



भारत सरकार  
स्वास्थ्य एवं परिवार कल्याण विभाग  
स्वास्थ्य एवं परिवार कल्याण मंत्रालय  
Government of India  
Department of Health and Family Welfare  
Ministry of Health and Family Welfare

प्रीति सूदन  
सचिव

**PREETI SUDAN**  
Secretary

RECEIVED सत्यमेव जयते

23 JAN 2020

D.O No. Z-28015/59/2019-NHM-I  
Dated 15<sup>th</sup> January, 2020

Dear Colleague,

As you are aware that Ayushman Bharat Health and Wellness Centres (AB-HWCs) are envisaged to deliver Comprehensive Primary Health Care (CPHC), with a focus on wellness and the delivery of an expanded range of services closer to the community. As **Preventive and promotive healthcare** is one of the essential components of AB-HWCs, this Ministry has already circulated an annual Health & Wellness Calendar detailing a list of health related days so that at least two health promotion activities in a month are organised at all functional AB-HWCs.

As you are also aware, Fit India Movement, spearheaded by Ministry of Youth Affairs and Sports, is a movement to take the nation on a path of fitness and wellness and provides a unique and exciting opportunity to work towards a healthier India. As part of the movement, individuals and organisations are undertaking various efforts for their own health and well-being as well as for the health and well-being of fellow Indians.

A FIT INDIA would be a HEALTHY INDIA. Accordingly, the Ministry of Health and Family Welfare has decided to build synergies between the wellness component at HWC and the Fit India Movement and fully involve HWCs as vehicles in our journey towards a Fit India.

Accordingly, the Ministry has identified certain fitness activities that may be carried out along with the health promotion activities that are conducted according to the health and wellness calendar. A suggestive list of activities is annexed herewith.

It is requested that all necessary measures may be taken to ensure that the wellness activities towards FIT India are carried out with maximum community participation at all the operational AB-HWCs in your State/ UT on specified days of HWC Calendar. It is also requested that the progress for the activities so organised may also be reported on a periodic basis in AB-HWC Portal.

Encl: as above.

Yours sincerely,

Sd/-  
(Preeti Sudan)

Additional Chief Secretary /Principle Secretary /Secretary- (Health) all States and UTs.

## Annexure on Proposed wellness activities towards FIT INDIA

S.no	Date	Day	Proposed Wellness Activities
1.	4 <sup>th</sup> February	World Cancer Day	Awareness Generation and importance of healthy eating habits, exercise etc. Cancer screening camps at AB-AB-HWCSs for early detection of 3 common cancers with special focus on ASHA ANM Anganwadi (AAA) workers.
2.	8 <sup>th</sup> March	International Women's Day	Walkathon for women and girls for 'Healthy Living' on the lines of Fit India
3.	7 <sup>th</sup> April -14 <sup>th</sup> April	World Health Day to Ayushman Bharat-Health and Wellness Centre Day	Cyclathon for children, adolescents and adults .
4.	31 <sup>st</sup> May	World No Tobacco Day	No tobacco oath in schools and colleges
5.	21 <sup>st</sup> June	International YOGA Day	Yoga activities at all AB-AB-HWCSs
6.	11 <sup>th</sup> July	World Population Day	Village walks
7.	15th August	Independence Day	Local sports competition e.g. Kite flying
8.	01-07 September	National Nutrition Week	Demonstration of eat right and eat healthy – Magic box for demonstrating food adulteration
9.	1st October	World Elderly Day	Community March for all the elderly
10.	7 <sup>th</sup> November	National Cancer Awareness Day	Camps for eat healthy & eat right, screening for NCDs, local sports
11.	12 <sup>th</sup> December	Universal Health Coverage Day	Yoga and Wellness activities for health promotion and NCD screening camps

**Annexure on Suggested wellness activities towards FIT INDIA**

On the designated health promotion days (*36 days are communicated to the States/UTs and the States are free to enhance the health promotion days depending on local context*) at functional AB-HWCs, it is desired that the day specific activities associated with the theme / associated programme will be carried out by the health department involving the community and all the Staff of these AB-HWCs.

It is also desired that the AB-HWCs should become the fulcrum for many wellness activities, all of which lead to FIT India. Some of the suggested activities are listed below;

1. Nutritional Counselling of the public especially Self Help Group (SHG) members involving Nutritional Counselors available with ICDS Programme or nearby colleges (Medical Officers of the PHC level AB-HWCs to coordinate for the same in consultation with Block level officer for ICDS). Demonstration of practices on Eat Right and Eat Healthy to the community using Tool kits from FSSAI is also suggested.
2. Local sports activities especially involving youth – may be coordinated and conducted by CHOs/Medical Officers of functional AB-HWCs in consultation with School education department, depending on the local facilities available. Local sports competition e.g. Kite flying can also be organized. Cyclathon for children, Adolescents and adults can be organized.
3. Walkathon for women and girls for 'Healthy Living', including Self Help Group Members.
4. District level competition for FIT Health Functionaries including doctors (participation on voluntary basis) may be organised to identify Local Health Champions to lead as a role model. For this, the initial screening of both broad parameters like BMI, BP, Sugar level and other parameters can happen at PHC level for all the staff and the shortlisted fit health functionaries can be sent for district level competition. Finally, the FIT Health Functionaries under different categories like Doctors, Nurses, CHOs, ASHAs, Lab Technicians, etc can be recognized in a public function during the second year Anniversary of Health and Wellness Centre programme on 14.4.2020.
5. Similar Fitness Competition may be conducted among Self Help Groups, Panchayat Raj Members, wherever they are open to such ideas. Regular Village walks involving all the above stakeholders will augur well towards FIT India.
6. Community March for the elderly may be tried. Fit Elders can give their opinion about healthy lifestyle and non-following up of habits such as NO Tobacco, NO Alcohol, etc.
7. Pre-Primary or Primordial prevention is aimed at preventing the development of the risk factors in an individual even before the individual becomes prone to the development of certain diseases. Hence, the Screening of Individuals for 5 common NCDs such as Hypertension, Diabetes and three common cancers of Oral, Breast and Cervix at functional HWCs will lead to early diagnosis and start of treatment protocol. This coupled with awareness on preventive and promotive healthcare will lead the population towards FIT India. Screening of AAA (ASHA, ANM and Anganwadi Workers) for these NCDs will be good beginning.

8. Awareness to the school children about environmentally friendly & sustainable lifestyle may be organized to make FIT INDIA students.
9. Regular Yoga sessions are already happening at functional HWCs. Besides, wherever possible, to attract the youth, Zumba and other forms of physical fitness and dance forms can be tried to make the youth of FIT INDIA.