

GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS & SPORTS
(DEPARTMENT OF SPORTS)

RAJYA SABHA
UNSTARRED QUESTION NO. 1595
ANSWERED ON 02.08.2021

FIT INDIA MOVEMENT

1595 SMT. MAMATA MOHANTA:

Will the Minister of Youth Affairs and Sports be pleased to state:

- (a) whether Government has launched the "Fitness Ka Dose Aadha Ghanta Roz" campaign;
- (b) if so, the details thereof and the aims and objectives behind the move;
- (c) the shortcomings noticed and achievements made by Government after the launch of Fit India Movement;
- (d) the challenges faced by Government while implementing Fit India Movement; and
- (e) whether the Fit India Movement has achieved the objectives for which it was launched and if so, the details thereof and if not, the corrective steps taken in this regard?

ANSWER
THE MINISTER OF YOUTH AFFAIRS & SPORTS
(SHRI ANURAG SINGH THAKUR)

(a) and (b) Yes, Sir. This Ministry has launched the Fit India Thematic Campaign “फिटनेस की डोज़ - आधा घंटा रोज़” on 1st December 2020. The objective behind the campaign is to encourage the citizens to include at least 30 minutes of physical activities in their day-to-day lives with an aim to make India a fitter and healthier nation.

(c) Since the inception of Fit India Movement in 2019, various successful initiatives and activities have been undertaken by this Ministry under the aegis of “Fit India” like Fit India Plog Run, Fit India School, Fit India Cyclothon, Fit India Walkathon, Fit India Freedom Run to motivate people from all age groups and walks of life to include physical activities in their daily life. These events have received tremendous response and the Fit India Movement has now become a very popular programme in the country.

(d) Fit India Movement is a nationwide Mission. This Ministry has successfully implemented the road-map envisioned by the Hon’ble Prime Minister of India transforming the objective of fitness into a people’s movement where people from all States/UTs have shown passionate intensity towards the Fit India Movement.

(e) Fit India Movement is a journey towards healthier and fitter India. This Ministry is incessantly working towards this objective whereby the citizens of this country are being encouraged to take their health and well-being as an utmost priority by making small changes in their lifestyle. This Ministry has started various programmes/ initiatives to promote this culture of physical fitness.

Further, in convergence with the programmes of other Ministries and Government Departments, this Ministry has been organising public events to create a big impact of Fit India Movement both through the virtual media as well as physically.
