

FIT India Movement-A New Era to Fitness Revolution

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Abstract

Fitness is not just a word it is a compulsion to live happily. A fit human can be a happy human and a happy human can enjoy his life. A healthy human can play a better role for his family, society and for his nation. Health does not only mean absence of disease in body, but also implies how happy and full of energy we are. We only have one body and we have to live in it for the rest of our life. Why not treat it with respect? If we respect ourselves, only then the others will respect us. By being fit, one can become a source of inspiration for those who want to get fit, but don't believe they can do it or need an extra push. Only a fit human can have so much fun in life. Now a days human life is so busy that no one has time to do physical activities. Persons of each group are busy in their routines. Students are busy in studies they are just focusing on their mental part not physical part. They are studying 12 to 18 hours continuously that is not good for their health. Also every second person has a mobile phone in his hand. The mobile phones are for humans not humans are for mobile phones. But every person is using mobile phone not for his need but for wasting time. They are busy on facebook, whatsapp, instagram, snapchat and tiktoks etc. These apps are making humans slaves of techniques. The mobile phones are making humans dull. People are becoming addicted to technology. It has a detrimental effect on persons's life also destroys social and family bonds. People are taking stress of every small thing that causes so many health problems. Also the radiations coming from mobile phones damaging our brain cells. Technology is making us lazy. All these points indicates that the health state of India is not satisfactory. Health infrastructure is an important indicator for understanding the health care policy and welfare mechanism in a country. India accounts for a relatively large share of the world's disease burden. According to a report of Indian council of medical research(ICMR), disease burden from non-communicable disease increased from 30% to 55%. The epidemiology transition, however varies widely among Indian states: 48% to 75% for non communicable diseases,14% to 43% for infectious and associated diseases, and 9% to 14% for Injuries. Also , he cost of treatment has been on rise in India. The WEF i.e. World Economic Forum said the healthy life expectancy, where India has been ranked 109th out of 141 countries. Also India ranks 145th among 195 countries in terms of quality and accessibility of healthcare. The study found that China and India had the widest disparities in healthcare access and quality with 43.5 and 30.8 point difference. These results emphasis the urgent need to improve both access and quality of health care across all over India.

Health is a regardless priority for sustained development interventions at each level individual, society and nation. Ourhonourable Prime Minister understands this phenomena and he knows that to grow our nation we require a healthy nation. So he took a initiative for Fit India. Fit India movement is launched my Prime Minister of India at Indira Gandhi stadium in New delhi on national sports day i.e. on 29 august 2019. 29 August is the birth anniversary of Major Dhyanchan.Dhyan Chand was an Indian hockey player and one of the greatest hockey players in the history of the sport. Major Dhyanchandsingh is known as the Father of Indian Hockey. Our

honourable Prime Minister paid tribute to Major Dhyanchand by launching this movement on his birth anniversary. The Prime Minister made a remark, earlier people used to walk 8-10 kms daily but as we are spending more time in sitting and using technology for every small work which makes us lazy. Earlier people used to go for a run or choose bicycle as their primary mode of transport but today, as people have earned a lot of money, every home has two or three cars and people are burning petrol for even shorter routes. Our Prime Minister also said that The Fit India movement works with the idea that physical activities are really important for a longer and healthy life. It is ironical that with the advancement of technology, we have started walking less and it is the same technology that keeps on reminding us, to walk more.

A nation can grow in all aspects if it has good human capital formation. Economic and social infrastructure of India depends upon the human capital formation. The population of India is 17.71% of the total world population and rate of growing population is 1.9% per annum. To have good health care system for this much population is a big deal which requires a big budget. The physical activity requires nothing but a strong determination. Today India has growing burden of non-communicable diseases. According to Indian council of medical research 20.4% of Indian adults were over weight, one in four Indians has hypertension, cardiovascular diseases led to more than 28% of all deaths in India in 2016. In India 72 million people are living with diabetes and India has become the diabetes capital of the world. So the best way to keep all Indians healthy is by doing physical activities and so this movement is launched. In this movement people took a pledge to stay fit by doing various physical activities in their everyday lives and to walk 10,000 steps.

The campaign has a "Fitness Pledge" that reads

I promise to myself that I will devote time for physical activity and sports every day and I will encourage my family members and neighbours to be physically fit and make India a fit nation.

Shilpa Aggarwal, industrialist and former Mrs Universe Lovely has been appointed as a brand ambassador of the 'Fit India Movement' She was selected from fitness enthusiasts, fitness experts and trainers from all over India to become brand ambassador. 30 women were shortlisted and a contest held in Gurgaon from 6 to 8 September. She was made to perform various fitness exercises like Yoga, push-ups, Pilates, bench press, dead lifts and squats. Marks were awarded for each exercise separately. She also cleared an interview and question answer round which was held to check contestant's presence of mind and knowledge about health, nutrition and fitness. As a brand ambassador of the Fit India movement, Shilpa is travelling all over India to motivate women of all ages for fitness, self-care, health and nutrition seriously. She is also conducting various fitness training programs, seminars and workshops.

But the question is why fitness is a necessity for us? The answer is if we are fit then our society can be fit. Doing regular exercises helps us to be in shape that builds our confidence also. A confident personality can lead a community. Getting proper education in the field of physical education is also must. Schools must teach physical education to the young minds to encourage them from the beginning to stay fit, take a healthy diet, and lead a disease-free life. Our prime minister knows that the future of

our country depends upon our coming generation. So it becomes very important to lead them on a right path in terms of intellectual education and physical education. They are gaining the Intellectual education in schools what if they will also gain the the physical education in schools. For this purpose Fit India school week is organized. The fit India mission encourages schools to organize a Fit India School week in the month of November/December. It has also prepared a set of Fit India School certification with simple and easy parameters. During this week free hand exercises, yoga, sports competitions, debate competitions, painting competitions are to be organized. During this week teachers and students both will participate in physical activity. This joined activity of teacher and student will make their bond stronger. Also these activities will make students confident and stress free. Students can learn simple exercises in schools during this week Also during this week various seminars can be organized by school on healthy diet which help them to stay away from junk and unhealthy food and drinks. These exercises will strengthen the students and make them stress free. So they will start enjoying their school hours. So, by keeping all these things in mind our Honorable Prime Minister shri Narendra Modi ji started Fit India school week. Also we all know that proper development of the body is essential for the healthy growth of the mind. There is a proper schedule for that week.

Day	Activity
01	(i) Morning Assembly – Yoga for all (ii) Activities on Fitness and Nutrition for Students and Staff
02	(i) Morning Assembly – Free hands exercise for all (ii) Mental Fitness Activities (Ex. Debates, Symposium, Lectures by Sports Psychologists)
03	(i) Beginning of “Fitness Assessment” of Students through KHELO INDIA App. (ii) Poster making Competition for all Students on theme “Fit Body – Fit Mind – Fit Environment”
04	(i) Physical Activities for all Students including Dance, Aerobics, Yoga, Martial Arts, Rope-Skipping, Gardening etc. (ii) Essay/Poem Writing for all Students on theme “Fit India School”
05	Fitness/Sports Quiz for all Students
06	Competition for Students, Staff and Parents in Traditional/Indigenous/Regional Games – To celebrate the Unity in Diversity of our Nation and to maintain and strengthen the fabric of traditionally existing emotional bonds between the people of our Country; Engagement Matrix between States and UTs have been done. Against each pair of State/UTs, the suggestive traditional games list too has been given. Schools may engage its students in minimum one game of its choice from the partner state. Children, Parent and Teacher participants may also

participate in exploring the history and interesting facts of the indigenous games from partner States.

If any school is successful in conducting this week that school will be recognized with digital certificates that they can download from Fit India Portal.

Andhra Pradesh has topped the chart in organizing the Fit India week as 13,839 schools took part in the state. Karnataka and Uttar Pradesh took the second and third place with 1,967 and 1,504 schools respectively. More than 21,000 schools have received Fit India flag. Currently, Fit India flag has been obtained by 21,344 schools.

"There is zero investment in Fit India movement, returns unlimited," says Prime Minister. PM Modi said that the Fit India Movement should reach each and every corner of the country. The PM said that all Union Ministries should ensure that the Fit India movement reaches every village, panchayat and school. The movement is not just central government's but of all state governments, panchayats and local bodies. Modi further said that fitness should be seen as a celebration, it should be taken up as a part of our daily life and family life.

The Prime Minister said, "I want to see you fit and make you fitness conscious and we will together set the goals for Fit India and the country as a whole."

Our Prime Minister knows that our nation can grow only if its citizens have a good life style. He knows that **healthy humans are the best picture of a nation**.

In today's world being fit is as important as breathing. Nothing we can enjoy in our life if we are not fit. Being fit is a gift to our self. In today's world we have time for everything except for our self. Through this movement our honorable Prime Minister Shri Narendra Modi want to aware people that they should make some time for their health also in their everyday life. So that people will remain fit by investing nothing but gaining everything.

To aware people our honourable Prime Minister Shri Narendra Modi also launched an app called Khelo India App on February 27, 2019 in Vigyan Bhawan, New Delhi. Khelo India helps you to get information about various games available sporting facilities nearby and also gives a fitness assessment of children. We can easily download it in our android phones. Which means now our mobile phones also going to encourage us for fitness.

To support this movement, several Bollywood and sports celebrities have come forward and take the fitness challenge. Akshaykumar is one of the fittest Bollywood actors who always supports to be fit by doing various physical exercises and also many times he encouraged people. Our Prime Minister appreciated his efforts towards the Fit India campaign and said Akshaykumar is the source of inspiration for the Indian youth, to follow fit and healthy way of life.

This movement also our Prime Minister also want to bring back the culture of yoga in India so that our busy youth can take the benefits of yoga. Yoga is a way to be fit without any cost. The beauty of yoga is that whether you are young or old, overweight or fit, Yoga has the power to calm the mind and strengthen the body. It is that

physical activity that one can do at home without any expensive equipments. Yoga is not only the ease the physical discomfort but also helps to control the panic disorder. It enhances presence of mind. It is a great way to meet other people and feel more connected to a sense of community. Shilpa shetty is also known for her fitness. She always promotes Yoga. She has a YouTube channel where she launched a series of videos of yoga and other physical activities, in which she performed various physical activities at home accessible to everyone. She also joined the Fit India movement by taking the part of the launch on the occasion of National Sports Day. Shilpa said, "please join me in our Prime Minister's initiative, the fit india campaign. Exercise , even it means for 20 minutes, three times a week, make that effort. And you will see the change. Swasthrah, mastrah. This is my mantra. What's yours?"

Hardik Pandya, Gautam Gambhir, Sachin Tendulkaar, Hima Dass also supported this movement. So, it is the duty of every individual to come forward and participate in Fit India movement There is a need of this type of movements in the world to make it fit. Government has started this movement but this movement can be successful only by the joining hands of every individual.

If your body is fit then your mind is fit

Living an active life style makes you look and feel better whatever your level of activity is. Studies have found that staying active can boost function and energy, decreasing the risk of dementia. Physical activity can improve cognitive function in healthy elderly persons and potentially reduces the risk of developing cognitive impairment. Studies have also confirmed that the risk of lung, colon and breast cancer can be greatly reduced in regularly active people. In fact, a 2007 study found that exercise is an important step to preventing breast cancer because higher levels of estrogen(which is stored in fat) increase your risk. Exercise also increases overall productivity and focus. Regular exercise has been proven to reduce bad cholesterol levels and increase good cholesterol. Regardless of body appearance, regular fitness helps you to improve self-esteem and also reduces the risk of injury. And the best part of exercise is that one can enjoy while doing exercise. Exercise can improve your stability and strengthens immune system. The Fit India Movement will reduce the number of sick days people take in India. Exercise also helps to improve your brain's ability to concentrate, remember, visualize. These are the benefits that a individual can have. Now lets talk about the benefits of fitness at the national level. Fitness has a direct link with poverty. If the humans are not fit of a nation then clearly they will not be able work. Which means they will be unemployed and unemployment in a country will increase and unemployment directly leads to poverty. Many problems of a nation directly linked with poverty. A poor nation has a poor infrastructure in terms of education and communication. These are the main pillars for any nation to stand in international market. So if humans are fit of a nation they poverty can be removed easily. And removal of poverty will help a nation to maintain a strong social and economical infrastructure. Also fitness will bring great athletes for our country who can bring laurels to our nation. It will help our nation to have better rank in human development index. Yes, no doubt being healthy is a slow process but we will definitely get results but once we have to start first. It requires strong determination and encouragement. We should not wait until we reach our destination to be fit. Feel proud of every step that we take toward our national goal which is Fit India. Fit India healthy India.

It up It is a slow process, but quitting won't speed.

Fitness is not a destination it is a way of life

Drawing a curtain on the above mentioned content it can be concluded that Fit India Movement will bring a great impact on many lives if it gets a country-wide acceptance. The movement is to encourage greater participation in sports and focus on fitness in the lives of nearby 134 crore Indians. We are hoping that people will make some time in their busy life style to be fit which is going to help not only at individual level but also at national level. So health is a investment for our nation not an expense. Our goal should be better version of our nation and we are the representers of our nation.

Don't wish for a good body work for it

Similarly don't wish for a good nation, let come together and join hands and take a pledge that **we will keep our body fit so that our nation can be fit.**

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