



Proposed Three-Day National Celebration Plan

28–30 August 2026

TRIBUTE

PLAY

MOVE

Fit India Movement | Sports Authority of India



Themes

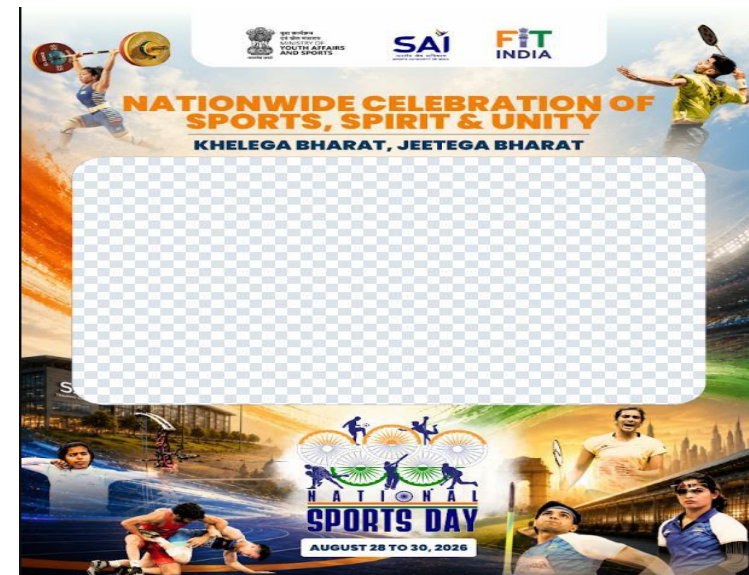
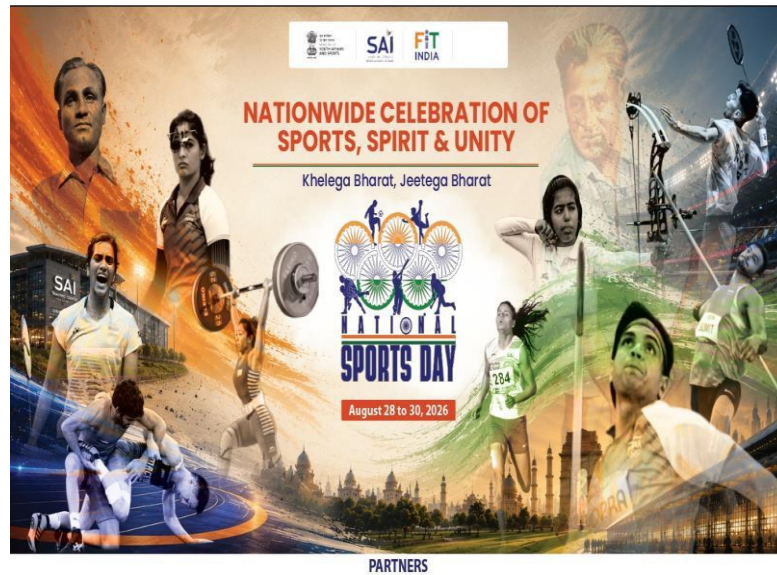
Khelega Bharat, Jeetega Bharat

HASHTAGS

#FitIndiaNSD2026

#KhelegaBharatJeetegaBharat

Branding



Toolkit Link : https://drive.google.com/drive/folders/1oO3fxOcJXoxlZp6rXkGqGkZEKmxm_Fv5?usp=sharing

Implementation Partners

01	Fit India / SAI Headquarters	Campaign design; stakeholder SoPs; editable creatives and photo frames on portal/app; social coordination; consolidated reporting; national amplification
02	SAI Regional & Training Centres	Regional mobilisation; coordination with institutions; athlete participation; local cycling and sports events; participation-data submission
03	National Sports Federations	Sport-specific mobilisation; athlete and affiliate participation; demonstrations and challenge content; social amplification
04	States, UTs & Partners, Schools & College	Local implementation; stakeholder mobilisation; venue and activity management; documentation and timely reporting

RCs to Set up photo-op and selfie points at key locations to amplify National Sports Day celebrations.

3-Day Action Plan

01 TRIBUTE	FRIDAY · 28 AUGUST Digital tribute + Sports Bandhan ANCHOR ACTIVATION Pass the Ball, tribute formats, sibling challenges, healthy lunch, nomination chains	INTENDED OUTCOME National digital mobilisation + citizen content
02 PLAY	SATURDAY · 29 AUGUST Nationwide institutional + community celebrations Sports, fitness, indigenous games, wellness and tribute activities across institutions	Decentralised mass participation across India
03 MOVE	SUNDAY · 30 AUGUST Special Sundays on Cycle edition Nationwide rides led by the SAI ecosystem, NSFs, Fit India stakeholders and communities	Visible fitness, active mobility + sporting aspiration

Day 1 – 29 Challenge

To celebrate National Sports Day on 29 August, participants will perform an activity 29 times, post the video on social media, and challenge others to take it forward with #Hashtags

Suggestive Challenges:

- 29 Squats Challenge
- 29 Push-Ups Challenge
- 29 Skipping Challenge
- 29 Sit-Ups Challenge
- 29 Jumping Jacks Challenge
- 29 Lunges Challenge
- 29 Burpees Challenge
- 29 High Knees Challenge
- 29 Mountain Climbers Challenge
- 29 Ball Bounces Challenge
- 29 Football Kicks Challenge
- 29 Basketball Dribbles Challenge
- 29 Hockey Dribbles Challenge
- 29 Shuttle Runs Challenge
- 29 Catch-and-Throw Challenge

SOCIAL-MEDIA-FIRST PARTICIPATION

1

CREATE

Reel, photograph or short message

2

TAG

Official Fit India handles + campaign hashtags

3

NOMINATE

Siblings, friends, institutions or partners

4

AMPLIFY

Selected entries reposted through Fit India platforms

5

MAKE SPORTS YOUR STATUS

DPs & WhatsApp Status to take the Sports movement to every screen

Sports Bandhan

Sibling Sports League

Friendly sibling challenge in badminton, table tennis, cricket, football, hockey or any other sport.

Gift Fitness This Raksha Bandhan

Gift sports equipment, a coaching session, match experience or registration for a sports activity.

Sports Knot / Khel Bandhan

Tie a symbolic sports band and take a pledge to learn, play or promote a sport together.

Play Together Challenge

Families, schools, colleges or workplace teams organise a friendly match or simple sports challenge and share their participation.

COMMON AMPLIFICATION

Challenge Chain

Celebrities, athletes, influencers, institutions, clubs, NSFs and partners nominate counterparts to continue the activity.

Post, Tag and Pass It On

Every format can become a reel, photograph or short video using official handles and campaign hashtags.

Janpratinidhis, Government officials and employees may lead “Sports Bandhan” activities with sisters, athletes, students and citizens, encouraging each participant to take up a sport, pass the challenge forward and amplify participation in National Sports Day.

Day 2 : Action Plan

Stakeholders select activities to match infrastructure, age groups and local needs - **Ek Ghanta Khel Ke Maidan Mein**

1 Schools & colleges

Annual sports day, fitness festival, Fit India School Hour and campus activities

2 Workplaces

Short movement formats, team challenges, yoga and healthy food activation

3 Partners & communities

NSFs, RWAs, PSUs, NGOs, States/UTs, forces, sports bodies, clubs, individuals, senior citizen etc.

4 Sports Art & Film Exhibition:

A full-day showcase of sports-themed art and films at Bharat Mandapam on 29 August



Special Exhibition Football Match: Sports Journalists XI, Celebrity XI and SAI XI to play at JLN Stadium on 29 August

Suggestive Activities - Schools, Workplaces & Community



Sports & Games

Schools: One Class, One Game

Workplace: Office Premier League

Community: Indigenous Games Zone

Team Challenges

Schools: Teacher vs Student Match

Workplace: Cup Stack Relay

Community: Community Sports Festival

Fitness & Movement

Schools: A Day in Sports Attire

Workplace: 10-Minute Desk Detox

Community: Community Cycling / Walkathon

Skills & Agility

Schools: Ultimate Sports Relay

Workplace: Staircase Challenge

Community: Balloon Volleyball

Fun & Competition

Schools: Penalty King/Queen & Savior King/Queen

Workplace: Team Step Challenge

Community: Ruma Jhapata

Wellness & Active Living

Schools: Sports Treasure Hunt

Workplace: Chair Yoga Session

Community: Active Ageing Mobility

Day 3 : SoC Celebrating NSD with BRICS



SoC - BRICS Run & Ride

SPECIAL SUNDAYS ON CYCLE EDITION

- 1 **SAI ecosystem**
Regional centres, training centres and affiliated institutions mobilised
- 2 **Local partners**
Fit India stakeholders, NSFs, institutions, RWAs, PSUs, NGOs, clubs and cycling groups
- 3 **Participation formats**
Family, women-led, youth, athlete-led and inclusive rides; short community loops
- 4 **Common identity**
Shared pledge, route signage, visual identity and social media toolkit

Role of NSFs & MyBharat

NATIONAL SPORTS FEDERATIONS & MyBharat

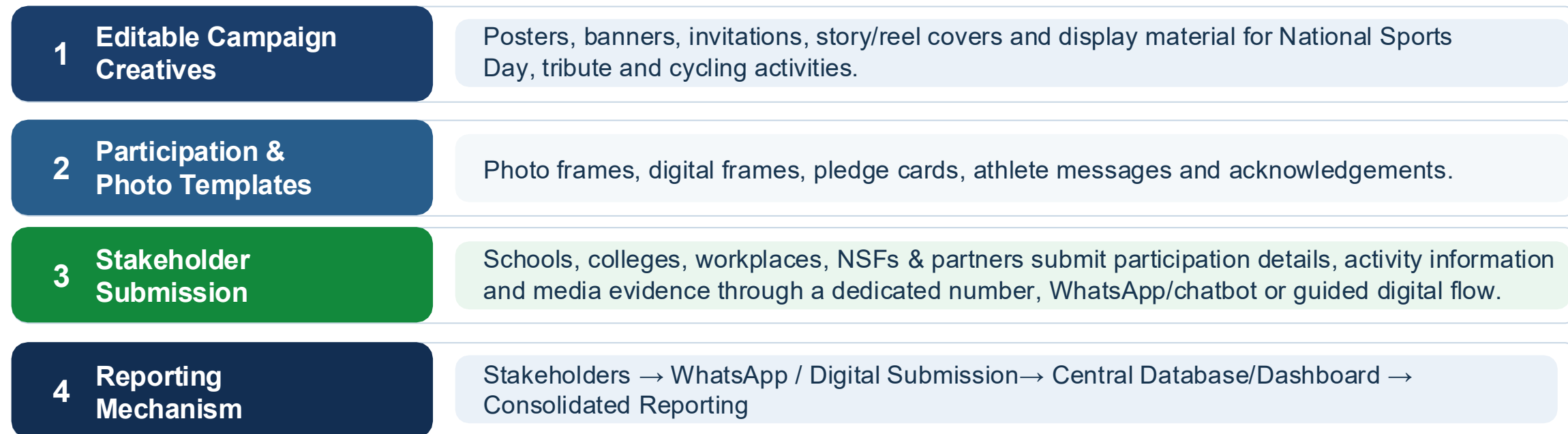
Major partners
across all three
days

3
DAYS

- 01 Organise Sports Events Across India, Conduct friendly matches, mini tournaments.
- 02 Amplify through official handles, athlete/volunteer networks and partner institutions
- 03 Lead digital tributes and Sports Bandhan challenges
- 04 Participate in and promote the special Sundays on Cycle edition
- 05 Share participation data, photographs, videos and local highlights

Toolkit & Reporting Mechanism

A common digital toolkit for participation, communication, evidence capture and consolidated reporting.



Reporting Fields: Organisation | Activity | Participation | Media Evidence

Organisation

Name; category; State/UT; district; city/location

Activity

Date; activity; description; venue; participating groups

Participation

Total; women; youth/students; other feasible categories

Media evidence

Photos; video/social links; consent or usage confirmation



THANK YOU!