

EVENT REPORT: FIT INDIA “SUNDAYS ON CYCLE” CAMPAIGN

Organized by: Unnat Bharat Abhiyan (UBA), NIT Durgapur (Regional Coordinating Institute) & Sports Authority of India (SAI)

Date: 14th June 2026 (Sunday), 6:30 AM, **Venue:** NIT Durgapur Campus

Introduction

On the morning of June 14, 2026, National Institute of Technology Durgapur, acting in its capacity as a Regional Coordinating Institute (RCI) for Unnat Bharat Abhiyan (UBA), successfully organized the **Fit India "Sundays on Cycle" Campaign** in collaboration with the Sports Authority of India (SAI). The initiative aimed to promote physical health, environmental sustainability, and community engagement under the broader mandates of the Fit India Movement and UBA.

Objectives

- **Promote Fitness:** Encourage a healthy, active lifestyle among campus residents, staff, and the surrounding community.
- **Environmental Awareness:** Highlight cycling as a carbon-free, sustainable mode of transport in alignment with rural and semi-urban development goals.
- **Community Bonding:** Gather participants of diverse age groups to foster community solidarity and wellness.

Event Highlights & Execution

The event commenced at 6:30 AM at the main gate area of the NIT Durgapur campus. A large banner displayed at the institute's entrance officially welcomed the participants and set a vibrant tone for the morning.

- **Enthusiastic Participation:** The rally saw strong, energetic participation from youth, faculty members, and administrative staff, all sporting matching white promotional t-shirts. A group of cyclists led the rally with great enthusiasm down the campus corridors.
- **Inclusivity across Generations:** The campaign successfully bridged generational gaps. The rally featured not only adult participants but also young children riding alongside their families, epitomizing the grassroots spirit of the Unnat Bharat Abhiyan.
- **Route:** The convoy of cyclists covered a designated route across the scenic, tree-lined roads of the NIT Durgapur campus, ensuring visibility and spreading the message of fitness to onlookers.

Conclusion and Impact

The Fit India "Sundays on Cycle" Campaign at NIT Durgapur concluded on a high note, effectively emphasizing how simple lifestyle shifts—like choosing a bicycle over motorized vehicles—can positively impact personal health and the ecosystem. As an RCI for Unnat Bharat Abhiyan, NIT Durgapur reinforced its commitment to nation-building, community health, and sustainable development through this successful collaborative drive.

