

## **Fit India Movement : A New Era to fitness revolution**

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### **Abstract**

Our honorable prime minister Sri Narendra Modi launched the Fit India movement on the 29th of August 2019 at Indira Gandhi indoor stadium, New Delhi on the occasion of National Sports Day. The movement was launched as a pan India movement to inculcate the message and develop awareness on living healthy, including wellness as part of our lives and to encourage citizens to make healthy lifestyle choices. The prime minister announced the launch of this program on the monthly episode of 'Mann Ki Baat' and after the formal announcement, took a pledge in the very next month to bring it to reality. This paper highlighted the contributions and policies made by Ministry of Youth affairs and sports, Govt. of India to make fit India movement: A new era to fitness revolution.

**KEYWORDS:** Fit India movement

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### **Introduction:**

Not just on the day of National Sports day, but our PM hopes the nation will join him in his fitness campaign and hence has ensured calling out fitness messages in all his future addresses and campaigns for the country. The PM himself is a big fitness enthusiast and has called in many celebrities across the country from various fields to pour in their support and enthusiasm to make this campaign a huge success.

The PM regularly practices Yoga and breathing exercises setting an example of wellness and fitness for the whole country. Some of the well-known names like PV Sindhu, Hima Das, Sakshi Malik and BajrangPunia have expressed immense support and success for the movement.

### **Importance of Fitness**

Talking about the importance of fitness in his talks, the PM explained the significance of a healthy person to his family and ultimately its reflection on building a healthy society. One of the most important reasons behind a successful man is attributed to a sound mind, which stays in a sound body.

If the body is fit, a person has no limits to reach the sky, in PM's words. Its not just about discussions and debates on fitness. Fitness comes in to our lives when we make it our standard of living. For that we need to encourage and motivate ourselves to eat healthy, live healthy, think healthy and ultimately stay healthy. For a healthy living and lifestyle, there is absolutely no monetary investment needed whatsoever. For fitness becoming a part of our lives, the money needed to be put in is zero, but the returns are

immeasurable. A person who is fit and healthy will reap the benefits of good health and will be able to enjoy both his personal and professional lives and climb the ladder of success. Such is the significance of good health that to achieve great things in life, the first and foremost requirement is a sound body plus a sound mind, leading to fitness goals in one's life.

### **Fitness Goals**

One of the primary requirements in today's hectic lifestyles is to become motivated to lead a health-conscious life. Just like how there is no shortcut to success in life, similar way there is no fast elevator to attaining a healthy life too. It is a long process where healthy living needs to be practiced by each and every individual by making good lifestyle choices, healthy eating and quitting unnecessary actions out of the mind and body.

Addictions in life like drugs, alcohol, smoking cigarettes, junk food etc. are unhealthy lifestyle choices and threaten to degrade the health of a person. They not just bring down the immunity and stamina of a person, but is life threatening too. They welcome lifestyle diseases like diabetes, hypertension, heart diseases, liver and kidney ailments, which can prove fatal in the long run. Today we don't see just the older generation suffering from these problems. They affect the younger generation at a very young age. Even teenagers are part of lifestyle disorders due to their bad lifestyle choices and parents not taking a call on healthy lifestyle choices.

### **Fit India- a movement that is the need of the hour:**

- In contemporary times of stress and lifestyle diseases, fitness is a key part of wellness and plays an important role in keeping us healthy, preventing diseases and ensuring a better quality of life.
- The 'Fit India' movement provides a unique and exciting opportunity to work towards a healthier India. As a part of the movement, individuals and organizations can undertake various efforts for their own health and well-being as well as for the health and well-being of fellow Indians.
- Fitness does not mean only physical fitness, but also means mental strength and emotional equanimity. The best to achieve all three together, as Prime Minister Narendra Modi has often said, is Yoga.
- Yoga, today, is not just an esoteric practice of the ancient times. It has become a way of life for millions across the world who are looking to move from illness to wellness, from stress to wellbeing.
- Internationally as well as within the nation, Yoga has scaled the heights of popularity in the last few years. This has been spurred by both the personal appeal

of PM Modi as a Yoga practitioner himself and his global initiative that resulted in thousands of people across the world celebrating the International Yoga Day.

### **Govt. Initiatives towards fit India Movement The Fit India Calendar**

As per a sports ministry proposal, 2019 will focus on 'physical fitness and mental wellbeing'. Year two of the mission will be dedicated towards 'healthy food and eating habits'. The third year will emphasise on adoption of sustainable and environment-friendly lifestyle, while year four will look at healthy life style practices, health friendly goods and services, simple easy ways to keep diseases at bay.

#### **Here's a tentative month by month schedule:**

##### **Month 1**

The first month will see the launch of the campaign, with rounds of activities across all educational institutes. Sporting talent will be scouted for across all educational institutes and fitness runs, walkathons, cycle rallies and health checkup camps will be launched all over the country to kick start the initiative.

##### **Month 2**

The second month will be about organising sports events at all levels from schools to universities, villages, towns, blocks and district level. Everyone must take up some form of physical exercise, whether at home or in local parks, playfield or 'gallimohalla', will be the message relayed from New Delhi.

##### **Month 3**

The third month will exhort Indians to set up groups and clubs on fitness and share activities on social media and web platforms. Weekly outings involving physical activities will be emphasised involving families and friends.

##### **Month 4**

The fourth month will be about developing secure and safe playfields in the neighborhood, educational institutions, village and panachayat levels. Volunteers will be invited to help improve the playfields.

##### **Month 5**

The fifth month will be about walking, walkathons and marathons.

##### **Month 6**

The sixth month will move to cycling. The plan is to have every cycle owner participate in a cycle rally from one village to another village/town and make a chain culminating at the state headquarters.

### Month 7

This month will be for competitive events of all kinds from traditional and local sports to culture, dance drama activities.

### Month 8

This will be of volunteers sharing and demonstrating voluntary initiatives at block/district/state and national level.

### Month 9

Will culminate with recognition and celebration of the national activities.

### A Fit Office

A separate secretariat is proposed to be set up for the Fit India campaign.

A mission office will be set up in the sports department, where a joint secretary will coordinate activities assisted by a team of around 10 young professionals. Each state headquarters will have a state mission leader with 1-2 young professionals assisting, while the Nehru Yuva Kendras will assist the district mission leader or district collector.

### Organise a FIT India Monthly Plog event



### Why organise a 2 km Plog event?

Jogging is good for your Health. Swachhata is good for the India's health. Why not combine the two? Plog is the new running craze that is saving the world from plastic pollution, by combining Jogging with Picking up litter (Swedish: plockaupp). Won't it be satisfying to take your gloves and a bag and start picking up garbage/litter along the way while you are jogging, instead of just passing by and silently cursing the individual who dumped it?

### **Who can organise a Fit India Plog event?**

1. Village, Town or City/ Council/ Panchayat/ Anganwadi / Block
2. Your Workplace
3. Society or RWA
4. Interest Groups (Walking, Running, Cycling)
5. Corporates and Industry bodies
6. Schools/ Colleges and Universities
7. NGOs
8. Communities
9. Individuals

Organisers must ensure that All “Fit India Plog Runs” which are be listed on fitindia.gov.in portal are non-commercial in nature.

### **How to Organise or Join The Fit India 2 km Plog**

1. Run with a purpose. Pick up Litter while running and cleaning your surrounding and environment
2. Organise a Plog (Running and Pick Litter) event with your Family, Friends, and Colleagues. **Inspire others.**
3. Anyone can Participate – Students, Work Professionals, Housewives, Youth, Senior Citizens, Divyang
4. **Conceptualise, Organise and Execute the Fit India 2 Km Plog event** in around your Residence, Community Village, Panchayat, Office, School, College etc. Register today!
5. Plog at least 2 kilometers and pick up Litter on the way in a Garbage collection bin/bag.
6. Post your picture and videos on the fitindia.gov.in portal.
7. Organisers get an E-Certificate as a Fit India Movement partner
8. Participants get Certificate from Organisers (Design will be provided to Organisers for printing and distributing).
9. Don't wait. Choose your partners, motivate your friends and family members to participate in the Fit India 2 Km Plog event

### **Guidelines for Organisers**

1. The FIT India 2 km Plog will be executed by any Government or Private Organization, School, College, University, Individual, Group, RWAs and Communities to create awareness on fitness through plog.
2. We invite everyone to organise or join a plog for a min of 2 kms in their Institution/ Village, Town or City/ Council/ Panchayat/ Anganwadi / Block / Workplace/ Society or RWA / Workplace or any place of your choice.
3. To become an Organiser, you have to register Online on **fitindia.gov.in** and get important details about the event you plan to do
4. As an Organiser, you will be responsible for conceptualizing, executing and ensuring a smooth and successful plog event to maximize public participation. The distance of the plog should be at least 2 km.
5. You can invite other organisations as well for online participation registration.
6. You can get sponsorship and also have partners to organise this event.

7. Any fitness enthusiast who is participating must strive to motivate at least one partner to take part in plog (eg. student to get parent, friend to get friend etc) so as to spread FIT India Campaign
8. MYAS will provide the following Standard FIT INDIA 2 km Plog design templates for branding elements on the registration portal / MYAS website for organizers to download and use the same:
  - a. Backdrop
  - b. Selfie Points
  - c. Certificate Design for distributing to Participants
  - d. Information Booklet
9. Organizers will get FIT INDIA Movement Partner – certificate from Ministry of Youth Affairs and Sports.
10. PARTNERSHIPS OPPORTUNITIES: Those interested in partnership can also write to MYAS on: Contact.fitindia@gmail.com

#### **Other Guidelines**

1. Identify track, create map.
2. Wherever required, take police permissions for traffic management.
3. Inform local bodies to place large empty garbage collection containers near plog finish line.
4. Please avoid use of Plastic
5. Please do the Procurement of Gloves and Collection Bags which are environment friendly
6. Inform communities around you about the plog
7. Encourage participation for 1 adult family member along with child.
8. Schools within the radius of 5 kms can organise joint marathon for all the children in the schools.
9. Partner with local businesses can sponsor FIT INDIA tee shirts / caps for children.
10. Any queries regarding the plog to be sent to MYAS on Contact.fitindia@gmail.com

#### **Fit India School**

Honorable Prime Minister of India has launched the Fit India Movement on 29 Aug 2019 with a view to make Physical Fitness a way of life. Fit India Movement aims at behavioural changes – from sedentary lifestyle to physically active way of day-to-day living. Fit India would be a success only when it becomes a people's movement. We have to play the role of a catalyst.

'How to Live' ought to be the first pillar of formal education. This involves teaching and practicing the art of taking care of one's body and health daily. Schools have to be the first formal institution after home where physical fitness is taught and practiced.

In the above background, the Fit India Mission encourages Schools to Organise a Fit India School Week in month of November/December. It has also prepared a set of Fit India School Certification with simple and easy parameters.

#### **Fit India School**

The following parameters would apply:

1. Having one teacher trained in PE, and such teacher is physically fit and active;

2. Having a playground Where two or more outdoor games are played.
3. Having one PE period each day for every section and physical activities (sports, dance, games, yogasan, PT) take place in the PE period.
4. Having all students spending 60 minutes or more on physical activities daily.

#### **FIT INDIA 3 STAR SCHOOL**

The following additional parameters would apply for claiming a 3 Star certification:

1. All teachers to be physically fit and spending 60 minutes or more every day for physical activities.
2. School has at least two trained teachers (including one PET), each well versed with any two sports.
3. Sports facilities for 4 sports including the 2 outdoor sports.
4. Every student learns and plays 2 sports – one of which could be a traditional/indigenous/local game.

#### **FIT INDIA 5 STAR SCHOOL**

The following additional parameters (over and above 3 Star certification) would apply for claiming the highest certification:

1. School conducts monthly intra-school sports competitions, participates in inter-school sports competition and celebrates Annual Sports Day.
2. All teachers are trained in PE.
3. School has 2 or more sports coaches. These may be PE teachers.
4. School follows structured PE curriculum prescribed by NCERT/ School Board.
5. School conducts annual fitness assessment of all children.
6. School opens its playground(s) after school hours for neighbouring communities, and the same is actively used. Reasonable fee can be levied for maintenance and security.

## Fit India School Weeks

The following activities are including in the fit India school 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 Competition 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 (Refer annexure "A").  Children, Parent and Teacher participants may also participate in exploring the history and interesting facts of the indigenous games from partner States.

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