

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

**LOK SABHA  
UNSTARRED QUESTION NO. 1096  
ANSWERED ON 29.07.2024**

**Fit India Mission**

**1096. SMT. POONAMBEN HEMATBHAI MAADAM:**

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

**(a) whether the Government has introduced initiatives to raise awareness about fitness among the general public;**

**(b) if so, the details thereof;**

**(c) whether the Fit India Mission ensures the inclusion of people from all age groups, genders, and socio-economic backgrounds in its initiatives and if so, the details thereof;**

**(d) whether the steps are being taken by the Government to improve accessibility and user engagement on the Fit India Mobile App; and**

**(e) if so, the details thereof?**

**ANSWER  
THE MINISTER OF YOUTH AFFAIRS & SPORTS  
{ DR. MANSUKH MANDAVIYA }**

**(a) to (c) Yes, Sir. The Fit India Movement, a component of the Khelo India Scheme, aims to encourage citizens to adopt an active lifestyle and integrate physical activities into their daily routine. This initiative includes various programs, events, and awareness campaigns focused on fitness, sports, and overall well-being for people of all age groups. The Fit India Movement promotes physical activities through initiatives like the Fit India Quiz, Fit India Week, Cyclothon, and Freedom Run. These events engage citizens in exercise and raise awareness about fitness, fostering a national culture of well-being. The Ministry is committed to promoting a culture of fitness and well-being that is inclusive and accessible to everyone, regardless of age, gender, or socio-economic status.**

**(d) and (e) Yes, Sir. To enhance user accessibility and engagement, the Fit India Mobile App (FIMA) includes a user-friendly interface with efficient features such as single sign-on through Google, push notifications, and location tracking via pin code. The user interface has been upgraded to ensure a seamless user experience. Additionally, FIMA now tracks cycling and running activities, reflecting its commitment to cutting-edge fitness technology. In line with the Government's commitment to inclusivity, FIMA is available in 12 languages, including Hindi and English, ensuring nationwide accessibility.**

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