

GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS & SPORTS
(DEPARTMENT OF SPORTS)
RAJYA SABHA
UNSTARRED QUESTION NO-2239 #
ANSWERED ON- 16/12/2021

FIT INDIA MOVEMENT

2239. # DR. KIRODI LAL MEENA

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state :-

- (a) whether Government has initiated the 'Fitness ka Dose Aadha Ghanta Roz' programme;
- (b) if so, the details and the aims and objectives thereof;
- (c) whether Government has celebrated the first anniversary of 'Fit India Movement', if so, the details thereof and the names of famous personalities who participated in the same;
- (d) the shortcomings noticed and the achievement made by Government since the launch of 'Fit India Movement'; and
- (e) whether the objective of Fit India Movement has been achieved, if so, the details thereof?

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) The first anniversary of the Fit India Movement was celebrated on 24th September, 2020 through a virtual event, namely, Fit India Dialogue, wherein the Hon’ble Prime Minister of India interacted with seven fitness influencers of the country from different walks of life emphasising the importance of fitness and health. Fitness influencers/celebrities on the panel included Sh. Virat Kohli, Sh. Milind Soman, Ms. Rujuta Diwekar, Sh. Devendra Jhajharia, Swami Shvadhanam Saraswati, Ms. Afshan Ashiq and Sh. Mukul Kanitkar.

(d) Since the inception of Fit India Movement in 2019, various successful initiatives and activities have been undertaken by this Ministry, like Fit India Plog Runs, Fit India School Certification System, Fit India School Week celebrations, Fit India Cyclothon, Fit India Yoga Day celebration, Fit India Youth Club Certification System, Fit India Freedom Run programme, Fit India Active Day series during lockdown, Fit India Champion Talks, Fit India Dialogue series, Fit India Indigenous Games series, Fit India Thematic Campaigns, Fit India Prabhat Pheris, development and launch of Fit India Age-Appropriate Fitness Protocols for various age groups, etc. 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.

(e) Fit India Movement is a journey towards healthier and fitter India. This Ministry is continually 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 the 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 across the country through the virtual media as well as physically.
