

## UPCOMING EVENTS

- 1 Akhil Bhartiya Terapanth Yuvak Parishad (Raktdan Amrit Mahotsav 2.0)  
14<sup>th</sup> September
- 2 Department of Tourism  
21<sup>st</sup> September
- 3 "Ministry of Women & Child Development/  
Ministry of Health & Family Welfare"  
(Anganwadi & ASHA Workers)  
28<sup>th</sup> September



## NEWSLETTER

VOLUME I, ISSUE III, AUGUST 2025

FIT INDIA APP  
NOW WITH BETTER FEATURES!



### HON'BLE PRIME MINISTER SHRI NARENDRA MODI SPEECH ON INDEPENDENCE DAY 2025

There should be development in every field of life. Sports too have an important role in development. There was a time when parents frowned upon children spending time in play; today, the situation has been entirely reversed. If children come forward in sports, take interest in them, parents are filled with pride. I see this as an auspicious sign. When I see an environment of encouragement for sports within the families of my country, my heart swells with pride. I regard this as a most auspicious indication for the nation's future.

When I speak of fitness, when I speak of sports, I also wish to place before you a matter of concern. Every family in our country should take it seriously—obesity is becoming a very grave crisis for our nation. Experts say that in the coming years, one in every three people will suffer from obesity. We must protect ourselves from obesity. And therefore, while many steps will have to be taken, I had made one small suggestion—that every family should resolve that when cooking oil comes into the house, it should be 10% less than usual, and its use should also be 10% less. By doing so, we shall make our contribution towards winning the fight against obesity.



## BHARAT'S BIGGEST-EVER NATIONAL SPORTS DAY CELEBRATIONS

- 30 crore citizens across all States and UTs participated in honouring the legendary hockey player and wizard of Hockey, Major Dhyan Chand, on National Sports Day activities (Aug 29-31, 2025) celebrating his 120th birth anniversary.
- Nationwide pledge taken to imbibe Olympic values (Excellence, Friendship, Respect) and Paralympic values (Courage, Determination, Inspiration, Equality).

Read more on Page 2

### "EK GHANTA KHEL KE MAIDAAN MEIN"

3 DAYS, 30 CRORE CITIZENS, 700+ DISTRICTS

#### AT A GLANCE

**30 Cr+**  
participation  
nationwide

**700+**  
districts  
activated

**10,000+**  
locations  
for cycling rallies

**200+**  
conclaves  
& debates held

**1.7 billion**  
impressions  
on social media

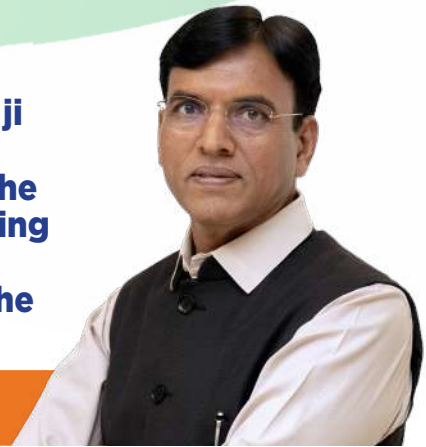
**300+**  
media stories  
published



**Government of India has been a part of our life and will always be. Our history mentions so many sports. I thank Hon'ble Prime Minister Shri Narendra Modi ji for bringing back this spirit through initiatives like TOPS, Khelo India and Fit India. With the Khelo Bharat Niti and the National Sports Governance Act in place, Bharat is preparing for Viksit Bharat 2047 with the ambition of being among the top five nations at the Olympics. The sports arena is the biggest classroom and sports is the greatest teacher."**

**DR. MANSUKH MANDAVIYA**

Hon'ble Minister of Youth Affairs & Sports, Government of India



**DAY 1** AUGUST 29

## JAN ANDOLAN OF SPORTS

- National pledge & 1-hour sports activity by ~30 Cr people.
- MONDO Athletics Track** inaugurated at JLN Stadium, Delhi.
- Participation from CMs in UP, Karnataka, Odisha, Arunachal, Uttarakhand



**DAY 2** AUGUST 30



## POLICY & KNOWLEDGE DAY

- Sports Goods Manufacturing Conclave (Delhi):** Focus on Atmanirbharta; industry + govt + regional hubs.
- "Garv se Swadeshi" pitch by Dr. Mandaviya; target **25% global share by 2036.**
- 200+ debates & conclaves** on Khelo Bharat Niti 2025, Sports Governance Act, anti-doping, Olympic/Paralympic values.



**DAY 3** AUGUST 31

## FIT INDIA SUNDAYS ON CYCLE (38<sup>TH</sup> EDITION)

- Biggest-ever **Fit India Sundays on Cycle.**
- Celebrated at **10,000+ locations nationwide.**
- Delhi flagship at MDCNS with **1500+ cyclists**, plus Zumba, yoga, skipping.



### PARTNERS

**1**

IOA & PCI, National Sports Federations

**2**

NaMo Fit India Cycling Clubs, SAI & Khelo India centres

**3**

Corporates, PSUs, RWAs, schools, colleges

**4**

NGOs & trusts like Isha Foundation, Satya Sai Trust

### MEDIA IMPACT



1.7 billion impressions across platforms



Top trend on X, Instagram, Facebook



Integrated into mainstream brands (Blinkit, Cult, etc.)



300+ reports in print/online media

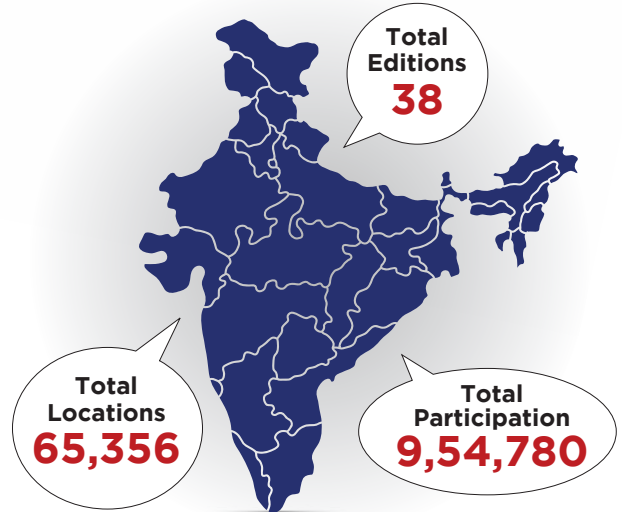
From the Mumbai edition of Sundays on Cycle on Aug 31:



**Cycling ensures fitness, becomes Pollution ka Solution, and connects us to the spirit of Aatmanirbhar Bharat. Fit India Sundays on Cycle is not just about fitness, it is also about community — people coming together every week to ride, to inspire each other and to celebrate healthy living.”**

**RAKSHA KHADSE**  
MoS Youth Affairs & Sports

## SUNDAYS ON CYCLE SO FAR



## SUNDAYS ON CYCLE HIGHLIGHTS

### 34<sup>TH</sup> EDITION

#### TRIBUTE TO POSTMEN

Organised with India Post at **6000 locations**



### 35<sup>TH</sup> EDITION

#### TIRANGA RALLY WITH PANCHAYATS

Flagged off by HMYAS from JLN Stadium, Delhi



### 36<sup>TH</sup> EDITION

#### NCC YOUTH & FIT INDIA APP PUSH

HMYAS joined from his home village, Hanol, Gujarat



### 37<sup>TH</sup> EDITION

#### POLICE FORCES RALLY

**10,000+** police personnel across 6000 locations





## UNIQUE CELEBRATIONS



NSD Human Formation, Daman



Health Camp, Telangana



First of its kind underwater tribute in Havelock Island, Andaman



Veteran cyclist Rajesh Kalra cycles the world's highest motorable pass

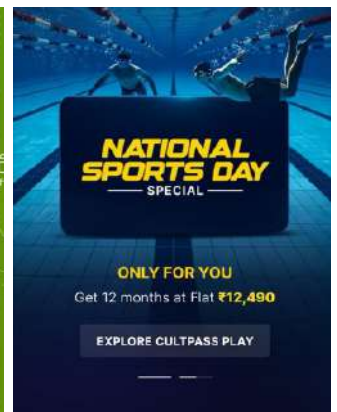
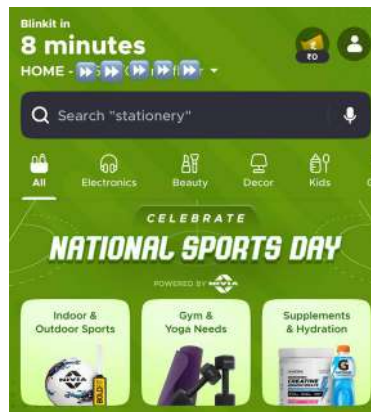


Early celebrations in Telangana, and Dadra Nagar Haveli, Daman & Diu UT

**Health is the real wealth, and cycling is one of the simplest ways to stay fit. I am delighted to see so many youngsters, families and senior citizens coming out together on a Sunday morning. Fit India Sundays on Cycle has become a movement, and I am happy to be a part of this national celebration."**

**JACKIE SHROFF**

## HOW NSD 2025 BECAME A JAN-ANDOLAN



## Media Watch

