



## **Guidelines for Registration as Fit India Ambassador**

### **1. Criteria for being a Fit India Ambassador:**

- The applicant individual needs to be present on at least one social media platform (Facebook, Twitter, or Instagram)
- The individual must have cumulative followers in the range of 10K – 100K on their social media platforms (Facebook, Twitter, & Instagram)
- The individual should be a fitness enthusiast and he/she should be willing and ready to post fitness related content on his/her social media handles by using #FitIndiaMovement, #NewIndiaFitIndia or any other hashtag promoted by Fit India mission.
- The individual tags Fit India's official social media handles in fitness related content created by the Ambassador
- The individual organizes/participates in Fit India's on-ground/virtual events wherever possible
- The individual must be following Fit India Movement's Social media handles (@FitIndiaOff)
- If selected, the individual's association with Fit India Movement will be purely non-commercial and he/she cannot use the name or logo of Fit India Movement for any commercial promotion or benefits.

### **2. Legal Guidelines for being a Fit India Ambassador:**

- The individual has not been punished for any criminal offence.
- Any Criminal legal proceedings shall not be pending against the individual
- The appointed individual shall always act in compliance with the rules/regulations/guidelines mentioned in the website of Fit India/Fit India App
- The decision of selection process will be done by Fit India/MYAS and it shall be final
- The appointed individual, in his/her posts associated with Fit India Mission, shall not include content/text/pictures which may be offensive and hurt sentiments of any religion, caste, gender and sexuality
- The initial period of association will be for a period of one year, subjected to renewal based on discretion of Fit India Mission.
- Fit India Mission reserves the right to terminate the association at their discretion at any point of time during the association.

### **3. Deliverables of Fit India Mission Directorate:**

- Recognition as Fit India Ambassador on official website of Fit India Movement
- Recognition as Fit India Ambassador on official social media handles of Fit India Movement & Sports Authority of India

- Exclusive use of Fit India logo by Fit India Ambassador for fitness-related content posts only.
- Promotion of fitness-related content created by Fit India Ambassadors on Fit India and SAI Official social media handles.
- An official certificate announcing the association from Fit India Mission Director to Fit India Ambassadors.