

GOVERNMENT OF INDIA
MINISTRY OF YOUTH AFFAIRS & SPORTS
(DEPARTMENT OF SPORTS)
RAJYA SABHA
UNSTARRED QUESTION NO-2394
ANSWERED ON- 20/03/2025

SUNDAY ON BICYCLE CAMPAIGN

2394. SHRI KESRIDEVSINH JHALA:
SHRI MITHLESH KUMAR:
SMT. SUNETRA AJIT PAWAR:

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

- (a) the plans Government is preparing to track the effectiveness of the 'Sunday on Bicycle' campaign for promoting fitness and reducing obesity in the targeted demographic group;
- (b) the strategies implemented to encourage greater participation of youth and other citizens, especially in areas where awareness about fitness is low; and
- (c) the manner in which this programme is ensuring inclusivity for people of all age groups, including the elderly and the disabled, participating in cycling competitions?

ANSWER

THE MINISTER OF YOUTH AFFAIRS & SPORTS

(DR. MANSUKH MANDAVIYA)

(a) to (c) The Fit India Cycling Drive was launched on 17th December, 2024 and the 'Sundays on Cycle' campaign under this initiative has reached 4200 locations with nearly 2 lakh participants across the nation. In this regard, the campaign endeavours to reach out to diverse groups and stakeholders like doctors, postmen, government officials, paramilitary forces, etc to reach out to the masses and spread the message of fitness and health. This initiative is inclusive to all age groups and sections of the society and aims to bring a behavioural change among the masses and drive them towards fitness and healthy lifestyle and thereby reducing obesity. Further social media influencers, volunteers, bicycle groups, are roped in to motivate the masses to join the campaign. In addition, cycling and other fitness groups are encouraged to register on the Fit India portal and track their activities. The Fit India Mobile Application also has the feature of tracking cycling activities and challenges for better youth engagement.
