



Banarsidas Chandiwala Institute of Physiotherapy

AFFILIATED TO G.G.S.INDRAPRASTHA UNIVERSITY

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WORLD OBESITY DAY AWARENESS

04TH MARCH 2024

World Obesity Day is an annual event held on March 4th, endorsed by the World Health Organization. This year's theme, 'Let's Talk About Obesity And...', aims to initiate broader discussions leveraging the influence of World Obesity Day. This theme echoes the global call for leaders to prioritize and invest in obesity prevention and treatment, striving towards a more equitable and obesity-free world. With the same objective in mind, the Social Media Club of Banarsidas Chandiwala Institute of Physiotherapy has launched a comprehensive awareness campaign about obesity. This initiative includes both online and physical components, such as sharing E-posters, performing street plays (nukkad natak), conducting activities like poster-making competitions, and gathering BMI data through surveys in the community. These efforts collectively serve to enhance public understanding of obesity and its crucial preventive measures.



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"Engaging minds and promoting awareness! 🧠 Social Media Club of Banarsidas Chandiwala Institute of Physiotherapy organised an Inter-batch Poster Competition on World Obesity Day. Let's fight obesity together! #BCIP #GGSIPU #PosterCompetition #WorldObesityDay #HealthAwareness #Physiotherapy"

