FIT INDIA MISSION

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WHY FIT INDIA MOVEMENT?

SEDENTARY LIFESTYLE
FIT INDIA MOVEMENT

Launched by Hon’ble Prime Minister on 29th August 2019

- Encourage citizens to include 30 to 60 minutes of physical activity in their daily lives.

- Showcase ease of simplicity of doing things which makes us fit.

Fitness is Easy, Fun and Free
PROGRAMMES UNDER AEGIS OF FIT INDIA

On-Ground Initiatives

• **Fit India Plog Run** – 3 million participation at 43,000 locations

• **Fit India Cyclothon**
  – 1st edition, 3.5 million participation at 16,000 locations
  – 2nd edition, 12 million participation with 24,160 events

• **Fit India Freedom Run**
  -- 1st edition, more than 50 million participation with social media reach of 300 million
  --- 2nd edition, more than 90 million participation with social media reach of 190 million

• **Fit India School Week**– more than 430 K schools participated

Virtual Activities

• **Fit India Thematic Campaign “Fitness Ki Dose, Aadha Ghanta Roz”**- 200 million overall reach

• **Fit India Dialogue** – 1) by Hon’ble Prime Minister 2) by Hon’ble MoS (MYAS)

• **Online fitness sessions for school children and families**

• **Promotion of Indigenous Games**- Showcasing their fitness aspects and other benefits.

• **Fit India Talks** – Interaction with sports persons.
PARTNER MINISTRIES AND STAKEHOLDERS

- Development of Age-Appropriate Fitness protocols.
- Awareness programmes through Health Workers

- Fit India School Certification System
- Fit India School Week

- Involvement of women and children in fitness and wellness activities

- Promotion of Yoga as Sport and Common Yoga Protocols

- Ministry of Health and Family Welfare
  Government of India

- Ministry of Education
  Government of India

- Ministry of Women & Child Development
  Government of India

- Ministry of Housing and Urban Affairs
  Government of India

- Panchayati Raj

- Fit India reach to villages and remote areas

- Central Armed Police Forces joined us in activation of on-ground activity for Fit India programmes

- Fit India School Certification System

- Participation through Urban Local Bodies – (100 Smart cities involved)

- Activiation of on-ground activities for Fit India programmes

Regional Meeting on Physical Activity
22-23 November 2021
FIT INDIA ICONS, CHAMPIONS AND AMBASSADORS

Fit India Icons
(Celebrities, MPs, Athletes etc.)

Fit India Champions- 100K to 1 Million social media followers

Fit India Ambassador- 10K-100K social media followers
FIT INDIA AGE APPROPRIATE FITNESS PROTOCOLS

Goals

5 से 18 वर्ष के लोगों के लिए फिटनेस प्रोटोकॉल

Goals

18 से 65 वर्ष के लोगों के लिए फिटनेस प्रोटोकॉल

Goals

65 वर्ष से अधिक आयु के लोगों के लिए फिटनेस प्रोटोकॉल

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FIT INDIA MOBILE APP

• Core feature to assess the fitness level and improve it

• Videos on Body Composition (BMI), Coordination, Balance, Flexibility, Cardiovascular Endurance, Speed, Strength-Core, Muscular Endurance etc.

• Activity tracker/calorie count of food in-take and sleep log etc.

• Customized diet plans as per one’s fitness regime

• Fit India activities/programmes at finger tips
FIT INDIA QUIZ

September 2021 to February 2022

- Fit India Quiz is India’s first ever quiz on sports and fitness
- Telecast on Star Sports and National TV channels

Prizes more than 30 million INR for students, schools, parents/guardians
THANK YOU!