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Helping Chennai women stay fit

With a host of activities like yoga and zumba, this initiative by students was aimed at homemakers and corporate professionals who had no time for themselves

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Chennai: For those women who crib about not having time to keep themselves physically fit, just take a 20-minute break off your schedule and work towards fitness and health, says the report of the Public Relations campaign, Pro-Fit.

Organised by students of Public Relations at Stella Maris who have successfully completed the three-month programme, the aim was to reach out to 10,000 people in the city.

The initiative, which began in January, was aimed at bringing in an attitudinal change in the minds of women about health and fitness, and this created a huge impact, according to the students.

"We found during our survey that it was the homemakers and corporate women who came up with the excuse of not having time. They seemed to be too busy with their schedule to allot some time for themselves. This



Students of Stella Maris at the valedictory function of Pro-Fit | D SAMPATH KUMAR

spurred us to create an awareness on why is it necessary to stay fit. We then came up with a tailor-made 20 minute fun-filled routine that involved yoga, cardio and zumba, with professional help, and went around

and promoted this in various residential areas in the city," said Saranya, a student of the PR department, during the release of the final report here recently.

Kokila Hariharan, dancer, was the chief guest on the

occasion.

With experts from zumba, yoga and gym joining them, the students also conducted various activities like cyclothon and walkathon and stressed on women's health. This evoked tremendous re-

sponse.

"We are happy that many people among whom we promoted this campaign came back to us for advice and have enrolled themselves in some kind of fitness activity. This marks our success. To handle the everyday activities in their life, it is necessary that women do take care

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of themselves because they tend to work more for others. We can live a much healthier life if we take some time off for ourselves," said Ramya K Prasad, Head of the Department, Public Relations, Stella Maris.