

Steps taken to Reduce Obesity

Community-based wellness and awareness programs are promoted through Ayushman Aarogya Mandirs; Health Melas and peer-led initiatives under NHM to encourage healthy lifestyles

Mass screening and early diagnosis are conducted via the NP-NCD program using Community-Based Assessment Checklist at over 1.77 lakh health centres to identify and manage overweight and obesity

Cross-ministerial campaigns like Eat Right India, Fit India Movement, and yoga-based initiatives by the Ministry of AYUSH promote healthy eating and physical activity nationwide

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As per the National Family Health Survey (NFHS-5, 2019–21), 24 % of women and 23% of men are overweight or obese. Unhealthy diets, sedentary lifestyles and environmental factors are key contributors to the rising prevalence of obesity. The increasing consumption of processed foods, reduced physical activity, and lifestyle changes have further intensified this growing crisis, affecting both urban and rural populations.

The Ministry of Health and Family Welfare under the National Programme for Prevention and Control of Non-Communicable Diseases (NP-NCD) provides financial and technical assistance to States and Union Territories to supplement the efforts of states with a focus on strengthening infrastructure, human resources, early diagnosis, referrals, treatment, and awareness including obesity.

Government of India promotes following activities for healthy living under (NP-NCD):

- Promotion of wellness activities and targeted communications at the community level are undertaken under the Comprehensive Primary Health Care through Ayushman Aarogya Mandir (AAM).

- Yoga related activities are carried out by the Ministry of AYUSH.
- Financial support for awareness generation activities (IEC) through print, electronic and social media under NP-NCD.
- Health Melas are organized at each AAM to generate awareness about healthy lifestyles. Sensitize school teachers and students on reducing sugar and oil intake during health screenings and counselling by Rashtriya Bal Swasthya Karyakram teams.
- Train Peer Educators and healthcare providers at Adolescent Friendly Health Clinics to include these messages in sessions under Rashtriya Kishor Swasthya Karyakram.
- Engage community platforms under NHM like Mahila Arogya Samitis and Jan Arogya Samitis for local awareness through home visits, community events, and meetings.
- As part of the NP-NCD, population-based screening is conducted at over 1.77 lakh AAM using the Community-Based Assessment Checklist (CBAC) for individuals aged 30 years and above. A critical parameter recorded through CBAC is waist circumference, which enables early identification of overweight and obese individuals.

Awareness activities are carried out under Information, Education and Communication (IEC) and Behaviour Change Communication (BCC) campaigns to encourage healthy lifestyles, early diagnosis and diabetes prevention. Financial support is provided to States and Union Territories for conducting awareness generation activities under NHM as per their Programme Implementation Plans. National and international days are leveraged to disseminate key messages through print, electronic and social media.

Food Safety & Standards Authority of India promotes healthy eating through initiatives like Eat Right India and Aaj Se Thoda Kum. Ministry of Youth Affairs and Sports promotes physical activity and fitness among the population through campaigns such as the Fit India Movement and Khelo India. Ministry of AYUSH promotes wellness and preventive health through various yoga-based activities at the community level.

The Ministry of Health and Family Welfare implements Reproductive, Maternal, New born, Child, Adolescent Health and Nutrition (RMNCAH+N) strategy in a life cycle approach under National Health Mission (NHM), which includes interventions to address nutrition among women including obesity across the country.

The Union Minister of State for Health and Family Welfare, Shri Prataprao Jadhav stated this in a written reply in the Rajya Sabha today.

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