

हरि रंजन राव, भा.प्र.से
सचिव
Hari Ranjan Rao, IAS
Secretary



भारत सरकार
खेल विभाग
युवा कार्यक्रम और खेल मंत्रालय
Government of India
Department of Sports
Ministry of Youth Affairs & Sports

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14/8/2025

D.O.No. 01-10007(01)/101/2025-HO – Khelo India Division Dated: 05th August 2025

Dear Madam,

As you may be kindly aware, the **National Sports Day (NSD)** is celebrated annually on **29th August** to honour the birth anniversary of **Major Dhyan Chand**, the legendary hockey player. This day celebrates India's rich sporting legacy and the achievements of our athletes who have made the nation proud on global platforms. It also marks the day when the **Fit India Movement was launched by the Hon'ble Prime Minister in 2019**, igniting a mass movement for health and fitness across the country. This year, the National Sports Day is **India's tribute to the Olympic Spirit** and the **core values of Excellence, Friendship, and Respect**.

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2. In this regard, the Fit India Mission, under the aegis of this ministry, proposes to celebrate **NSD 2025** with a vibrant series of **nationwide sporting and fitness activities** from **29th to 31st August 2025**. This year's theme reflects our shared commitment to building a healthy, inclusive, and active India through the power of sports.

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3. May I request your support in this initiative to **encourage mass participation in sports and fitness activities**, which may be organised by the **ministry and all departments/Subordinate Offices/Autonomous Bodies** during **29th to 31st August, 2025**.

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4. Further, the following activities may also be organised during the NSD celebrations:

- a. Fun and competitive games on 29th August to build camaraderie among employees.
- b. Ministries/Departments may invite former champion athletes or may organise debate, conclave, conferences on sports or sports related issues, like Olympic movement, et cetera, or may take up any other activity as given in the SOP to the NSD celebrations.
- c. Conclude the NSD celebrations with a special **"Sundays on Cycle"** event on **31st August 2025**, engaging citizens in community cycling to promote fitness and fight obesity.

A **suggestive toolkit and detailed SOP** is enclosed for your kind reference. For information/clarification on the subject, the officers entrusted with the responsibility for organising the event may contact 08069169910 and contact@fitindia.gov.in.

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जनसम्पर्क शाखा / Public Relations Branch

दायरी नं. / Diary No. 167

दिनांक / Date. 21/08/25.

6. You are also kindly requested to **nominate a nodal officer** for this initiative and share their details at the same email address. Further, the participating institutions are requested to submit a brief report of the event celebrations, along with photographs, videos, either via email to contact@fitindia.gov.in or through the Fit India Portal (<https://fitindia.gov.in/national-sports-day-2025>).

Looking forward to your support in driving the culture of sport and building a *Viksit Bharat*.

Warm regards,

Yours sincerely,



(Hari Ranjan Rao)

Encl.: As above

Ms. Vandana Gurnani, IAS

Secretary,

Ministry of Labour and Employment

Shram Shakti Bhawan, Rafi Marg, New Delhi - 110001

secy-labour@nic.in

Standard Operating Procedure (SOP)

National Sports Day (NSD) 2025

Dates: August 29–31, 2025

Har gali har maidaan, Khele sara Hindustan

1. Background

National Sports Day is celebrated annually on **August 29** to commemorate the birth anniversary of **Major Dhyan Chand**, India's greatest sporting legend. Known popularly as 'The Wizard of Hockey,' he is remembered for his many contributions to the Indian sport. Some of his key highlights of his career:

- Scored 570 goals in 185 international matches (as per his autobiography Goal)
- Known as "The Magician" of hockey for his unmatched ball control and goal-scoring ability
- Played a key role in India's dominance in hockey, winning 7 out of 8 Olympic golds from 1928 to 1964

This day was officially declared a national observance in 2012. In 2019, the **Fit India Movement** was launched on this day, marking it as a milestone in India's fitness and sports journey.

This year the National Sports Day is planned as a **pan-India movement to make India embrace sport** by mobilising people across the country and across age-groups to actively participate in at least one sport. NSD 2025 makes a special tribute to the **Olympic Spirit** and integrate the three core values of **Excellence, Friendship, and Respect in our sports eco-system.**

NSD Celebrations this year will have the following taglines & hashtags:

Taglines:

- Har Gali, Har Maidan
Khele Saara Hindustaan
- Khele Bhi, Khile Bhi

Hashtags

- #KhelegaDeshKhilegaDesh
- #NSD2025

2. Objectives

- Celebrate India's rich sporting legacy and pay tribute to Major Dhyan Chand.
- Promote physical activity, inclusiveness, and teamwork through fun and competitive sports.



- Inspire a culture of fitness in educational institutions, organizations, and local communities.
- By rooting NSD celebrations in Olympic values, we unite the nation under a shared vision of integrity, ambition, and collective spirit.

3. Event Format

Duration: August 29–31, 2025

Team-Based Approach:

- Organise Sports Assembly on August 29th 2025 in institutions where students will give tribute to Major Dhyan Chand and take a pledge
- Participants to be grouped into **2, 4, or 6 balanced teams** (ensuring gender equality).
- Teams may be named after freedom fighters or iconic Indian sportspersons.
- Maintain a **medal tally**; the highest-scoring team wins the **Major Dhyan Chand Trophy**.
- Promote on social media with the aforementioned tagline and hashtags

Dress Code: Participants to come in sports attire. Sample designs with Fit India branding to be provided.

4. Implementation Schedule

Date	Activity
29th Aug	Tribute to Major Dhyan Chand in morning assembly across institutions, Fit India Pledge, and 60 mins of Team Sports & Recreational Games
30th Aug	School/College-level Sport Debates, Fitness Talks, Sports Competitions around Indigenous Games, Indoor Sports
31st Aug	Pan-India participation of the citizens at Sundays on Cycle

Institutions may add their own formats or adapt the above based on infrastructure and interest.

5. Activities

Organisations can choose from local, indigenous, or contemporary games based on locally available infrastructure.

Age-Wise Activities Suggestions

Open Category	Senior Citizens
Tug of war	300m Speed Walk
Race - 50 m, relay run, marathons, spoon race, sack race	1 Km Walk
Yog	Yog
Cricket	Breathing Exercises

Cycling	Joint Movements
Indigenous sports like pitthu	Chess
Kho Kho	Stretching challenge
Kabaddi	Cycling
Volleyball	Any other
Rope-skipping	
Olympic value education program	

The above list is only suggestive. The organizations may choose their own sport as feasible. **Participating schools are encouraged to take the Fitness Assessment Tests of students on the Fit India Mobile App every quarter.*

6. Publicity & Promotion Strategy

Pre-Event (from Aug 20)	During Event	Post-Event
<ul style="list-style-type: none"> ○ Posters, teaser videos, creative countdowns using the mentioned taglines and hastag ○ Mobilisation in schools, colleges, offices, PSUs, depts & ministries of government, housing colonies, and other organisations 	<ul style="list-style-type: none"> ○ Live updates on social media ○ Use hashtags: #NSD2025, #KhelegaDeshKhilegaDesh ○ Use taglines: 1) Har Gali, Har Maidan, Khele Saara Hindustaan; 2) Khele Bhi, Khile Bhi ○ Reels, stories, photo carousels 	<ul style="list-style-type: none"> ● Recap videos, medal tallies ● Digital certificates and event coverage

7. Registration & Reporting

- Register on the **Fit India Website** (<https://fitindia.gov.in/national-sports-day-2025>) and submit the participation detail after completion of the event through your Fit India log in.

8. Toolkit for branding & other creatives

- All creative designs, branding materials, and templates are available at: [Google Drive Branding Kit](#)

NSD 2025 Pledge

I take the pledge:

To make myself physically fit, mentally strong, and emotionally balanced. I will encourage my family and friends to play and participate in sports and fitness activities every day. I will strive to imbibe the Olympic values of excellence, respect, and friendship in every sport I play.

(The pledge in other 21 scheduled languages are listed at Annexure A)

FIMA App QR Code To Download

