



ज्ञान-विज्ञान विमुक्तये

डॉ. सुनीता सिवाच
संयुक्त सचिव

Dr. Sunita Siwach
Joint Secretary



सत्यमेव जयते



विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

F. No- 1-1/2024(SPORTS)/FIW

2 भाद्रपद, 1948/August 24, 2026

Subject: Celebration of National Sports Day (NSD) 2026 from 28th to 30th August 2026 — Reference from Department of Higher Education.

आदरणीय महोदया / महोदय,

The University Grants Commission has received a communication from the Department of Higher Education, Ministry of Education, forwarding a request from the Director General, Sports Authority of India, regarding celebration of National Sports Day (NSD) 2026 from 28th to 30th August 2026 under the theme "Khelega Bharat, Jeetega Bharat." A copy of the said letter is enclosed as Annexure-I.

Higher Education Institutions (HEIs) and Institutions of National Importance (INIs) are respectfully requested to adhere to the guidelines issued by the Sports Authority of India.

It is further proposed that all efforts may kindly be made to ensure that the campaign is a grand success across Higher Education Institutions nationwide.

भवदीया

(सुनीता सिवाच)

The Vice-Chancellor/ Directors/ Principals of all HEI'S/INIs

Copy to:

1. All Regulatory Authorities/Councils,
2. Joint Secretary(HE), Ministry of Education, New Delhi.
3. JS (website), UGC (for uploading on (i) UGC website, (ii) Under Twitter handle of UGC)

भवदीया

(सुनीता सिवाच)

No. 16-27/2026-U1A(Pt.)
Government of India
Ministry of Education
(Department of Higher Education)
UGC Division

Kartavya Bhawan-02, New Delhi
dated the 19th August, 2026

To,

The Secretary,
University Grants Commission
Bahadur Shah Zafar Marg,
New Delhi-110002

Subject: Celebration of National Sports Day (NSD) 2026 from 28th to 30th August 2026 – regarding.

Madam,

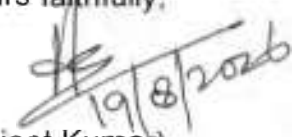
I am directed to forward herewith a copy of D.O No.01-34017(04)/63/2026-HO-FIT INDIA dated 07.08.2026 of Shri Hari Ranjan Rao, Director General, Sports Authority of India regarding the subject cited above, which is self-explanatory.

2. You are requested to kindly take further necessary action in the matter, under intimation to this Ministry. It is also requested to nominate a Nodal Officer to facilitate coordination with all stakeholders under this Department.

3. Further, contact details of the designated Nodal Officer from UGC may be provided to Shri Sushant Kandwal, Director, Fit India, Sports Authority of India or submit using the following link: <https://docs.google.com/forms/d/e/1FAIpQLScX-7IJ3I1HLStCavCqyuNaBSM6T13EO3SIBneYzi9iQa0GUQ/viewform>, under intimation to this Department.

Yours faithfully,

Encls: As above.


(Ajeet Kumar)
Under Secretary to the Govt. of India
Telephone No. 24015221
Email id: ajeet.kumar12@nic.in



D.O. No.01-34017(04)/63/2026-HO- FIT INDIA

Date: 07th August, 2026

Dear Navesh,

As you may kindly be aware, **National Sports Day (NSD)** is celebrated annually on **29th August** to commemorate the birth anniversary of **Major Dhyan Chand**, the legendary hockey player, and to celebrate India's rich sporting heritage. Beyond the history books, this day is a celebration of our living, breathing national soul. India is, at heart, a deeply sports-loving nation. Millions of our citizens, across every age, background, and corner of the country, share an unspoken, passionate bond with sports, stretching from dusty neighbourhood maidans to glittering global arenas.

2. NSD holds special significance in our national life. Sports is never merely about medals, podiums, or competitive glory; it is a wholesome way of life. When our youth step onto the field, they learn resilience, teamwork, and the joy of overcoming adversity, ensuring their constructive and meaningful engagement. Embracing sports as a daily lifestyle is pivotal for keeping India healthy, vibrant, and active. Celebrating this day with collective fervour powerfully projects and fosters India's image abroad as a dynamic, sports-loving nation, driving us closer to the vision of a fit, unstoppable, and Viksit Bharat as our beloved nation marches forward to claim its place as a global sporting powerhouse.

3. The Fit India Movement, operating under the aegis of the Ministry of Youth Affairs and Sports, proposes to celebrate National Sports Day 2026 through a three-day nationwide campaign from 28th to 30th August 2026 under the theme 'Khelega Bharat, Jeetega Bharat,' built around the three pillars of 'Tribute, Play and Move.' Universities, Colleges, Higher Educational Institutions (HEIs), Institutions of National Importance, faculty members, students and campus communities across the country are encouraged to participate wholeheartedly in these celebrations and make them a vibrant people's movement."

4. In this regard, it is requested that necessary directions may kindly be issued to **Universities, Colleges, Higher Educational Institutions (HEIs), Institutions of National Importance, and other higher education institutions** under your jurisdiction to actively participate in the National Sports Day celebrations from **28th to 30th August 2026**. The active involvement of students, faculty members and staff will greatly contribute towards fostering a culture of fitness, sportsmanship and active living across campuses.

5. A suggestive toolkit along with a detailed list of activities has been prepared to facilitate the celebrations and is available at: https://drive.google.com/drive/folders/1bilbvba0MEJREIUcJPEbyT7K-MnFP5sW?usp=drive_link. The toolkit includes editable campaign creatives, posters, banners, social media creatives, National Sports Day photo frames and T-shirt designs. The proposed activities are structured as follows:

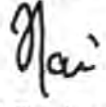
- Digital tributes, the energetic 29 Challenge, 'Pass the Ball', and 'Sports Bandhan' will ignite minds on 28th August.
- *Ek Ghanta Khel ke Maidan Mein* forms the heartbeat of the celebration on 29th August, where every citizen steps out to play.
- A refreshing, health-focused *Sundays on Cycle* edition takes place on 30th August. Further, I am pleased to share that India has been given the Chairship of BRICS for this year and, as part of showcasing India's sporting culture, a dedicated Run and Ride has been planned on 30th August.

Contd.....2/

6. Higher Educational Institutions may suitably adapt these activities based on local conditions, available infrastructure, student demographics and institutional requirements while ensuring safety, accessibility, inclusivity and maximum participation.
7. In case of any queries, the nodal officer from the Sports Authority of India will be **Ms. Nisha Vidhyarthi, Assistant Director, Fit India (Mobile: 9990429129)**.
8. I look forward to your valuable support in encouraging Universities, Colleges and Higher Educational Institutions across the country to make National Sports Day 2026 a vibrant celebration of sports and fitness, thereby strengthening the culture of sports and fitness among youth, advancing the vision of a Viksit Bharat, and reinforcing India's position as a leading global sporting nation.

Warm Regards,

Yours sincerely,



(Hari Ranjan Rao)

Shri Naresh Pal Gangwar, IAS
Secretary
Department of Higher Education
Room No. 21072, Kartavya Bhawan 2,
Central Secretariat, New Delhi-110001.



D.O.No. 01-34017(04)/64/2026-HO-FIT INDIA

Date: 07th August, 2026

Dear Shri Rath,

As you may kindly be aware, National Sports Day (NSD) is celebrated annually on 29th August to commemorate the birth anniversary of Major Dhyan Chand, the legendary hockey player, and to celebrate India's rich sporting heritage. Beyond the history books, this day is a celebration of our living, breathing national soul. India is, at heart, a deeply sports-loving nation. Millions of our citizens, across every age, background, and corner of the country, share an unspoken, passionate bond with sports, stretching from neighbourhood playgrounds to global sporting arenas.

2. National Sports Day holds special significance in our national life. Sports is never merely about medals, podiums, or competitive glory; it is a wholesome way of life. Participation in sports and regular physical activity promotes physical and mental well-being, builds resilience, leadership and teamwork. Higher Educational Institutions play a pivotal role in shaping the habits and aspirations of young people. Encouraging students, faculty members and staff to embrace sports and fitness as an integral part of campus life is essential for building a healthy, active and **Viksit Bharat**.

3. The Fit India Movement, under the aegis of the Ministry of Youth Affairs and Sports, is organising a nationwide National Sports Day 2026 campaign from **28th to 30th August 2026** under the theme "**Khelega Bharat, Jeetega Bharat**," built around the three pillars of "**Tribute, Play and Move**."

4. In this regard, your support is solicited in encouraging all Universities, Deemed to be Universities, Colleges and other Higher Educational Institutions under the purview of the **University Grants Commission (UGC)** to actively participate in the National Sports Day celebrations from **28th to 30th August 2026**. Institutions may be encouraged to organise sports competitions, fitness activities, awareness campaigns, **Ek Ghanta Khel ke Maidan Mein**, and actively participate in the **Special Edition of Sundays on Cycle**. They may also undertake suitable outreach initiatives to promote sports, fitness and healthy living among students, faculty members and the surrounding community.

5. A suggestive toolkit along with a detailed list of activities has been prepared to facilitate the celebrations and is available at: https://drive.google.com/drive/folders/1bilbvba0MEJREIUcJPEbyT7K-MnFP5sW?usp=drive_link. The toolkit includes editable campaign creatives, posters, banners, social media creatives, National Sports Day photo frames and T-shirt designs. The proposed activities are structured as follows:

- Digital tributes, the energetic 29 Challenge, 'Pass the Ball', and 'Sports Bandhan' will ignite minds on 28th August.
- **Ek Ghanta Khel ke Maidan Mein** forms the heartbeat of the celebration on 29th August, where every citizen steps out to play.
- A refreshing, health-focused **Sundays on Cycle** edition takes place on 30th August. Further, I am pleased to share that India has been given the Chairship of BRICS for this year and, as part of showcasing India's sporting culture, a dedicated Run and Ride has been planned on 30th August.

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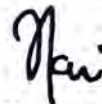
6. Universities and Higher Educational Institutions may suitably adapt these activities based on local conditions, available infrastructure and participant strength while ensuring safety, accessibility, inclusivity and maximum participation.

7. In case of any queries, the nodal officer from the Sports Authority of India will be **Ms. Nisha Vidhyarthi, Assistant Director, Fit India (Mobile: 9990429129)**.

8. I look forward to your valuable support in encouraging Higher Educational Institutions across the country to make National Sports Day 2026 a vibrant celebration of sports, fitness and community participation. The active involvement of universities and colleges will play a significant role in fostering a lifelong culture of fitness among students, advancing the vision of a **Viksit Bharat**, and reinforcing India's position as a leading global sporting nation.

Warm Regards,

Yours sincerely,



(Hari Ranjan Rao)

Prof. Shyama Rath
Secretary
University Grants Commission (UGC)
Bahadur Shah Zafar Marg
New Delhi – 110002.



Proposed Three-Day National Celebration Plan

28–30 August 2026

TRIBUTE

PLAY

MOVE

Fit India Movement | Sports Authority of India



Themes

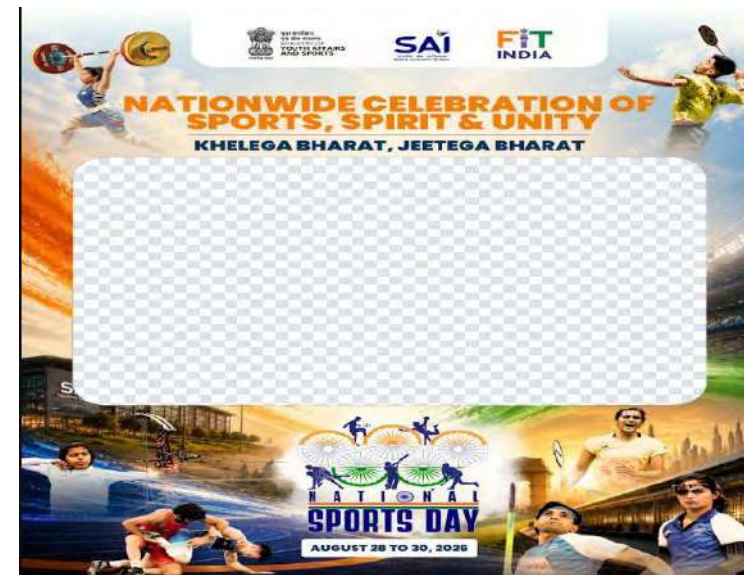
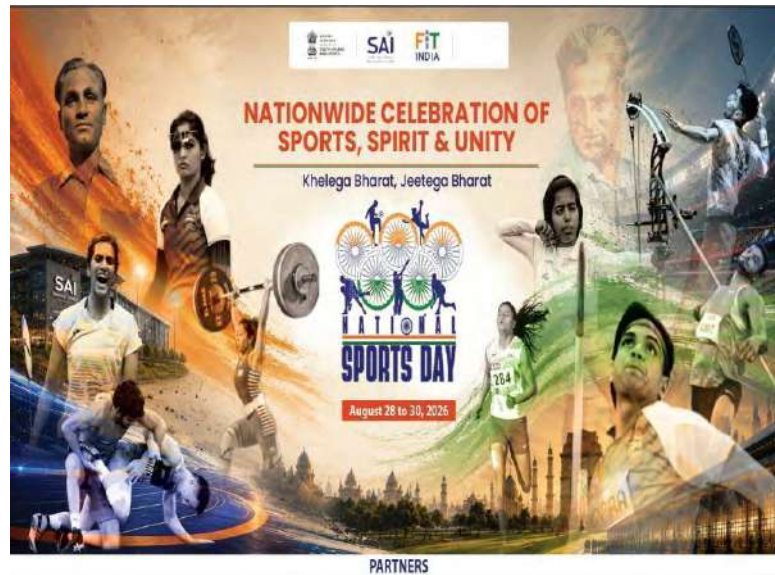
Khelega Bharat, Jeetega Bharat

HASHTAGS

#FitIndiaNSD2026

#KhelegaBharatJeetegaBharat

Branding



Toolkit Link : https://drive.google.com/drive/folders/1oO3fxOcJXoxIZp6rXkGqGkZEKmxm_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

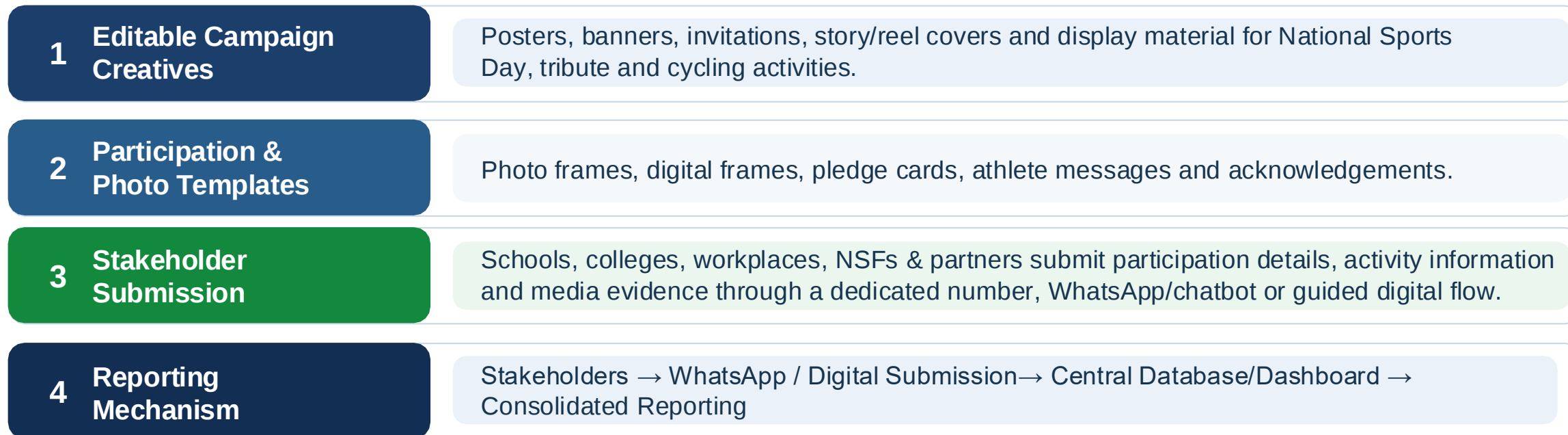
Major partners
across all three
days

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!

SPORTS AUTHORITY OF INDIA

Fit India Movement

AGENDA SHEET

Stakeholders' Meeting on the Celebration of National Sports Day (NSD) 2026

India has always been a sport-loving nation, where sport transcends boundaries of geography, language, gender and community to bring people together. **National Sports Day**, observed every year on 29th August in honour of Major Dhyan Chand, presents a timely and important opportunity to showcase how deeply sport is woven into the inclusive fabric of Indian society, and to further this spirit through wide participation across States, educational institutions and the community at large.

As in previous years, Fit India continues to serve as the nodal agency for the coordination and celebration of National Sports Day across the country. In keeping with this, the roadmap for NSD 2026 is being shared here to be observed as a three-day nationwide celebration from 28th to 30th August 2026; in coordination with State Governments, the Department of School Education & Literacy, the Department of Higher Education, the University Grants Commission (UGC), and other associated stakeholders.

This year's celebration also coincides with India's Chairship of BRICS in 2026, and the concluding day's cycling activation has accordingly been themed to reflect this moment of national significance, connecting the spirit of sport with India's leadership on the global stage.

Agenda Items

#	Agenda Item	Details / Discussion Points
1	Welcome & Opening Remarks	Welcome address to Department of School Education & Literacy, Department of Higher Education, University Grants Commission (UGC), sports academies and other participating agencies; overview of objectives of the meeting.
2	NSD 2026 — Three-Day Celebration: Overview & Theme	Presentation of the coordinated three-day nationwide activation plan (28–30 August 2026), built around a Digital Drive, an on-ground flagship day, and a concluding BRICS-themed cycling activation — with schools, colleges and educational institutions as the primary engine of nationwide reach.
3	Day 1 (28 August) — Digital Activation Drive	Nationwide digital and social media build-up: schools, colleges and universities to lead online pledges, awareness posts, digital challenges and student-led social media outreach ahead of National Sports Day, generating momentum for the two days to follow.

4	Day 2 (29 August) — “Ek ghanta Khel ke Maidan Mein”: Flagship On-Ground Sports Day	The core on-ground celebration of National Sports Day. Every school, college and educational institution to organise at least one major sporting/fitness event on its own campus or local sports ground, supported by sports academies and local sports bodies, ensuring the ‘29 Challenge’ spirit is lived out on the field, not just online.
5	Day 3 (30 August) — BRICS Commemorative Run & Sundays on Cycle	A cycling-led activation commemorating India’s Chairship of BRICS in 2026, delivered through the existing Sundays on Cycle (SoC) network, cycling leaders and NAMO Fit India Clubs — positioning fitness and sport as part of India’s global leadership moment, with wide participation from students, faculty and local communities.
6	Role of Schools, Colleges & Educational Institutions in Nationwide Mobilisation	Given their reach into nearly every district and household, schools, colleges and universities are to be treated as the backbone of NSD 2026 mobilisation. Department of School Education & Literacy, Department of Higher Education and UGC to issue coordinated advisories to institutions, with sports academies providing technical and ground-level support.
7	Reporting & Impact Capture	Establishment of a structured mechanism across institutions for capturing participation figures, activities conducted day-wise, photographs/videos, social media outreach and other key impact indicators, for consolidated reporting to the Ministry.
8	Key Direction & Way Forward	Ensuring NSD celebrations extend beyond sports academies to every school, college, university and community, with strong student participation, digital amplification and measurable on-ground turnout across all three days. Timelines and institutional nodal responsibilities to be finalised.
9	Open Discussion & Any Other Matter	Queries, suggestions and clarifications from Department of School Education & Literacy, Department of Higher Education, UGC and other participating agencies.