



**T**he primary goal of the Push India Push Initiative is to revolutionise the concept of push-ups as a form of exercise, and to inject new excitement, creativity, and adventure into the health and fitness industry. It aims to improve people's physical well-being and overall quality of life.

Philanthropist Mr. Adarsh Somani, the Founder of Push India Push Initiative, organised a 10-day event in Balewadi, Pune, which drew over 10,000 participants. As a brain child behind this event, his emphasis was on inclusivity, providing opportunities to talented individuals who may not have had access to such programmes before.

### THE INSPIRATION

The Push India Push initiative is a tribute to Late Shri Rajendra Somani, one of the founding promoters of the Parijat Enterprise Group, and Former Managing Director of Oricon Enterprises Limited. Push-ups were chosen for this noble cause because they have gained global recognition as an essential daily exercise for enhancing strength and stamina. To achieve the vision of a healthier India (Swasth Bharat), it is essential to focus on all aspects of national wellness, including women's empowerment, motivating and guiding youth, addressing spiritual and mental health, and promoting physical fitness.

### THE PERFECT EXERCISE

Today, push-ups have evolved from simple, everyday exercises done at home into a comprehensive strength training programme. This approach is ideal for individuals seeking to become more physically active and improve their stamina. Given the declining emphasis on human health and the impact of push-ups as an exercise, raising awareness through large-scale engagement and activities is crucial.

The rules for performing pushups are straightforward: one end of the body is supported by the toes, while the other rests on the palms. The starting position includes both locked elbows. The downward movement should align with the shoulder joints or where the elbow joints meet the shoulder joints, maintaining a straight line. Contestants must return to their starting position while keeping both elbows firmly locked.

### THE CHALLENGE AND ITS IMPACT

The programme ran from April 15 to April 24, 2023, featuring various activities in Mumbai and Pune, including pushup competitions between commandos and elites at NSG Mumbai and Bombay Gymkhana. The main event took place at Balewadi's Shiv Chhatrapati Sports Complex. Funds raised from the challenge were directed to support athletes from Balewadi in their professional pursuits. This humanitarian initiative operates without brand endorsements or sponsorships, with the sole aim of



motivating Indian men and women to achieve holistic fitness and enhance their physical and mental well-being.

Prominent figures from the fields of arts and sports, including Sara Ali Khan, endorsed the initiative to spread awareness about it.

### POSITIVE OUTCOMES

The Push India Push initiative was deemed a success, with winners and top performing participants receiving awards and prize money. The event generated INR 5.00 lakh for the Paraplegic Rehabilitation Institute, Pune, dedicated to the welfare, treatment, and rehabilitation of paraplegic warriors who sustained injuries while serving our nation. The top ten participants received prize money ranging from INR 75,000 to INR 25,00,000. The inaugural season of the push-up challenge concluded with enthusiastic participation from men and women representing all 29 Indian states, resulting in thrilling rounds and fantastic prizes for the champions.



## PUSH INDIA PUSH

### UNITING INDIA THROUGH SPORTS AND WELLNESS

*The Push India Push challenge aims to redefine the perception of push-ups as an exercise, ushering in a new era of physical fitness and wellness in India. This initiative is designed to unite India through sports, offering everyone equal opportunities to compete*