

# FIT INDIA FREEDOM RUN

## Introduction



Fit India Movement is an ambitious campaign of the Government of India, through which people have to be made aware of their health. The Government of India wants to take this campaign forward along the lines of **Swachh Bharat Abhiyan**, that is, it also wants to make this campaign successful by giving it the form of a mass movement. This campaign will last for about four years. Under this, a campaign will be run every year on different topics regarding fitness. People will be made aware of physical fitness in the first year, eating habits in the second year, eco-friendly lifestyle in the third year, and ways to stay away from diseases in the fourth year.

## PLEDGE FOR FREEDOM RUN

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.

## Objectives of Fit India Movement



- The objective of this nationwide campaign is to inspire every Indian to incorporate simple and easy ways to stay healthy in daily life.
- Through this, every effort will be made to keep everyone physically and mentally healthy.
- The purpose of this campaign is to encourage children and youth towards physical activities and sports.
- The Government of India wants to take this campaign forward along the lines of the cleanliness campaign. This campaign is to be implemented under a national goal, for which public participation is essential to make it successful.
- To promote fitness as easy, fun and free.
- To spread awareness on fitness and various physical activities that promote fitness through focused campaigns.
- To create a platform for citizens of India to share information, drive awareness and encourage sharing of personal fitness stories.

## Benefits of Fit India Movement



- The benefit of the Fit India Movement launched by the government would be that it would create health awareness among the people and take people away from many diseases, on the other hand, there would be savings in the expenditure due to these diseases.
- If the health of Indians improves through Fit India Movement, then India's GDP will increase by 1.4%. There will be an increase in productivity and income, as money will be saved by reducing the expenditure on diseases due to improvement in health.
- The biggest advantage of this campaign is that the person will be able to use his efficiency properly. It is said that a healthy mind resides in a healthy body and a healthy mind helps in building a healthy nation.
- Many diseases are related to lifestyle, which is possible to overcome by some physical activities such as exercise reduces the chances of a heart attack. It reduces the chances of stroke, high blood pressure, diabetes, breast cancer, bone fractures, gallbladder disease, obesity, depression, and anxiety.



## About Fit India Movement



The Fit India Movement is the latest among several other initiatives by Prime Minister Modi to promote fitness and health. A committee consisting of government officials, the Indian Olympic Association (IOA), national sports federations, private bodies, and fitness promoters has been constituted to advise the government on the “Fit India Movement”.

It aims to bring about behavioral change and introduce basic fitness practices into the daily lives of Indians, most of whom do not have access to sports or fitness infrastructure in their neighborhoods.

The special focus of the **Fit India Movement** will be on rural India, which lacks basic facilities to improve physical health and create fitness awareness. Under the campaign, awareness programs, sports activities, and other such events are being planned through the participation of celebrities in Tier 1 and Tier 2 cities. It will also be used to promote **Yoga** in a big way.

## Conclusion



Fit India is an idea that needs to be implemented properly and scientifically, especially directed toward children, women, and vulnerable groups of people from middle and lower socioeconomic strata. A suitably built environment, which was earlier an integral part of our plan, needs to be brought back. The importance given to sports and fitness is of paramount importance.

Although the benefits of physical fitness are known and clear, India is in a paradoxical situation of increasing challenges attributed to the simultaneous presence of lifestyle diseases and poverty, backwardness, illiteracy, and lack of access to health care. Therefore, the fitness movement should be combined with anti-poverty programs and other social welfare schemes.