

Eat Right Mela - 2019

The “EAT RIGHT MELA” 2019 was organized at Island Grounds Chennai, from 13th to 15th September 2019 by Food Safety Department, Govt. of Tamil Nadu with participation of NetProFaN (Tamil Nadu) supported by, World Bank, FSSAI, and NULM

The three day “**Street Food Festival and Eat Right Mela**” themed as ‘Madarasapattinam Virundhu – Back to the roots’ was attended by several dignitaries and thousands of general public from all walks of life.



The mega event was inaugurated by the Honorable Chief Minister Govt. of Tamil Nadu Thiru.Edappadi K.Palaniswami along with his Council of Ministers.



Honorable Chief Minister Edappadi K Palaniswami inaugurated the mega event and addressed the gathering. In his address, he emphasized the importance of retaining traditional food choices emphasizing the importance of safe and nutritious food and freedom from NCD's with special reference to Diabetes.

The Deputy Chief Minister of Tamil Nadu also addressed people on the importance of consumption of traditional foods and their health benefits. He also emphasized on the urgent need to reduce the consumption of HFSS (high fat sugar salt foods). Dr. Joshita Lamba, World Bank greeted the Honorable Chief Minister Govt. of Tamil Nadu with a bouquet.



Following this the dignitaries visited the various stalls put up.



The Honorable Chief Minister Govt. of Tamil Nadu flagged off the awareness rally which carried the message of 'Rainwater harvesting, Plastic Ban and Dengue prevention'.

Around 3000 volunteers consisting of School children, Medical students and Health workers participated in the Inaugural rally.



The 3 day 'Street Food Festival and Eat Right Mela' embraced variety of awareness programs and workshops, and interesting shows such as Street play, Uriyadi, Pattimandram, Karakattam, Chendamelam etc. and witnessed an overwhelming crowd during the three days. Around 120 SHG stalls, traditional food stalls each having its own reputation from various regions of Tamil Nadu was brought together and thus served as the hub for food lovers.



The NetProFaN stall displayed various banners and posters positioning the *Eat right and Eat Safe and Nutritious, Food Fortification* message into spotlight. Dr. V. Saroja, Honourable Minister of Social Welfare and Nutritious Noon Meal Programme, Government of Tamil Nadu, visited the stall and interacted with the members of NetProFaN (Tamil Nadu). Dr. C. Vijaya Baskar, The Honourable Minister for Health and Family Welfare Department, Government of Tamil Nadu, visited the stall and he also explained about the motto of NetProFaN to the dignitaries and celebrities .





Nutritional counseling was carried out at the venue by qualified Dieticians , members of Indian Dietetic Association, Chennai Chapter. Majority of the people who visited the NetProFaN nutrition counselling stall answered queries related to weight reduction diet, healthy diet and Diabetic diet





Nearly 177, 262 and 498 people visited the NetProFaN stall on the first, second and third day of the Eat Right Mela respectively.



Details on Healthy Eating , Food fortification , DART(Detection of Adulteration Rapid Test) by FSSAI were explained in vernacular language to those visiting the NetProFaN

booth. The stall also held public attractions such as Photo booth which carried information on Nutritional Value of Junk Foods versus healthy Replacements



A signature board was also placed for public to pledge their support to the 'Eat Right Initiative' and witnessed active involvement of people from all walks of life. Pledge was taken by dignitaries , celebrities, members of NetProFaN(Tamil Nadu),children and volunteers and public." I pledge to be the one to reach one and teach one to make India Diabetes Free". The pledge was printed in Vernacular language too.



Later in the noon a workshop was started by Dr.Joshitha Lamba, Nutrition Consultant, World Bank Group. The program aimed at creating awareness on 'The Eat Right Movement for the ANM's wherein the 4 weeks module consisting of Eat right eat healthy, 1000 days care of mothers to infants, basics on safe and nutritious food.

She also introduced the FSSAI training tool kit to promote safe and healthy food and encouraged the participants to pass on the message in every possible way.

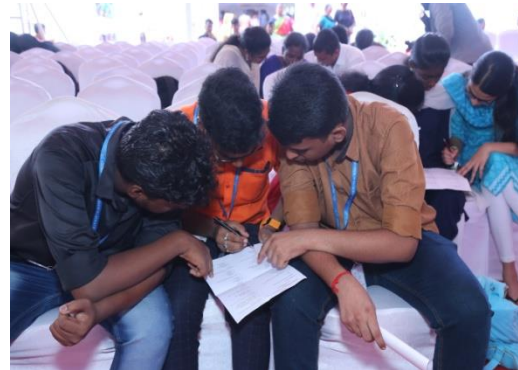


Mascot activation was carried out with Master Sehat and Miss Sehat, who reached the masses as 'Arokiyaselvan and Arokiyaselvi' carrying the message of Food safety and Nutrition. This turned out to be a big hit among the audience irrespective of age and promoted the theme in an entertaining manner. The message of nutrition during pregnancy and diet for prevention of NCD's was explained by Mrs.Meenakshi Bajaj State Convener, NetProFan (Tamil Nadu) in vernacular language with the help of pictorial representation held by Miss Sehat and Mr.Sehat to the ANM's and the public during the session.

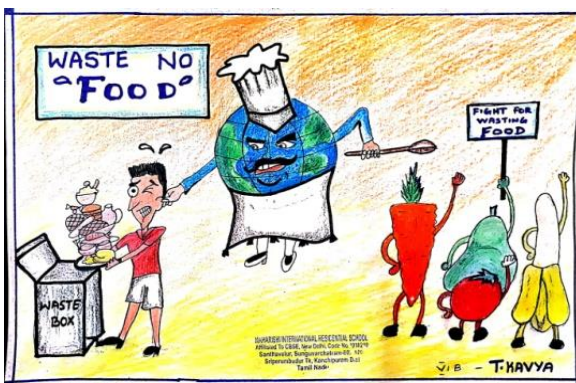


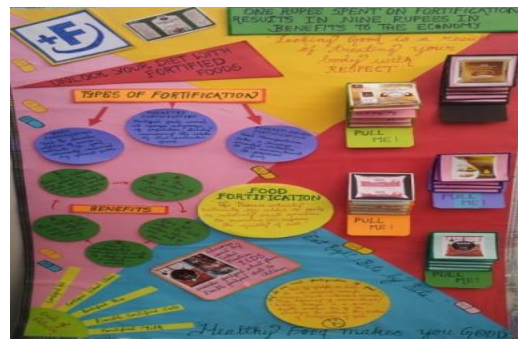
As the part of the series of competitions held at school and college level, Quiz in Nutrition ,Food Science and Technology was conducted in the afternoon session by Centre for Food Technology, ACT, Anna University on Eat Right initiative. 150 participants in total appeared for the preliminary screening to participate in the quiz. 12 teams of 3 members each from various colleges in Tamil Nadu, Haryana and Andhra Pradesh took part enthusiastically. Three rounds were conducted in total including a written, MCQ and an engaging Connections round where participants had to link the images projected to find the answer. Students from ACT, Anna University came out as

winners, followed by M.O.P Vaishnav College for Women and Kongu Engineering College, Perundurai.



Other such competitions held to conceptualize *Safe and Nutritious Food* were Drawing at Junior and Senior Levels for School children, Slogan contest themed at Eat Right and Poster making for College students with the theme being Food Fortification and Cooking without fire with the theme of Low fat, Low Salt and Low Sugar for Catering students. The winning posters from 2 different topics *Eat right and stay healthy* and *Food Fortification* were displayed in the NetProFaN stall and the winning slogan was used as tagline in the NetProFaN backdrop.





The evening session of Panel Discussion was presided by Registered Dieticians and Academicians who conferred on the topic in *Nutrition “Balanced diet Vs Keto and Paleo diet*. The audience comprising of students and common public were given an insight of Balanced Nutritious diet. Mr. Krishnamoorthy, Convener, Indian Dietetic Association briefed on the various foods groups and their role in nutrition and its importance for

good health. Dr Anna Rangini Chellappa, H.O.D, Department of Nutrition and Dietetics', Dr.Ambedkar Government College pointed out the gaps between knowledge and practice and that no planning is available at home level to translate knowledge into reality. Ms. Meenakshi Bajaj, Dietician , Tamil Nadu Government Multi Super Specialty Hospital, Chennai enlightened on the popular Fad Keto Diet its adverse effects when abused for Weight Loss.. She also provided insights on the age old Paleolithic diet and insisted on avoiding crash diets and following a balanced healthy diet for improved health and quality of life . Dr. Usha Antony, Dean, College of Fish Nutrition and Food Technology, TNJFU concluded the session by emphasizing the importance of having balanced diet and that attitude towards diet is essential to bridge the gap between knowledge and practice. She also mentioned that crash diets are not sustainable and people have to take responsibility of their own diet and eating rather than to end up giving it to someone else.



Later in the evening street theatre was put up by the Sociology department students of M.O.P Vaishnav College for Women who elevated the significance of *First 1000 days*. They projected the Do's and Don'ts during the first 1000 days of life time spanning roughly between conception and one's second birthday in a vibrant manner and reached out to the masses in an entertaining way.



Parallel to the induction, various programs were taking place at Island grounds on second day including FOSTAC training for the vendors at the stalls by the Tamilnadu Food Safety Department, Demonstration and training on Fire extinguishers and Live-kitchen by celebrity Chef Dhamodharan.







The last day of the event was swarmed by the public who enjoyed the cultural activities, food and most important of all carried the message of *'Eat Right'* to pass on to a larger part of the community. The Key objective of the Eat Right Mela is to take the key message to public on Eat Healthy, safe and Nutritious food was achieved by reaching to the common people (Approx 1.25 Lakh Nos) along with professional, school students and college students through various activities like having prominent people and celebrity chef demos session, Nutrition counseling sessions etc. our other object is to create awareness among the street food vendors on food safety and Hygienic food handling practices through FostacTraning and practice session throughout the mela.

The mela witnessed a huge crowd including foreign delegates and notable figures.





NETPROFAN TAMILNADU TEAM