



WHY PHYSICAL ACTIVITY MATTERS

SUMMARY AND KEY TAKEAWAYS FROM THE CONVENING

KEYNOTE SPEAKER



AJIT ISAAC

THE ISAAC FAMILY FOUNDATION

GUEST SPEAKERS



DILIP KUMAR

RAINMATTER HEALTH



SWETHA SUBBIAH

SISTERS IN SWEAT



SAUMIL MAJMUDAR

SPORTZ VILLAGE



ANISHA PADUKONE

THE LIVE LOVE LAUGH FOUNDATION

We are happy to share the recap of the recently concluded event **'Why Physical Activity Matters'** – organized by the **Sports and Society Accelerator** with **The Isaac Family Foundation** on 27th September 2023 at the Bangalore International Centre (BIC), Indiranagar, Bangalore.

The event aimed to address the critical issue of physical inactivity and its implications for India's population. It elaborated upon the Sports and Society Accelerator's (SSA) goal to **achieve universal participation in physical activity in India by 2047**. This was aided by a panel discussion to elaborate upon what each of us can do to lead change.



Nandan Kamath, Co-Founder of SSA, welcomed the attendees and emphasized the importance of the topic. He highlighted the need to address the looming challenges of inadequate physical activity, and the recent studies by the World Health Organization (WHO) accentuated the importance of having an active nation



The Issues with Inactivity and Mission 100

Desh Gaurav Sekhri, Co-Founder, SSA, set the context for the evening by discussing the multiple factors contributing to the inactivity challenge and the need for being a universally physically active nation being an imperative. Desh spoke of challenges and opportunities including limited access to facilities, economic barriers, and urban-rural challenges, and stressed upon the significance of physical activity in combating Non-Communicable Diseases (NCDs) and improving overall health and well-being.

He further elaborated upon SSA's mission to make universal physical activity a national priority for India by 2047. The approach of the initiative was outlined, which included research, policy, awareness campaigns, and capacity building efforts to promote physical activity and sports in India. To see the full video, click [HERE](#).

Mr. Ajit Isaac of The Isaac Family Foundation delivered the [keynote address](#), expressing the foundation's support for the initiative. He underscored the critical importance of integrating physical activity into healthcare discussions and highlighted the adverse impacts of physical inactivity on public health systems, the environment, and the economy. He further stated that The Isaac Family Foundation is supporting the overall vision of SSA, in particular, the outcomes of the **State of Play initiative and the Active India Innovation Lab.**



Adding to Desh's remarks about the critical need of increase of physical activity in the Indian population, Mr. Isaac also mentioned the studies conducted by the Indian Council of Medical Research (ICMR) on the alarming increase of diabetes in India.

Moving on from the harmful physical effects of the sedentary lifestyle, Mr. Isaac talked about the impact this will have on **India's economy with direct healthcare costs attributable to NCDs and mental health being more than \$3 billion annually.**



He concluded by elaborating on the foundation's work and organizations it supports and reminded everyone of the pressing need to increase physical activity not just for physical health benefits but also for mental health and fiscal benefits.





A panel discussion on ‘Why Physical Activity Matters’ featured experts from diverse fields, including - **Dilip Kumar** who looks after investments at Rainmatter Health; **Anisha Padukone**, Chief Executive Officer of LiveLaughLove, which aims to give hope to every person experiencing stress, anxiety, and depression; **Swetha Subbiah**, Co-Founder Sisters in Sweat, India’s largest community of women for sport and wellness; and **Saumil Majmudar**, Co-Founder, CEO & Managing Director of Sportz Village, India's leading sports education organisation.

Moderated by Nandan, the panel discussion covered extremely salient topics pertaining to the role of physical activity and sport across a number of dimensions. Each of the panelists spoke at length about their journey with physical activity and sport, and the role it played in shaping their future.

Further, the panel discussed the need for physical literacy in addition to academic literacy, the need for physical activity and sport in community engagement, better mental and physical health, and in overall quality of life. Critical areas such as home environments, coping with injury, gender equality through sport, and the role of physical activity in enhancing confidence and better mental health with increased energy and focus were discussed at length. The panel discussion concluded with a collective acknowledgment of the fact that the society is aware of the importance of physical activity, but it needs to be broadened as a participative movement and recognized as a social impact intervention, while also ensuring that there is recognition and remedial of the various challenges and barriers to being active. Watch the panel discussion [HERE](#)



Attendees were encouraged to take the Mission 100 footballs and donate it to someone who would use it, thereby driving the momentum of Mission 100 forward and inspiring individuals to be physically active.



The event effectively raised awareness about the importance of physical activity and inspired a collective commitment to making India a more physically active nation. It demonstrated the potential for physical activity to address various societal challenges, improve public health, and contribute to India's future well-being. SSA will be in contact with all the participants with updates on Mission 100 and findings from the various initiatives it is undertaking.

INSIGHTS FROM ATTENDEES

The event saw over 70 attendees across fields and disciplines like sport, health, policy, finance, technology, consulting etc. We conducted a [survey](#) amongst the attendees (sample size of 56 respondents) and found interesting insights into how physically active they are:

- 50% of the respondents said that they were most physically active while on a holiday.
- 28.8% of the respondents get their physical activity from home routines, indicating that you do not necessarily need a park / gym / ground to be physically active.
- 58.5% of respondents feel that the biggest challenge to being physically active is insufficient time in the day, whereas 24.5% respondents feel that lack of a safe space to exercise is a challenge.

- Most of the respondents selected the following major benefits of being physically active:
 - ☑ Improves mood.
 - ☑ Reduces illness.
 - ☑ Improves cognitive development.
 - ☑ Improves self-confidence.
 - ☑ Improves productivity.
- On being asked whether there are any health and fitness initiatives undertaken by their organizations, 44.64% of the respondents answered in the negative.
- The most motivating factors for the respondents to be physically active are fun (67.9%) and friends (22.6%)

We hope that this summary will inspire you to make changes in your daily lifestyle and be more physically active.



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