

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

**LOK SABHA
UNSTARRED QUESTION NO. †1640
TO BE ANSWERED ON 10.03.2025**

Fit India Sundays on Cycle

†1640. Shri Dineshbhai Makwana:

Dr. Rajesh Mishra:

Shri Arun Govil:

Shri Pradeep Kumar Singh:

Shri Yogender Chandolia:

Shri Praveen Patel:

Shri Dulu Mahato:

Shri Khagen Murmu:

Shri Godam Nagesh:

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

(a) the details of the proposed scheme of the Government to track the effectiveness of the Fit India 'Sundays on Cycle' campaign in promoting fitness and reducing obesity amongst the targeted demographic group in the country including Meerut in Uttar Pradesh;

(b) the details of strategies being implemented to encourage extensive participation of the youth and other citizens in areas having less fitness awareness particularly in Jharkhand;

(c) the manner in which the said programme is ensuring inclusiveness for people of all age groups including the elderly and disabled persons participating in cycling competitions;

(d) the steps being taken by the Government to create fitness awareness across every School, College, University, Panchayats and village etc.; and

(e) whether the Government proposes to organize any comprehensive awareness programme in Sidhi Parliamentary Constituency, if so, the details thereof?

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, including Jharkhand and Uttar Pradesh. 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.

(d) Under the Fit India Mission, fitness awareness across every School, College, University, Panchayats and village etc is created through various campaigns like Fit India Freedom Run, Fit India Week, National Sports Day, Fit India Quiz etc. During these campaigns the stakeholders are encouraged to practice balanced diet, daily exercised, promote indigenous games, etc as a part of fit and healthy living. The Fit India Mission through these campaigns has reached out to nearly 30 crore citizens across the nation.

(e) Fit India Mission through its campaigns like Fit India Freedom Run, Fit India Week, National Sports Day, etc aims to reach to all stakeholders across the nation, including Sidhi Parliamentary Constituency and spread the message of fitness and health nationwide.
