



Press Release

Fit India Week 2023 Expands Outreach to Colleges and Universities

New Delhi, Nov 15th: The Fit India Week 2023, a flagship program of the Fit India Movement, has kicked off for schools, colleges, universities nationwide, starting November 15. The educational institutions can choose any one week from 15th November 15 till 15th December 2023 to observe the Fit India Week program. The program is a collaborative effort between the Ministry of Youth Affairs & Sports (MYAS) and the Ministry of Education (MoE).

Conceived in 2019 as the Fit India School Week, the program seeks to foster awareness about fitness not just among children but also their parents, teachers, and school staff. After a successful cumulative outreach of 14.5 lakh schools over the past four editions, it was decided to expand the footprint of Fit India Movement to include colleges and universities. Accordingly, the Fit India School Week was rechristened as Fit India Week. Stakeholders like University Grants Commission (UGC), All India Council of Technical Education (AICTE) have joined partners like CBSE, CISCE, Kendriya Vidyalaya Sangathan (KVS), Navodaya Vidyalaya Sangathan (NVS) and State/UT Educational Departments in this initiative. The Indian Women's Hockey team will also prepare for the upcoming Paris Olympic Qualifiers in Ranchi. The Women's team will be training and acclimatizing in Jharkhand for a week ahead of the FIH Qualifiers that take place from January 13th onwards.

This program encourages school, colleges and universities across the country to dedicate 4 to 6 days within a week to promoting a healthy and active lifestyle through various engaging activities, such as debates, quizzes, essay writing, poster-making competitions, yoga and meditation sessions, fitness pledges, and indigenous sports.

During Fit India Week, a diverse range of events and activities are organized to encourage participation and promote healthy living. These include sports competitions, fitness challenges, yoga and meditation sessions, nutrition workshops, and health check-ups.

The list of indicative activities includes:

- Annual Sports Day
- Importance of fitness: Debate, Quiz, Essay Writing, poster-making competition
- Indigenous Games
- Fitness Assessment through Mobile App
- Yoga & Meditation
- Fitness Pledge by teachers, students, and their parents & Fit India Parents Teachers Meet
- Popular Sports & Fun Games
- Idea generation contests & Entrepreneurship Building

The organizing schools, colleges and universities are free to decide the activities to be observed.

The Fit India Movement was launched by the Hon'ble Prime Minister Narendra Modi on the eve of National Sports Day on 29th August 2019 with the aim of promoting fitness and healthy living among all Indians. The Fit India Mission through fitness campaigns like Fit India School Week, Fit India Freedom Run, Fit India Mobile App has engaged over 25 Crore+ citizens over the years.
