



SUNDAYS ON CYCLE



SUNDAYS ON CYCLE
ANNIVERSARY
EDITION
2024 - 2025

GRAND FIRST ANNIVERSARY

FOREWORD



DR. MANSUKH MANDAVIYA
HON'BLE MINISTER OF YOUTH AFFAIRS AND SPORTS, GOVERNMENT OF INDIA

It is with immense pride and heartfelt satisfaction that I present this anniversary booklet on the occasion of the first anniversary of the 'Sundays on Cycle' initiative, launched on 17 December 2024. Over the past year, this movement has grown from a simple yet powerful idea into a nationwide celebration of health, sustainability and community spirit. I extend my warmest congratulations to every citizen who has embraced this initiative and contributed to making it a resounding success across the country.

Fit India Movement, launched by our Honourable Prime Minister Shri Narendra Modi on 29 August 2019, has always aimed to inspire India to adopt fitness as a daily habit and a collective responsibility. 'Sundays on Cycle' has strengthened this vision by encouraging people to reclaim their streets, reconnect with cycling and rediscover the joy of an active lifestyle. Cycling, as I have often emphasised, is not merely an exercise – it is an investment in better health, cleaner air, stress-free living and a more responsible future.

Throughout this year, I have witnessed with great delight how individuals, families, institutions and entire communities have transformed their Sunday mornings. Streets across India have turned into vibrant corridors of fitness and fellowship. The enthusiasm of young children learning to pedal, adults cycling together as families, senior citizens rediscovering the pleasure of movement and cities organising large-scale events reflects the true spirit of a fitter, healthier India.

As we mark this milestone, I applaud the unwavering commitment of all participants, volunteers, local administrations and the Fit India team for turning Sundays on Cycle into a truly national phenomenon. I am confident that in the coming years, this movement will continue to grow, evolve and inspire millions more.

Together, let us keep cycling towards a healthier, happier and more active India.



**SMT. RAKSHA NIKHIL KHADSE
HON'BLE MINISTER OF STATE FOR YOUTH AFFAIRS AND SPORTS**

It gives me immense happiness to mark the one-year anniversary of 'Sundays on Cycle', a thoughtful and inspiring initiative of the Honourable Minister of Youth Affairs and Sports, Dr Mansukh Mandaviya. Over the past year, this initiative has emerged as a simple yet powerful medium to bring citizens together, encourage physical activity, and reinforce the core message of the Fit India Movement, which was envisioned and launched by the Honourable Prime Minister Shri Narendra Modi in 2019.

Sundays on Cycle reminds us that fitness does not always require complex infrastructure or intense regimens. Sometimes, meaningful change begins with small, joyful actions – choosing to cycle, spending time outdoors and reconnecting with our neighbourhoods and communities. The enthusiastic participation witnessed across cities, campuses and public spaces reflects India's growing commitment to healthier lifestyles.

As a nation with a young and dynamic population, it is vital that we embed physical activity into our daily routines. I urge all citizens – children, youth, working professionals, senior citizens and families – to make fitness a shared priority. Let us continue to move more, sit less and choose active living.

On this special occasion, I congratulate everyone associated with 'Sundays on Cycle' and call upon every Indian to join this movement for a fitter, healthier and stronger India.



**SHRI HARI RANJAN RAO, IAS
SECRETARY SPORTS CUM DIRECTOR GENERAL, SAI**

The first anniversary of the 'Sundays on Cycle' initiative, launched by the Honourable Minister of Youth Affairs and Sports Dr Mansukh Mandaviya in December 2024, is a landmark moment in our Honourable Prime Minister Shri Narendra Modi's vision of a fit India. Over the past year, this simple yet visionary idea has evolved into a powerful nationwide movement that blends fitness, recreation and community participation in a truly meaningful way.

As Director General of the Sports Authority of India (SAI), I have had the opportunity to witness firsthand the enthusiasm with which people across the country have embraced cycling—not merely as a sporting activity, but as a joyful and sustainable way to stay active. Cycling strengthens endurance, enhances mobility and nurtures discipline, making it an ideal activity for individuals across age groups. In this sense, 'Sundays on Cycle' beautifully complements the objectives of the Fit India Movement, launched by the Honourable Prime Minister on August 29, 2019, which encourages all citizens to adopt fitness as a lifelong habit.

This year-long journey has also been a proud moment for SAI. Our Regional Centres, National Centres of Excellence, and Training Centres across India have diligently organised 'Sundays on Cycle' events week after week, involving athletes, coaches, support staff and local communities. Their consistent efforts, combined with the unwavering commitment of the Fit India Division, have played a pivotal role in transforming this initiative into a celebrated national event.

I congratulate everyone who contributed to this success and encourage all Indians to continue supporting and participating in this movement.



**SHRI MAYANK SRIVASTAVA, IPS
DEPUTY DIRECTOR GENERAL, KHELO INDIA**

It is a matter of great pride to successfully complete a year of the 'Sundays on Cycle' initiative, a vibrant movement under the Fit India Division of the Sports Authority of India. Launched in December 2024 by the Honourable Minister of Youth Affairs and Sports, Dr. Mansukh Mandaviya, this initiative set out with a simple yet powerful message – to make cycling a joyful weekly ritual for every citizen. Over the past year, this message has grown into a nationwide habit, embraced by communities, institutions and families alike.

The initiative has also become an important pillar of the Honourable Prime Minister Shri Narendra Modi's broader vision of a fit India. As the nation confronts rising concerns around sedentary lifestyles and obesity, 'Sundays on Cycle' has offered an accessible, eco-friendly and deeply engaging way to prioritise health. What began as a weekly fitness event has today evolved into a social movement that encourages people to step out, ride together and rediscover the pleasure of active living.

As we celebrate the first anniversary of this inspiring journey, I remain deeply grateful to the Regional Directors, whose leadership and coordination have been instrumental in making 'Sundays on Cycle' a grand success across the country. My sincere appreciation also goes to the Khelo India Nodal Officers for their consistent on-ground support and commitment in ensuring smooth execution every week. I also thank the in-charges of the National Centres of Excellence (NCOE) and Sports Authority of India Training Centres, whose enthusiasm and active participation have played a vital role in making this initiative a nationwide movement.

May it continue to grow and make cycling an eco-friendly way of India's path to fitness and well-being.



**DR. NADEEM AHMAD DAR
DIRECTOR, FIT INDIA**

It gives me immense pleasure to be part of the one-year anniversary of the 'Sundays on Cycle' initiative – a movement that has quickly become one of the most engaging and impactful components of the Fit India mission.

Launched in December 2024 by the Honourable Minister of Youth Affairs and Sports, Dr. Mansukh Mandaviya, 'Sundays on Cycle' was envisioned as a weekly celebration of active living and a powerful step toward fulfilling the Honourable Prime Minister Shri Narendra Modi's vision of a fitter, healthier nation.

Over the past year, the Fit India Department has worked tirelessly to translate this vision into action. From coordinating with educational institutions, campuses, communities and local authorities, to ensuring that each event is inclusive, safe and motivating, our teams have put in day-and-night effort to build a movement that resonates across age groups and regions. Their dedication has helped establish 'Sundays on Cycle' not just as an event, but as a nationwide culture of coming together for health, joy and physical activity.

I wholeheartedly thank the Regional Directors for guiding and supporting the spread of 'Sundays on Cycle'. I also appreciate the steadfast efforts of the Khelo India Nodal Officers as well as the in-charges of our National Centres of Excellence (NCOE) and Sports Authority of India (SAI) Training Centres who have ensured seamless organisation each week, which has been central to the initiative's nationwide impact.

May this momentum continue to inspire India to pedal towards a healthier future.

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FIT INDIA MISSION

The FIT INDIA Movement, launched on 29th August 2019 by the Hon'ble Prime Minister Shri Narendra Modi, aims to make fitness an integral part of our daily lives. The mission of the Movement is to inspire behavioural change and encourage citizens to adopt a more physically active lifestyle.

It envisions a nation where fitness is celebrated as a way of life, fostering strength, discipline, and holistic well-being among all.

'Sundays on Cycle'

India's Movement Against Obesity and for a Fitter Tomorrow

Cycling stands as one of the most accessible and effective forms of exercise – boosting stamina, reducing stress, improving cardiovascular health, and enhancing mental well-being. Beyond fitness, it serves as a clean and eco-friendly mode of transport that helps reduce pollution and promotes a greener, healthier nation.

Echoing the Hon'ble Prime Minister's call, "Fitness ki dose, aadha ghanta roz," cycling has emerged as a unifying fitness activity that combines health, joy and sustainability.

Building on the remarkable success of the Fit India Cycling Drive, which has so far witnessed the enthusiastic participation of over 1.5 crore citizens across the country, FIT India, under the leadership of Hon'ble PM Narendra Modi and Hon'ble Minister of Youth Affairs and Sports Dr Mansukh Mandaviya, launched 'Sundays on Cycle' on 17th December 2024 – a weekly national movement to make fitness a community celebration and a step towards a fitter tomorrow.



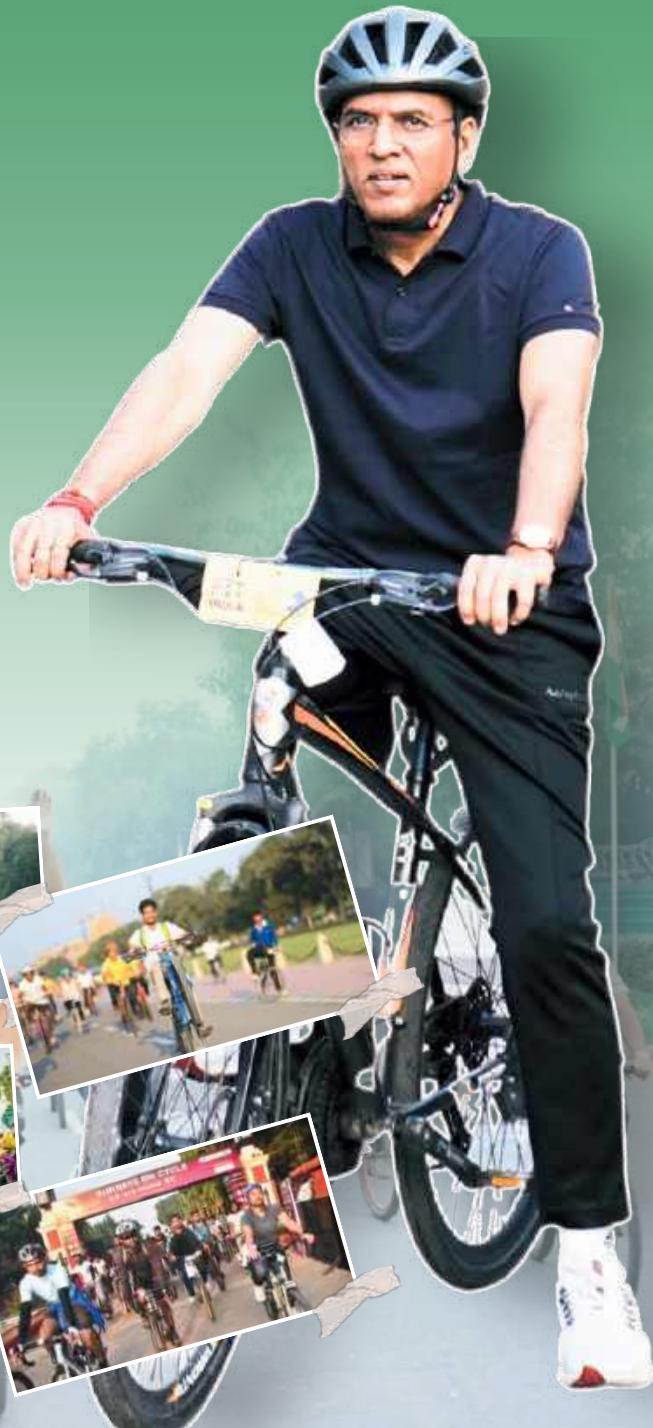
Sundays on CYCLE

Celebrating One Year of Pedalling Towards a Fitter, Greener India

As the Sundays on Cycle (soc) movement completes one inspiring year in December 2025, it stands as a shining example of India's collective commitment to health, community and sustainable living. Launched under the visionary leadership of Honourable Prime Minister, Shri Narendra Modi, and spearheaded by the Minister of Youth Affairs and Sports, Dr. Mansukh Mandaviya, the initiative has transformed Sunday mornings across the country into vibrant celebrations of fitness and environmental consciousness.

What began as a simple call to embrace cycling has grown into a nationwide culture of active living. Over the past year, lakhs of citizens – children, youth and seniors – have come together every Sunday to cycle at events held through the year across the country since the launch of SOC. Local communities, schools and colleges, resident associations, NGOs, government units and various organisations have regularly contributed to the initiative, turning Sundays on Cycle into a true people's movement.

As we mark this milestone, Sundays on Cycle continues to inspire the nation to move forward – one pedal, one community and one Sunday at a time.





SUNDAYS ON CYCLE GRACED BY HMYAS & HMOs



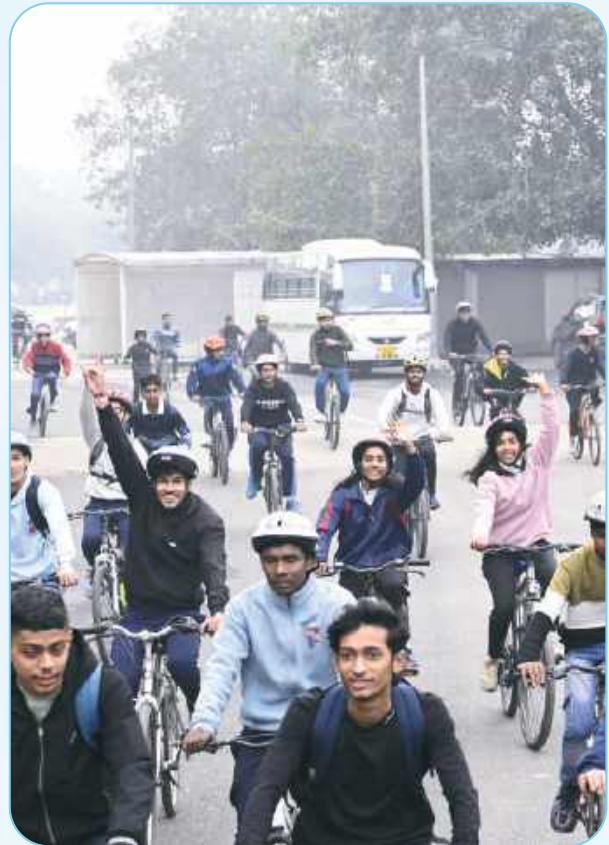
SUNDAYS ON CYCLE GALLERY

December 2024



SUNDAYS ON CYCLE GALLERY

January 2025



SUNDAYS ON CYCLE GALLERY

February 2025



SUNDAYS ON CYCLE GALLERY

March 2025



SUNDAYS ON CYCLE GALLERY

April 2025



SUNDAYS ON CYCLE GALLERY

May 2025



SUNDAYS ON CYCLE GALLERY

June 2025



SUNDAYS ON CYCLE GALLERY

July 2025



SUNDAYS ON CYCLE GALLERY

August 2025



SUNDAYS ON CYCLE GALLERY

September 2025



SUNDAYS ON CYCLE GALLERY

October 2025



SUNDAYS ON CYCLE GALLERY

November 2025



SUNDAYS ON CYCLE GALLERY

December 2025



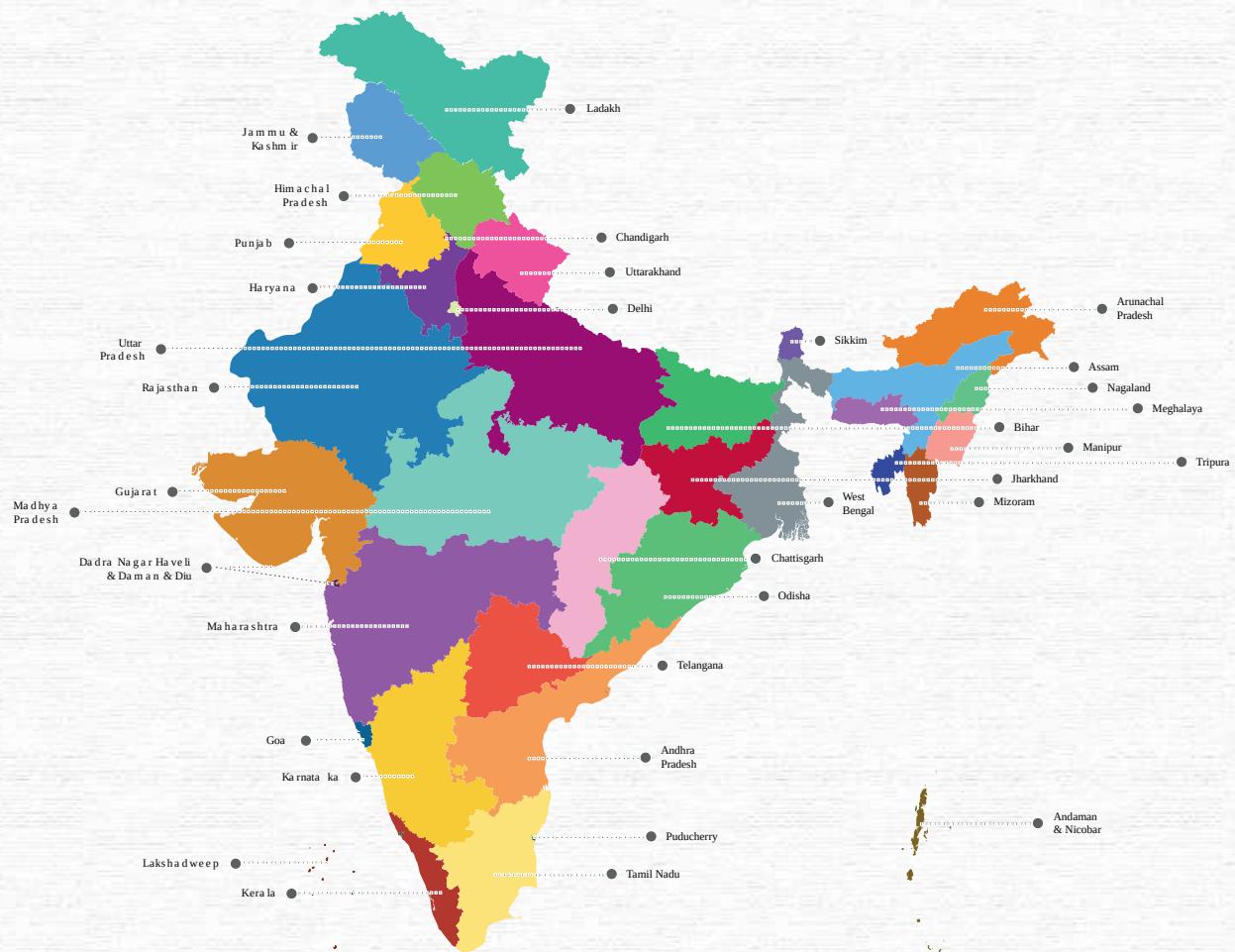
NATIONAL SPORTS DAY

BIGGEST EVER SUNDAYS ON CYCLE

The largest ever Fit India Sundays on Cycle turned day three of National Sports Day celebrations into a festival of movement. At Major Dhyan Chand National Stadium, Delhi, over 1,500 cyclists rode alongside Olympian Trupti Murgunde, celebrities, and the Hon'ble Sports Minister. In Mumbai, cycling enthusiasts were joined by the Hon'ble Minister of State and Film Actor Jackie Shroff, adding both inspiration and star power. The movement resonated nationwide, with 10,000+ locations and 3,000 cycling clubs participating. Backed by leadership from Chief Ministers, Ministers, and National Sports Federations, the event transformed cycling into a mass movement of historic scale.



IMPACT OF SUNDAYS ON CYCLE



13.5 LAKHS+

Fit India Mobile App Downloads

21,34,780

Participants Registered

4000+

NaMo Fit India Cycling Clubs

53

Editions

1,69,356

Locations

FIT INDIA MOBILE APPLICATION

One of its kind holistic fitness application wherein citizens can track and assess their wellness activities through a series of simple tests and get their fitness scores.

SOC through FIMA

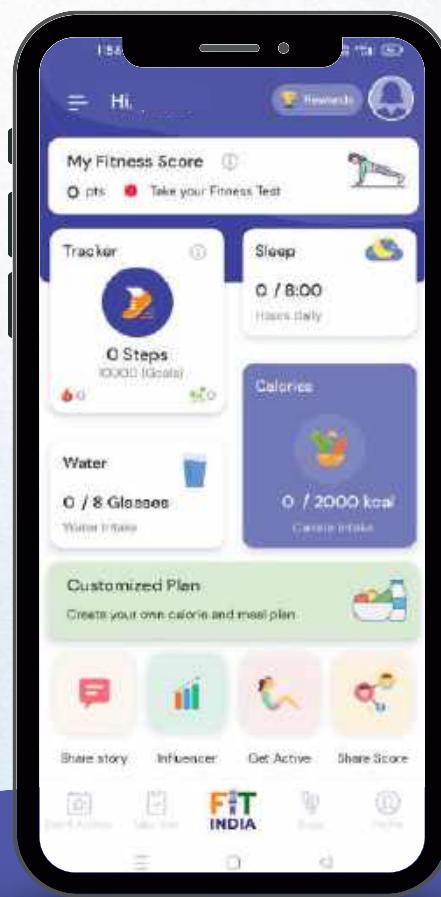
Users can enrol for 'Sundays on Cycle' event through the app, which saves them the hassle of registering on site during the day of the SOC.

Smart Activity Tracking

Monitor your daily steps, cycling, and running effortlessly to stay active and aware.

Cycling Leaderboard

Compete with fellow cyclists and climb the ranks on a dynamic leaderboard that promotes healthy competition.



Age-Specific Fitness Tests

Scientifically designed fitness assessments for all age groups: 5–18 years, 18–65 years, and 65+ years to track and improve physical health.

Carbon Credit Insights

It tracks CO₂ you save by cycling & earn coins in return for discounts from FIT India partners on board.

Interactive Health quizzes

Engage with fun and informative quizzes to boost your health knowledge



Scan the QR Code to Download the Fit India Mobile App

CELEBRITIES SPEAK



“

The cycling thing has picked up quite a lot—you've got cycling groups, runners' groups all across, not just in the bigger cities, but even in smaller towns. Now you can see that there's a huge mindset change in terms of staying fit. I'm sure this initiative is going to really help a little bit.

Bhaichung Bhutia

Former Skipper of the Indian Football Team

“

I am glad to be part of the Fit India Sundays on Cycle initiative. Our Hon'ble Prime Minister started Fit India back in 2019 and our Sports Minister Dr. Mansukh Mandaviya began the Sundays on Cycle initiative in December 2024. I would like to tell everyone to dedicate an hour every day for fitness and their physical health.



Sakshi Malik

Wrestler, Olympic Medalist



“

I can say a lot of awareness about personal fitness has been created and multitude of people have begun working on their fitness since the time the Indian government has started the Fit India movement. Fitness is very important, if we are not fit ourselves, we won't be able to help others. Avoid junk food as much as possible.

Nikki Pradhan

Seasoned Indian Hockey Midfielder

“

I am very happy to be part of the Sundays on Cycle initiative. It was a great experience to witness the enthusiasm and excitement among people of all ages for fitness. I want to thank the Government of India for organising it. It is necessary for the entire country to adopt an active lifestyle. Whether you perform exercises or cycle, one needs to indulge in one physical activity for fitness. One must dedicate 20–30 minutes daily at home or outside to improve fitness.

Salima Tete

Captain, Indian Hockey Team



“

This endeavour of the government to promote fitness among citizens is commendable. Every person should dedicate at least one hour every day to fitness, for both physical and mental wellness. The enthusiasm of the participants is an indication that Indians are taking up fitness seriously.

Sailesh Kumar

World Para Athletics Medalist

“

I have been fortunate to be part of the Fit India Sundays on Cycle initiative started by our honourable Sports Minister Dr Mansukh Mandaviya. I cycled in Gujarat twice as part of this event and it gave me immense pleasure to see how enthusiastically youngsters participated in the cycling drive. People must take out minimum 30 minutes for their personal fitness. If we focus on our fitness, we can save ourselves from any kind of illness caused due to pollution and adulterated food we intake.

Mountaineer Nisha Kumari

Climbed Mount Everest on May 17, 2023, and cycled from India to London to spread the message of 'Change Before Climate Change'.



“

Exercise helps in maintaining focus, which is key to achieving anything in life. Cycling is a great form of exercise, and I am elated to be part of this event that motivates people to take charge of their health.

Praveen Kumar

World Para Athletics Medalist



“

I admire our Prime Minister Shri Narendra Modi's efforts. He is such a big supporter of sports and has transformed fitness into a people's movement. This initiative shows how fitness can bring communities together.

Tania Sachdev

Chess Grandmaster



“

As athletes, fitness is our foundation. What I see here is not just people cycling, but India embracing a culture of health. It is also very motivating that the movement has expanded over the last few months.

Abhishek Nain

Indian Hockey Olympian



MEET OUR LEADING FIT INDIA INFLUENCERS

CHAMPIONS



DIKSHA CHHABRA



TIMSI BECTOR

AMBASSADORS



VISPY KHARADI



UTKARSH SAXENA



SWAPNALI JAMBE



DANISH MANZOOR



PANKHURI SRIVASTAVA



PREM PRAKASH MEENA

MEET OUR FIT INDIA STATE CYCLING AMBASSADORS



PRAKASH P GOPINATH
KERALA



AMAR VITTHAL NADGERI
MAHARASHTRA



SACHIN JADHAV
GUJARAT



ARITRA SARKAR
WEST BENGAL



SWARUPA SHAH
DADRA AND NAGAR HAVELI



VIJAY RAMESH MALHOTRA
MAHARASHTRA



ARUN MALIK
HARYANA



GOPESH DEBNATH
TRIPURA, MIZORAM, MANIPUR, NAGALAND



TARUN WADHWA
UTTAR PRADESH



ARSHEL AKHTER
ASSAM, MEGHALAYA



ANIL MARDIA JAIN
GUJARAT



SURENDER KUKNA
BIKANER, RAJASTHAN

SUNDAYS ON CYCLE THEMES

S.No.	Date	Theme
1	17 th December 2024	Cycle Federation of India (CFI)
2	22 nd December 2024	Indo-Tibetan Border Police (ITBP)
3	29 th December 2024	Cycling Clubs
4	5 th January 2025	Indian Army
5	12 th January 2025	Athletes
6	19 th January 2025	Rahagiri Foundation
7	26 th January 2025	Republic Day Special
8	2 nd February 2025	NSS & Sports Club
9	9 th February 2025	Postmen
10	16 th February 2025	Lifestyle & Wellness Coaches
11	23 rd February 2025	CII & FICCI & Sportscom
12	2 nd March 2025	Government Employees
13	9 th March 2025	Women's Day Special (Women's Week)
14	16 th March 2025	Doctors (Indian Medical Association)
15	23 rd March 2025	Physical Education Foundation of India (PEFI)
16	30 th March 2025	School Children
17	6 th April 2025	State Police
18	13 th April 2025	Residents Welfare Associations (RWAs)
19	20 th April 2025	MyBharat
20	27 th April 2025	Namo FI Cycling Clubs
21	4 th May 2025	Teachers
22	11 th May 2025	Lawyers
23	18 th May 2025	Indirect taxes & Customs
24	25 th May 2025	Journalists
25	1 st June 2025	World Bicycle Day
26	8 th June 2025	Indian Railways
27	15 th June 2025	Physical Education Foundation of India (PEFI)

SUNDAYS ON CYCLE THEMES

S.No.	Date	Theme
28	22 nd June 2025	Yogasana Bharat / International Yoga Day
29	29 th June 2025	Swatchta Senanis
30	6 th July 2025	Residents Welfare Associations (RWAs)
31	13 th July 2025	Public Sector Undertakings (PSUs)
32	20 th July 2025	School Children
33	27 th July 2025	Central Armed Police Forces (CAPF)
34	3 rd August 2025	Postmen
35	10 th August 2025	Panchayats
36	17 th August 2025	National Cadet Corps (NCC)
37	24 th August 2025	State Police
38	31 st August 2025	National Sports Federations (NSFs)
39	7 th September 2025	Indian Railways
40	14 th September 2025	ABTYP - "Raktdan Amrit Mahotsav 2.0"
41	21 st September 2025	Department of Tourism
42	28 th September 2025	Anganwadi & ASHA Workers
43	5 th October 2025	Teachers
44	12 th October 2025	Doctors & Healthcare Professionals
45	19 th October 2025	SOC from Home
46	26 th October 2025	GYM Chains
47	2 nd November 2025	Clean Air Warriors
48	9 th November 2025	Heroes of Hope
49	16 th November 2025	School Children
50	23 rd November 2025	Chartered Accountants
51	30 th November 2025	Journalists
52	7 th December 2025	Private Security Guards
53	14 th December 2025	Armed Forces
54	21 st December 2025	Banks

FIT INDIA

BRAND COLLABORATIONS AND PARTNERSHIPS

The Fit India Movement has successfully established partnerships and collaborations with various organizations and institutions to promote fitness, wellness, and citizen engagement through its flagship initiatives such as Sundays on Cycle, Fit India Freedom Run, Fit India Yoga Day Event, National Sports Day 2025, and National Fitness & Wellness Conclave 2025.

A summary of collaborations undertaken so far is as follows



Cult Fit

21st June 2025 & 7th Sept 2025

Collaboration for Fit India Yoga Event and Sundays on Cycle – Swadeshi Edition



Zixa Strong

12th October 2025

Collaboration for Sundays on Cycle with medical professionals and doctors



Red FM

1st-31st October 2025

Collaboration for Fit India Freedom Run as Radio Partner across metro cities and RJ integrations during Sundays on Cycle



Big FM

27th July 2025

Integration on Kargil Vijay Diwas – Sundays on Cycle special edition



Raahgiri Foundation

MoU signed as Partner Organization to conduct Sundays on Cycle activities beyond Delhi



My Bharat

MoU signed for volunteer and youth mobilization across Fit India initiatives



Rapido

30th Sept 2025 – 2nd Oct 2025

Collaboration for Fit India Freedom Run promotions through the Rapido App platform



Sun Sports

7th September 2025

Collaboration for stall setups and T-shirt engagement during Sundays on Cycle



Shiv Naresh

7th September 2025

Collaboration for on-ground stall setups and promotional engagement during Sundays on Cycle



Fitspire

1st-31st October 2025

Collaboration for Freedom Run, Sundays on Cycle, and National Fitness & Wellness Conclave



Isha Foundation

29th - 31st August 2025

Collaboration for National Sports Day to encourage mass participation in sports and physical activities



FICCI

1st November 2025

Collaboration for National Fitness & Wellness Conclave



Steadfast Nutrition

7th September 2025

Collaboration for on-ground stalls during Sundays on Cycle



GoQii

7th September 2025

Collaboration for on-ground promotional stalls during Sundays on Cycle



Anand & Co. Sports

7th September 2025

Collaboration for Sundays on Cycle for stall participation and as a panelist in National Fitness & Wellness Conclave



KICA Brand

7th September 2025

Collaboration for product stall setups during Sundays on Cycle



VATS

7th September 2025

Collaboration for on-ground stall participation during Sundays on Cycle



SHOR Foundation

27th September 2025

Collaboration for Sundays on Cycle – Kargil Vijay Divas edition



26th October 2025

Collaboration for Engagement activities for Sunday on Cycle – Gym Chain Edition



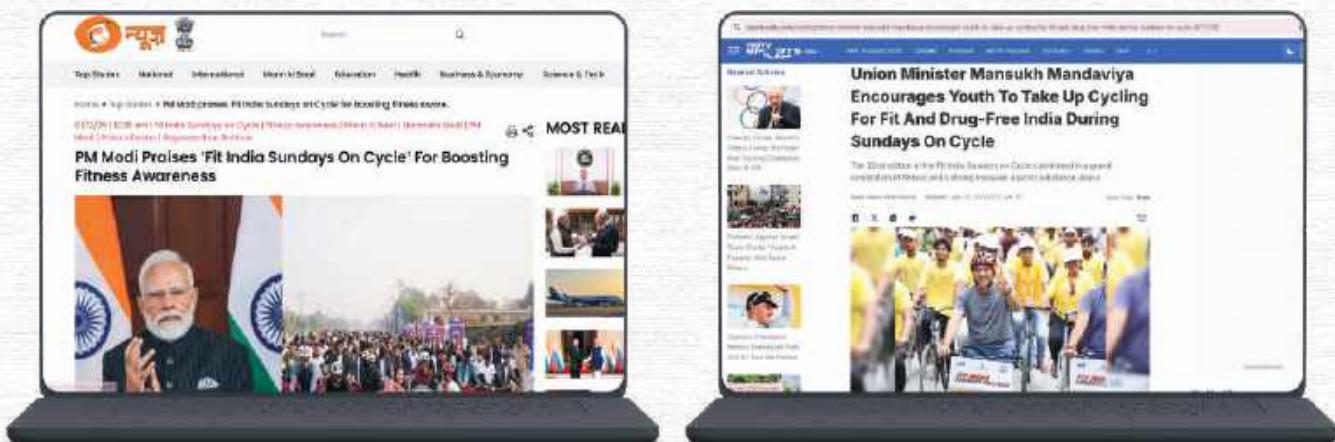
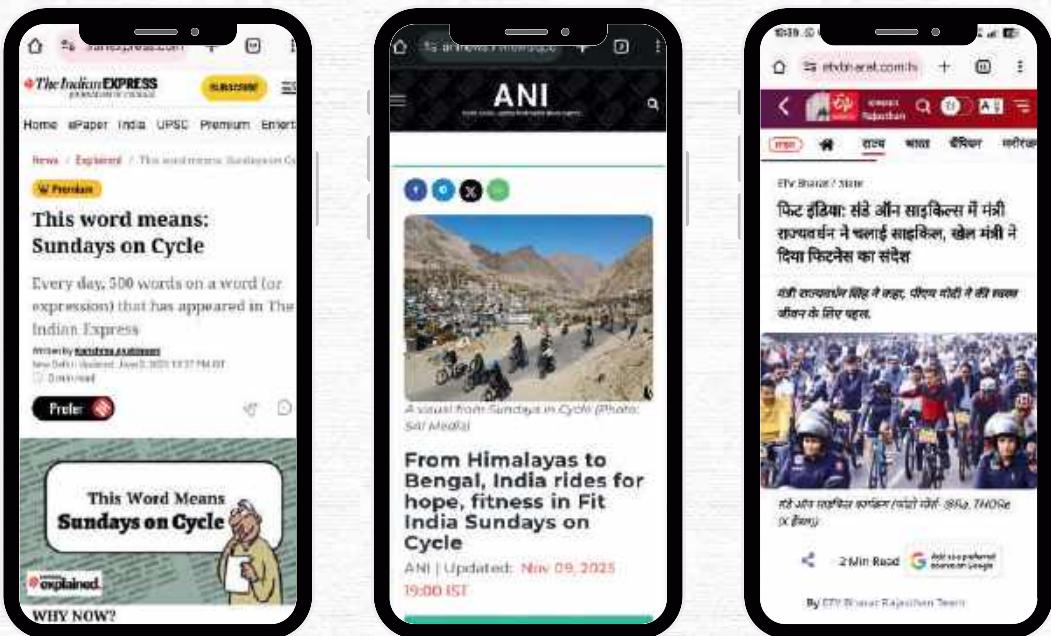
United Residents Joint Action of Delhi

URJA

10th August 2025

Collaboration for Sundays on Cycle Panchayati Raj edition for Partner Contribution from RWA

SUNDAYS ON CYCLE IN THE NEWS



SOCIAL MEDIA INSIGHTS

79,944

Total Volume

3,564,145

Total Engagements

44.58

Average Engagements

7,659,839,236

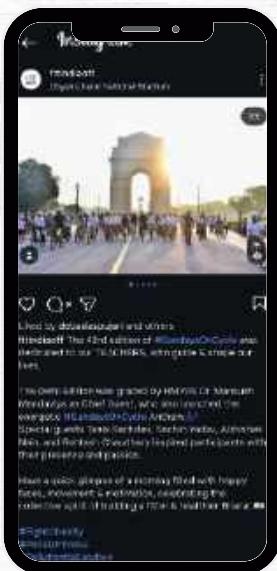
Potential Impressions

15,794

Unique Authors

93%

Positive Sentiments





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