

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

**LOK SABHA  
UNSTARRED QUESTION NO. 3891  
TO BE ANSWERED ON 18.03.2021**

**Fit India Movement**

**3891.DR. (PROF.) KIRIT PREMJBHAI SOLANKI:**

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

- (a) the salient features of the Fit India Movement launched in the country;**
- (b) the steps and policies to be undertaken to increase the fitness and physical health of citizens under this mission; and**
- (c) the details of individuals, celebrities and the organizations who are ambassadors for this mission?**

**ANSWER  
THE MINISTER OF STATE (INDEPENDENT CHARGE)  
FOR YOUTH AFFAIRS & SPORTS  
{ SHRI KIREN RIJIJU }**

**(a) Fit India Movement was launched on 29<sup>th</sup> August, 2019 by the Hon'ble Prime Minister with a view to make fitness an integral part of our daily lives. The mission of the Fit India Movement is to bring about behavioral changes and move towards a more physically active lifestyle. Towards achieving this mission, this Ministry has been taking various initiatives and conducted events to achieve the following objectives:-**

- (i) to promote fitness as easy, fun and free;**
- (ii) to spread awareness on fitness and various physical activities that promote fitness through focused campaigns;**
- (iii) to encourage indigenous sports;**
- (iv) to make fitness reach every school, college/university, panchayat/village, etc.; and**
- (v) to create a platform for citizens of India to share information, drive awareness and encourage sharing of personal fitness stories.**

**(b) This Ministry has been actively spreading awareness about fitness through various activities and campaigns in association with various stake holders. Major activities initiated by this Ministry under the Fit India banner include online/offline activities in the categories of Plog Run; School Certification system; Youth Club Certification system; School Week celebrations; Cyclothon; Yoga Day celebration; Freedom Run; Active Day series during lockdown; Champion Talks; Dialogue series; Indigenous Games series; Fit India Thematic Campaigns; and Prabhat Pheris. Further, Fit India age appropriate fitness protocols for various age groups have also been introduced.**

**(c) Fit India Movement is a people's movement in which each and every citizen is a stakeholder. A system has also been developed on Fit India portal where people can voluntarily come forward and become a part of this movement. However, to propagate the message of Fit India Mission and reaching out to people in every nook of the country, a few celebrities/fitness influencers/fitness promoters have been identified as Fit India Icons, Champions, Ambassadors etc. Few of the celebrities identified as Fit India Icons include Sh. Anil Kapoor, Ms. Shilpa Shetty, Sh. Shahid Kapoor, Sh. Vidyut Jammwal, Sh. Ranvijay Singh, Sh. Chetan Bhagat, Sh. Milind Soman, etc. In addition to the support of various Central and State Government agencies, many private organisations like Transtadia, FICCI, CII, SPEFL, GOQii etc. are also supporting the Fit India Movement in reaching out to the masses.**

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