

From 144 Kilos to Founder of FitWithNBJ: Niraj Jha's Journey to Self-Worth and Sustainable Transformation

For years, Niraj Jha hid in plain sight — within the comfortable confines of excuses and beneath oversized clothes. At 144 kilos, the number on the scale didn't just reflect his weight; it mirrored the burden on his confidence, health and overall joy for life. But instead of resigning to the narrative, Niraj rewrote it.

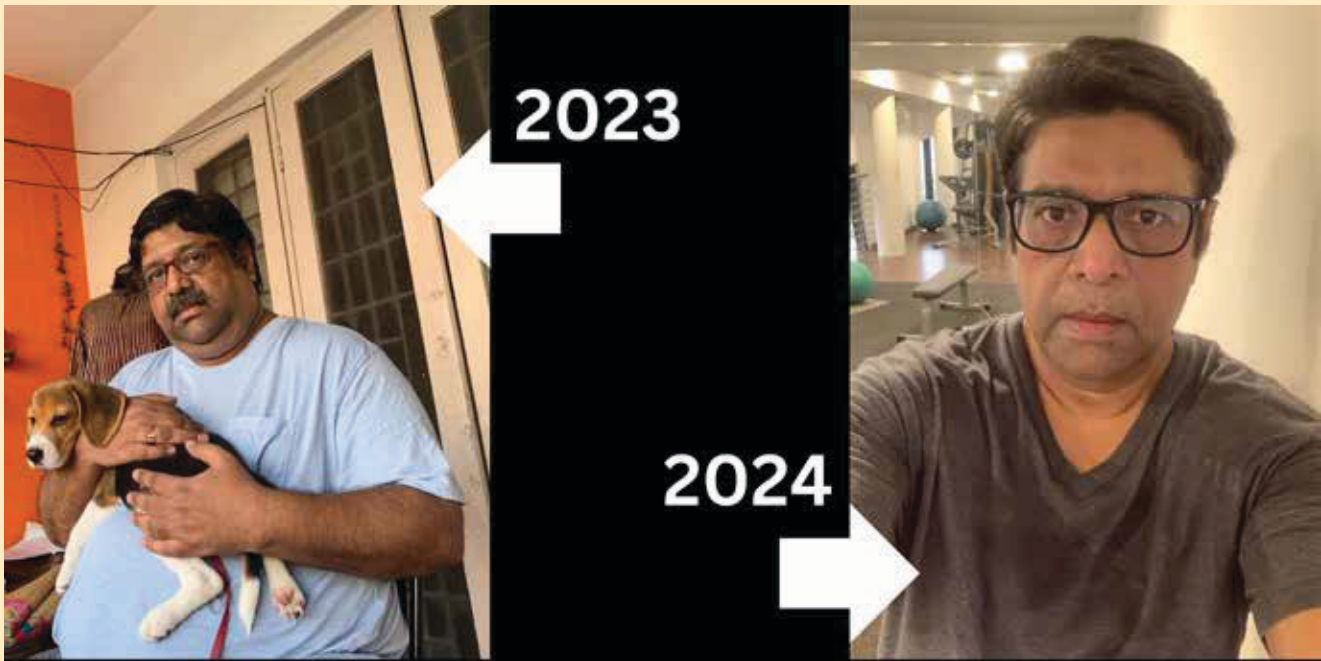
In his 50s, he made a decision — not for a crash diet, not for a quick fix, but to a complete mindset shift. Through small, consistent steps, he built a sustainable system that eventually helped him shed 60 kilos. But more importantly, he reclaimed his sense of purpose.

Today, Niraj is the founder of FitWithNBJ, a community-first transformation program that's changing lives — not with promises of six-pack abs, but with the promise of renewed self-worth and sustainable health. His story isn't just one of weight loss; it's one of empowerment, discipline and proof that it's never too late to start over.

Interview with Niraj

1. Can you walk us through some of the toughest moments you've faced, and how did you manage to push through them?

Back in those days, I couldn't tie my own shoelaces without running out of breath. Fitting into chairs wasn't just uncomfortable — it was often embarrassing. Shopping for clothes was frustrating, and even a short walk would leave me exhausted. But the toughest moment was looking into the mirror and not recognising myself. What helped me push through? Honesty.



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I stopped blaming the world and started asking, “What can I do about this?” I began with one small step at a time — walking, changing my food, keeping a daily journal. It wasn’t easy, but what’s the alternative? Staying stuck?

2. In your weight loss journey, what was the turning point that made you go from struggling to survive to inspiring others?

One morning, I realised I was tired — not just physically, but of existing without actually living. I was 50, and it hit me: If I don’t change now, I might not get a second chance. That was my turning point. Once I lost a significant amount of weight, my neighbours started asking, “How did you do it?” That’s when I realised this journey wasn’t just about me anymore. If my transformation could spark curiosity, maybe it could spark change too.

3. With weight gain comes self-doubt, especially for youngsters. How did you find the strength to keep believing in yourself when things got horribly hard?

Belief doesn’t show up fully formed. You earn it — rep by rep, meal by meal, choice by choice. My biggest strength was shifting fo-

cus from how I looked to how I felt. I told myself, “Don’t chase perfection, chase consistency.” I didn’t wake up every day motivated, but I showed up anyway. Eventually, belief catches up with discipline.

4. What was your weight loss routine like?

Very simple. No fancy diets, no extreme workouts. I followed what I now call the 3Es — Eat Right, Exercise Regularly, Eliminate Excuses. I switched to a high-protein, low-carb diet, cut sugar and processed food, and tracked my calories. I walked daily, started strength training slowly, and most importantly — I stayed consistent. I still ate foods I liked, just made better choices. My routine wasn’t a punishment, it was a commitment.

5. What or who kept you going when you felt like giving up?

The thought of going back. I remembered how painful it was to live with that weight — physically, mentally, emotionally. That fear kept me going. I also drew strength from my children. I wanted to be around for them, to be able to play, travel, and just live fully. I didn’t have a fitness mentor, but I became the guide I wish I had. And slowly, I started believing:



maybe I could inspire someone else too.

6. You recently started a programme and community on Insta-

gram to help people lose weight. When and why did this thought come?

As my own transformation

gained attention, many people reached out. I saw a pattern — most of them were lost in a sea of crash diets, reels, and contradictory advice. So I created FitWithNBJ to simplify weight loss. It's not just about food or workouts — it's about mindset. Our approach is real, practical, and human. No fancy jargon. Just what worked for me, now structured into a plan others can follow too.

7. Obesity and the factors behind weight gain can deeply affect one's emotional health. Does your programme address that?

Absolutely. That's the foundation of FitWithNBJ. We're not selling six-packs — we're helping people feel like themselves again. We address the shame, the self-blame, the emotional triggers that often fuel overeating. Through our welcome kit, guidance system, and mindset tools like "Mindshift Alchemy," we help people change not just their bodies but their thinking. This is not about punishment — it's about healing.

8. Today, you're seen as someone who motivates others. If you could give a one-liner for people trying to lose weight, what would that be?

Discipline over motivation — that's how you win. Every. Single. Time. ♦

(Instagram ID: @fitwithnjb)