FITATHON
RUN FOR FUN

Audyogik Shikshan Mandal's
(Society Regd. No. Maharashtra/1330/Pune 83; Public Trust No. F-2451/Pune 83)

INSTITUTE OF PROFESSIONAL STUDIES (IPS)
(Approved by AICTE, Govt. of India & affiliated to University of Pune)
AICTE CODE : 1-4240185   DTE CODE : MB6166   AISHE CODE : C-46639

FITATHON-2021 By ASM Group of Institutes

Fitathon 2021 Date:

21/03/2021

Time: 6:00 am to 10:00am

Overview

Fitathon 2021, organized by ASM Group of Institutes took placeon 21st March 2021. The event was student led and executed successfully.

During the current pandemic where people are working from home and students are completing their education online, ASM Group of Institutes introduced a virtual event, Fitathon 2021(The Virtual Marathon) where everyone can participate without breaking any safety protocol.

A virtual marathon is a race that can be run (or walked) from any location you choose. You can run, jog, or walk on the road, on the trail, on the treadmill, at the gym or on the track (or even at another race) anywhere in the world. You get to run your ownrace, at your own pace, and time it yourself.

Fitathon had 3 different categories.

I. 3 km race
II. 5 km race
III. 10km race

The participants who completed the marathon were asked to track their time via various fitness apps available on the smartphones and send their recorded time to the coordinators assigned to them. Those who completed the marathon were sentan official E-certificate provided by the ASM Group, honoring their achievement on the completion of the virtual marathon.

Process

In the era of virtual events everything is moved to virtualplatforms. Every process in this event was done online.

- **Event registrations**
  We created and used a google forms document as registration form(https://forms.gle/kdihxc5PjefbqEhdA) inorder to keep track of how many people registered in the event and provide them with all the necessary rules and regulations for the event.

- **Official poster**
  Official poster of Fitathon created by our team.

- **Promotion**
  One of the biggest tasks was to promote Fitathon and introduce the concept of virtual marathon to people. Wetook the help of social media in this case to grab some attention.
  Facebook page - https://www.facebook.com/events/436882187582339
  Instagram page – https://www.instagram.com/fitathon2021/

  We also used our personal contacts like family, friends, college groups, colleagues etc. to spread the word of Fitathon and get more participants enrolled in this event.

- **Engagement**
  To stay updated, it is necessary to engage with the enrolledparticipants and keep them motivated for the event as well as encourage them to spread the word of Fitathon. Over 200 responses were recorded 24 hours prior to the event, we created an excel sheet of the enrolled participants and divided them accordingly among ourselves to manage and interact with the participants.

- **Distribution of certificates**
  As the event took place, those who actively participated in the race and completed it were provided with E-certificates.Our team personally e-mailed the E-certificate to the participants.

Accomplishments

➢ As our main motive was to encourage people to use their Sunday (day offs) for a physical activity in order to take astep towards

fitness and healthy lifestyle, the event was considered successful as we managed to gather **276 entries** for ourvirtual marathon in just within 3 days.

➢ 130 people completed the marathon successfully and weregiven E-certificate as a token of encouragement.

➢ The team members were provided with certificates ofappreciation for their contribution to the event.

➢ Participants were very active on social media and showedtheir presence by posting their selfies on our social mediapages of Face book and Instagram.

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Mayank Dhuve
21 March at 07:40 · 🌐

Great to see people are participating and enjoying the marathon!

Latitude: 21.169782
Longitude: 83.581625
Elevation: 181.41m

👍😮 Åyåñ Āpprätïm Sēñ and 2 others

👥 17 people responded

🌐 Online event

🕐 Sunday, 21 March 2021 from 06:00 UTC+05:30–10:00 UTC+05:30

🏷️ Price: free · Duration: 4 hr

🌐 Public · Anyone on or off Facebook

An Online Virtual Marathon which will help individuals of all age groups to stay fit, healthy and strong so as to cope up with such a Pandemic we all are going through.

Online

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Facebook © 2021