Regular activities in the form of exercise are vital for the overall well being of women's mental and physical health. Physical activity for 30 minutes a day can not only improve her daily life but also make her more efficient and mindful in making the right decisions.

❖ **Who can organise?**

1. Village, Town or City/ Council/ Panchayat/ Anganwadi / Block
2. Your Workplace
3. Society or RWA
4. Interest Groups (Walking, Running, Cycling)
5. Corporates and Industry bodies
6. Schools/ Colleges and Universities
7. NGOs
8. Communities
9. Individuals

❖ **How to Organise?**

1. Organise a March For Women event with your Family, Friends, and Colleagues on any day in March. Inspire others.

2. Anyone can Participate – Students, Work Professionals, Housewives, Youth, Senior Citizens, Divyang
3. Post your picture and videos on the fitindia.gov.in portal.
4. Organisers get an E-Certificate as a Fit India Movement partner
5. Participants get Certificate from Organisers (Design will be provided to Organisers for printing and distributing).

### ❖ **Other Guidelines**

1. Identify location.
2. Wherever required, take police permissions for traffic management.
3. Inform local bodies to place large empty garbage collection containers in/around the location
4. Please avoid use of Plastic
5. Please do the Procurement of Gloves and Collection Bags which are environment friendly
6. Inform communities around you about the March For Women event
7. Schools within the radius of 5 kms can organise joint event for all the children in the schools.
8. Partner with local businesses can sponsor FIT INDIA tee shirts / caps for children.

### ❖ **How to use the Fit India Templates**

#### **Fit India Logo**

1. Download the Fit India Logo
2. Do not edit the Fit India Logo (color or dimension)
3. To be used for one time for this event only

#### **Backdrop**

1. Download the Backdrop design
2. Open using Adobe Illustrator / Corel Draw to place the logos of Organiser and Sponsors
3. The ideal backdrop dimension is 12 ft x 8 ft (3:2 ratio). You can expand it in the same ratio to adjust to the width of the stage where you want to place it.
4. Place the logo of the ORGANISER in the placeholder provided.
5. Place the logos of Sponsor(s) at the bottom of the screen on the white space
6. Do not edit any of the Fit India Logo or brand elements or their placements

#### **'I am Finisher' Certificate**

1. Download the Certificate design
2. Open using Adobe Illustrator / Corel Draw to place the logos of Organiser and Sponsors
3. The ideal backdrop dimension is A4 size. You can expand it in the same ratio to adjust to the width of the stage where you want to place it.
4. Place the logo of the ORGANISER in the placeholder provided.
5. Place the logos of Sponsor(s) at the bottom of the screen on the white space
6. Do not edit any of the Fit India Logo or brand elements or their placements
7. Depending upon the no. of participants, print certificates and give to the participants who finished the plog

#### **Fit India Flag**

1. Download the Flag design
2. Do not edit the Fit India Logo or add any element to the Fit India Flag
3. The dimension of the Flag is 900 mm x 600 mm. Do not change the dimension
4. Print as many Fit India Flags as you put in the venue.



## FIT INDIA ACTIVITIES FOR MONTH OF MARCH

From: SAMAGRA SHIKSHA (jksamagrashiksha@gmail.com)

To: dsejammu@yahoo.in; dsejammu@gmail.com; dsek-jk@gov.in; dsekplg@gmail.com; fitindiadsej@gmail.com; shakirlolabi@gmail.com; govindsharmanccjmu@gmail.com; nmuskan7@gmail.com; culturalcelldsej@gmail.com; samagracomunications@gmail.com; sunita.fotedar@gmail.com

Date: Thursday, 5 March, 2020, 12:21 pm IST

Sir/Madam,

As already discussed during meetings held in February and March, kindly find enclosed list of activities to be undertaken under Fit India for month of March:-

1. Fit India School Week.
2. Fit India Plog event.
3. Fit India School Registration & Fit India Flag.
4. Fit India 3 Star School Registration.
5. Fit India 5 Star School Registration
6. Fit India Quiz.
7. March for Women.
8. Fit India Active Sunday.
9. Any other additional activity.

Monthly Status Report formats alongwith detailed guidelines, given by MHRD, have been provided to Divisions and are also available on website <http://fitindia.gov.in> for each activity. However, MHRD guidelines for March for Women are enclosed for further necessary action. You are requested to ensure maximum participation of schools and students in all these activities in your Division. Data regarding all these activities must be forwarded by 1st April 2020 to this Directorate alongwith photographs and videos, selected and vetted by Divisional Nodal Officers on [jkfitindia@gmail.com](mailto:jkfitindia@gmail.com). No data/ photograph/video will be forwarded by district directly to this Office. Selected photographs/videos will be sent to this Directorate by concerned Divisional Nodal Officer only upto 1st day (2nd day if 1st is a holiday) of every month on specified email for further submission to MHRD.

With regards,  
Nodal Officer,  
Samagra Shiksha J&K.



MARCH FOR WOMEN-GUIDELINES PROVIDED BY MHRD.docx  
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