

GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS & SPORTS
(DEPARTMENT OF SPORTS)
RAJYA SABHA
UNSTARRED QUESTION NO-1758
ANSWERED ON- 03/08/2023

"FIT INDIA-SUNDAY TALKS"

1758. # SHRI BRIJLAL

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

- (a) whether Government has launched a special online series titled "Fit India-Sunday Talks" under the Fit India Movement;
- (b) if so, the details thereof along with the salient features of the talk show and its aims and objectives; and
- (c) additional steps taken by Government to spread awareness on fitness?

ANSWER

THE MINISTER OF YOUTH AFFAIRS & SPORTS

(SHRI ANURAG SINGH THAKUR)

(a) and (b) Yes, Sir. Fit India Movement, a flagship program of the Ministry of Youth Affairs and Sports has launched a special online series titled, 'Fit India-Sunday Talks,' to mark the New Year. The program, an online talk show by eminent fitness experts and Fit India icons started from 8th January till 26th February, 2023 on the official YouTube channel of Fit India, every Sunday at 11 am. The first series of 8 talks have been titled Fit India Healthy Hindustan. In keeping with the vision of Hon'ble Prime Minister to create a fit nation, the Fit India Sunday Talks aims to promote the importance of fitness, healthy eating and mental wellness among all age groups, especially senior citizens. The topics of discussion were: Cellular nutrition, quality sleep, emotional detoxification, nutrition tips for patients dealing with arthritis/ osteoporosis/ diabetes/ cholesterol/ heart Issues, joint pain, simple tips to lose fat bulge and reverse diabetes, moral values and how we can become fit and healthy with small changes in our daily routine.

(c) The various initiatives undertaken by the Fit India Mission are as below:

- Fit India Quiz is India's biggest quiz on sports and fitness for school going children with a prize money of Rs. 3.25 crore. The second edition of the quiz has seen participation of 61,981 students from 16,702 schools across 702 districts of India.
- Fit India Mobile App is conceptualized to make citizens assess their physical fitness as per 'Age-Appropriate Fitness Protocols'. Fit India Mobile App is also having features like activity tracker, calorie counts etc. and further suggesting ways to improve the health and fitness. Customized diet plans are also introduced in the Fit India Mobile App. It is available on both Android and iOS platforms.
- Fit India Icons & Influencers- This initiative leverages the power of social media – Facebook, Instagram, Twitter etc to get citizens influenced on topics of fitness and health. Celebrities such as movie actors, youth icons, athletes are roped in to propagate the message of Fit India.

- Fit India School Week- was conceived in 2019 with the imperative need of creating awareness about fitness not limited to children but also their parents, teachers and school staff and is conceptualized to celebrate 4 to 6 days of a week towards health and fitness. In all, a total of more than 14 lakh schools have participated in the all the 4 editions of the Fit India School Week since 2019.
- Fit India Freedom Run was conceived in 2020 when the entire nation started following social distancing in a 'new normal' lifestyle, so as to keep the imperative need of fitness active even while following the social distancing norms. The three editions of the Freedom Run have seen a combined participation of over 21 crore citizens.
- Fit India Cyclothon focuses on cycling as it is the most effective way of countering pollution and making someone fitter and healthier. Since the inception of the program in 2019, 3 editions have been conducted and encouraged more than 3 crore people in taking up cycling as a means to keep themselves as healthy.
