

**Rahul Bhatnagar, IAS**  
Secretary



भारत सरकार  
पंचायती राज मंत्रालय  
डॉ. राजेन्द्र प्रसाद रोड, कृषि भवन,  
नई दिल्ली-110001  
Government of India  
Ministry of Panchayati Raj  
Dr. Rajendra Prasad Road, Krishi Bhawan,  
New Delhi-110001  
Date: 2<sup>nd</sup> September, 2019

D.O. No. M-11015/210/2019-FD

Dear Additional Chief Secretary / Principal Secretary / Secretary,

Please refer to my earlier letter of even no dated 22.08.2019 regarding "Fit India Movement" which was launched by Hon'ble Prime Minister on 29th August, 2019.

2. You would appreciate that the success of this Movement would depend on how effectively the message of "Fit India" is communicated to the citizens and how deeply the citizens' are associated with this Movement. Panchayati Raj Institutions (PRI) due to their proximity to the people residing in rural areas can play the most important role in realization of the objective of this Movement. Therefore it is suggested that the Panchayati Raj Department in the States can take up a group of activities to provide impetus to the movement and make it successful as detailed out in the enclosure.

3. Accordingly, you are kindly requested to take proactive action on the action points elucidated in the enclosure and inform this Ministry about the progress, especially on the following issues:

- Designation of Ward member of Gram Panchayatsas "**Grameen Sports & Fitness Coordinator**".
- Conduct of **Gram Sabha meeting** to promote Fit India Movement
- Inclusion of Physical fitness activities in **Gram Panchayat Development Plans** (GPDPs) and Peoples' Plan Campaign
- Organization of "**Great Village Run or Grameen MahaDaur**".
- Identification of suitable **playing fields** in the Gram Panchayats

With regards,

Encl: As above

Yours sincerely,  
  
(Rahul Bhatnagar)

To:

Additional Chief Secretary / Principal Secretary / Secretary  
Panchayati Raj Departments (29 States and 5 UTs— Andaman & Nicobar Islands, Dadra & Nagar Haveli, Daman & Diu, Lakshadweep, Puducherry)

## THE ROLE OF GRAM PANCHAYATS IN “FIT INDIA MOVEMENT”

1. One Ward Member of each Gram Panchayat (GP) can be designated as “**Grameen Sports & Fitness Coordinator**”. He can be given training and exposer regarding the importance of fitness and the activities that can be performed by various age groups of people both men and women for remaining fit. He can then mobilise the community since he is already an Elected Representative and is in close touch with the people of the village, for fitness activities as well as for advocacy and publicity. His mobile number for communication can be registered with the Panchayati Raj Department as has been done for most Sarpanchs of Gram Panchayats of the country. His mobile number can also be shared with District Sports Officer and any other Departmental Officers who would be coordinating these activities. It can be used for directly communicating with him / her or sending them appropriate messages.

2. Sarpanchs of all the Gram Panchayats can be advised to make the Fit India Movement an agenda item for all **Gram Sabha meetings** to be held once in three months. Physical Training Instructors and other Instructors from the Sports Department and Education Department of the State Governments can make presentations on Fitness in these Gram Sabha meetings. Discussions can also be initiated on the subject of physical and mental health. In some of the meetings Doctors from Primary Health Centres or other Health Experts can be invited to deliver talks.

3. **Gram Panchayat Development Plans (GPDPs)** are prepared by every Gram Panchayat for all the activities they will undertake during the year from the funds of 14<sup>th</sup> Finance Commission (FFC), Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA), PM Awas Yojna (Gramin), Rashtriya Gram Swaraj Abhiyan (RGSA) and other Central and State Government schemes as well as from Own Source Revenue (OSR) generated by the Gram Panchayats. Gram Panchayats can be advised to include all activities related to Fit India Movement whether they are related to advocacy or for organisation of meetings, discussions and physical fitness events. Since the formulation of GPDP for the year 2020-21 is going to

commence from 2<sup>nd</sup> October 2019 under the Peoples' Plan Campaign, the component of Fit India Movement can be included in the GPDPs of all Gram Panchayats.

4. **Pictographs** related to the Fit India Movement can be put up in Panchayat Ghars and other common areas as well as schools. The Grameen Sports Fitness Coordinator identified as above could be the coordinator and enabler for this.

5. Apart from regular activities related to fitness, two major events can be organised in a year at the Gram Panchayat level. This could be a "**Great Village Run**" or "**Grameen Maha Daur**" may be for a distance of 5 kms. which could again be coordinated by the Grameen Sports & Fitness Coordinator and the funds of the FFC could be utilised for this. Special sessions could be organised in the Gram Panchayat for people who are obese and above the age of 45 years. Doctors or Health Experts could be invited for such sessions.

6. The Grameen Sports Fitness Coordinator could be tasked to identify suitable **playing field** in the Gram Panchayat and this could be done in coordination with the Sports Department and the Revenue Department of the State Government.

7. The Ministry of Panchayati Raj has the **Mobile Numbers** of 1,70,000 (as of now) Sarpanchs / Pradhans of the country. The effort is on to collect the mobile numbers of the remaining 80,000 Sarpanchs / Pradhans. As required, from time to time messages (SMS) related to Fit India Movement can be sent to them for information / compliance.