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JOURNALISM OF COURAGE

Nutrition and Fitness - Game changers in the COVID era

Important nutrition and fitness advice from India's best evidence-based fitness academy

In the modern era, almost every health-conscious individual is gradually realizing the importance of an active lifestyle and a balanced diet in combating lifestyle diseases and disorders.

Arguably, the most prevalent and insidious metabolic disease is obesity, affecting 1 out of every 5 adults globally. This places an individual at an increased risk of cardiovascular diseases, potentially causing bone and joint problems, plays a negative role in shattering their self-esteem, diminishes their fitness levels and makes them vulnerable to dysfunctional social relationships and reduces their overall lifespan.

With this important realization about the heavily undeniably lethal nature of obesity in mind, people have now begun to seek out professional and educational-oriented guidance with respect to enhancing their fitness and making the right nutritional choices to maintain and improve their health. Owing to this collective societal understanding, the fitness, wellness and nutrition industry has been rapidly flourishing over the last decade.

The increasing demand for ways to leading a healthier lifestyle soon paved the way for an unimaginably large amount of scientific misinformation becoming widely accessible to the layperson, with various "health" companies selling products such as green tea, apple cider vinegar, offering to dramatically improve health markers in an unreasonably short period of time, attracting the attention of unsuspecting health enthusiasts only leading them to be sorely disappointed with the results. Various fitness "gurus" devised the idea of promising remarkable fat loss results through "homogenous and highly-specific" training routines without considering the uniqueness of an individual's physiological demands and their lifestyle requirements, placing their health at excessive risk and ultimately misleading them away from a scientific and sustainable approach to maintaining and enhancing their health.

With the unprecedented rise of false advertising, ethical marketing gimmicks and pseudo-scientific nutrition and fitness content in the digital space, there emerged an urgent requirement for the creation of a



premier educational institute in the field to empower the layperson with the most cutting-edge evidence-based knowledge to enable them to make the most optimal choices to improve and preserve their health.

The National Fitness and Nutrition Academy (NFNA) was founded by four fitness enthusiasts with an aim to spread the latest science-based fitness and nutrition knowledge among the masses. The academy also aims to create extraordinary fitness professionals. It offers the latest evidence-based online and classroom courses on fitness and nutrition.

Nutrition and fitness have never been more important in the history of mankind. Maintaining a healthy lifestyle has become a necessity for survival in the pandemic era. As an educational institution, NFNA has been at the forefront of educating aspiring nutritionists, practising dietitians and doctors on the latest evidence-based nutrition knowledge. The response received for NFNA's nutrition courses has been tremendous as the annual student intake quadrupled during the pandemic. The academy strives to provide its students with the best knowledge taught by the best fitness trainers and nutritionists. NFNA has a dedicated research team that constantly develops new courses in various areas in fitness and nutrition. The aim is to provide the latest and the most authentic knowledge in fitness and nutrition to the students.

The internationally certified coaches at the academy have taught students from all over the world. As of today, NFNA has three education centres operating in

Kolkata, Siliguri and Mumbai, and more centres shall be opening up in Bangalore, Hyderabad, Delhi and Pune in the next 2 years. The CEO of NFNA, Mr. Rohan Kothari says, "We aspire to become the best source of science-based fitness and nutrition information in the world in the next 5 years."



According to one of the co-founders, there are several lucrative career opportunities available in the field of nutrition and fitness in India. After getting certified, students can apply to gyms, fitness centres, private schools, companies, hotels etc. They can start their own fitness and nutrition consultancy. Building your own brand is always more rewarding in terms of job satisfaction and the money earned if you have the patience and foresight to build a big fitness brand in the future.

