

fssai



FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA

Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India

2nd



Engage, Excite, Enable

In Association with

NASVI

25-29 December, 2019

JLN Stadium, New Delhi

2nd EAT RIGHT MELA (25TH to 29TH December, 2019)

INTRODUCTION

Concept:

The 'Eat Right India' movement was launched by the Food Safety and Standards Authority of India (FSSAI) to usher in a 'new food culture' by nudging businesses and consumers to adopt safe, healthy and sustainable food practices and habits. As part of the Eat Right India movement, the 'Eat Right Mela' was conceived to engage, excite and enable citizens to eat right through an info-tainment model. Eat Right Melas have been envisioned for massive outreach to build awareness on safe food and healthy diets through an interactive and informative model. This public outreach through celebration and entertainment would nudge citizens to become aware of and adopt safe and healthy eating habits."

As part of the Eat Right India movement, FSSAI organized the 2nd 'Eat Right Mela' from 25th – 29th December 2019 at Jawaharlal Nehru Stadium, New Delhi in association with NASVI'S 11TH National Street Food Festival to engage, excite and enable citizens towards eat right along with food safety, hygiene and nutrition. In addition to showcasing street foods from all over the country, it consists of entertaining yet informative activities such as food quizzes, talks by dieticians and nutritionists, live cooking demonstrations by chefs, discussions by leading food experts and exhibits on healthy eating along with a host of cultural performances such as street theatre, dances and so on. Eat Right Melas have been envisioned for massive outreach to build awareness on safe food and healthy diets through an interactive and informative model. The five days of Eat Right Mela witnessed the exchange of great ideas, views and opinions of stalwarts in the field of food and nutrition. The key activities included:

1. **FSSAI Pavilion:** A walkthrough of FSSAI's latest innovations to upgrade the standard of food.
2. **Healthy Diets Pavilion:** An interactive exhibit provides information on healthy eating through interesting displays and games.
3. **FSSAI Game Changers:** Display of FSSAI's latest initiatives on promoting safe, healthy and sustainable food.
4. **Industry Innovators:** Presentations by industry partners on their latest innovations to promote initiatives of Eat Right India
5. **In Conversation:** One-on-one conversations with celebrities in the world of food on the latest issues related to food.
6. **Food Dialogue:** Panel discussions with professionals in various areas of food and nutrition on healthy eating, especially for children, settings-based approach of Eat Right India
7. **Food Quiz:** Informative quiz for visitors on nutrition, food safety and adulteration with attractive prizes
8. **Live Cooking Demos:** Cooking demonstrations by renowned chefs on healthy and tasty recipes
9. **Workshops:** Training of Food Safety Mitras to facilitate the process of implementing food safety and hygiene standards in food businesses.
10. **Performances:** Street theatre by school and college students, dances, poetry recitals, skits by Mascots Master and Miss Sehat on food fundas and zumba for fitness.

Structure of Mela:

Entrance



Mela Map



2nd EAT RIGHT MELA (25TH to 29TH December, 2019)

Coupon counter and Information desk



2nd EAT RIGHT MELA (25TH to 29TH December, 2019)

Stages:



Pink Stage



Blue stage

2nd EAT RIGHT MELA (25TH to 29TH December, 2019)

Islands

The concept of islands is to display the objective and facts of the FSSAI various initiatives:

Island I: CEO's Island

This Island displayed the interrelation between three major pillars of Eat right Initiative i.e Eat Safe, Eat Healthy and Eat Sustainably through simple figure and facts that aim to highlight the pathways of serious problems caused by unhygienic food practices, contaminated food leading to communicable and non-communicable diseases with Eat right messages and tips.



Island II: NetSCoFAN

This Island displayed the objective, structure, scope and working of various groups under Network for Scientific Co-operation for Food Safety and Applied Nutrition (NetSCoFAN) like Chemical Group (CHG), Super Sustainable Packaging Group (SPG), Food Animal Origin Group (FAG), Biological Group (BIG) to identify research gaps in respective areas and collect, collate and develop database on food safety issues for risk assessment activities.



Island III: Network

This Island displayed the concept of Eat Right Campus to create an environment of safe food and healthy eating in various campuses such as work places, defence and paramilitary establishments, schools, colleges, jails, hospitals, health institutions or similar places based on rating mechanism with set of well-defined benchmarks on food safety and hygiene, food waste management, healthy diet, promotion of local seasonal food and awareness generation along with the concept behind platform facilitated by FSSAI to leverage the collective strengths of the consumer organizations (NETCOFAN), Higher education Institutes (NETHFAN) and professional associations nutritionists, dieticians and bodies (NETPROFAN) in food safety, hygiene and nutrition to improve the status of food safety & nutrition in the country.



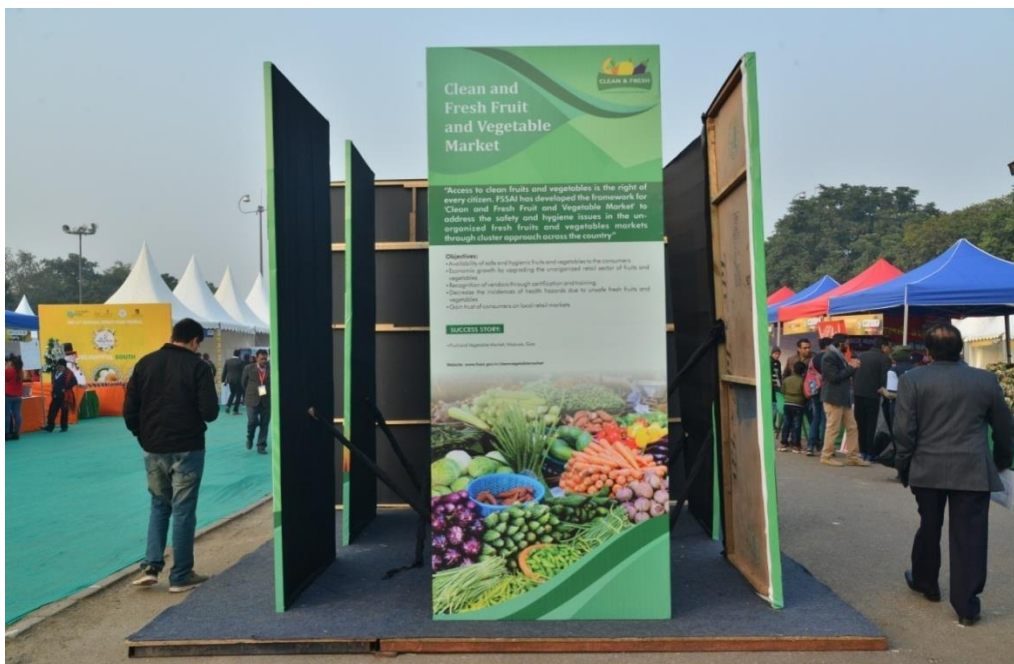
Island IV: Eat Right Campus

The Island showcased the concept, Approach and resources of Eat Right program for schools to create continuous engagement with students, teachers & parents to make them aware about the importance of safe food, healthy and sustainable diets.



Island V: Cluster

This islands showcased the initiative BHOG, Hygiene Rating schemes for restaurants, clean and fresh fruit and vegetable market under the program Safe and Nutritious Food(SNF) to aware visitors about the food safety requirements, implementation and FSSAI approach and work on these places for maintaining cleanliness, hygiene and compliance.



FSSAI Pavilion: A walkthrough of FSSAI's latest innovations

The EAT SAFE (Blue) and EAT HEALTHY (Pink) pavilion were the themes FSSAI pavilion to showcase the FSSAI's efforts towards promoting safe food and healthy diets through various engaging activities like interacting games, useful tips, videos, panels, cut-out frames and photo booths, exciting prizes etc.



Eat Healthy pavilion



Eat Safe Pavilion

The EAT HEALTHY PAVILION engaged the visitors with interacting games like ring toss game to aware peoples for identifying healthy foods. Puzzle F+ Logo activity to raise awareness about fortified foods.

Visitors enjoyed the selfies and photos with Aj se thoda kam, Master and Miss sehat photo opp cutouts and also learnt about the messages displaying in these cut-outs.

The team from Apollo Hospitals also showcased the options of healthy and balanced diet along with the checks on vitals and dietary advice.

The EAT SAFE PAVILION came out with various testing kits with simple testing methods of milk, oil and meat available at different institutes and organizations to combat adulteration, testing compliance etc. at home, schools, colleges and markets.

Visitors appreciate these kits and simple methods and also enquired about the procurement and availability of these kits in the market.



Engagement activities at Eat Healthy Pavilion:

Food Safety on wheel:

Food safety on wheel showcase in the mela is to aware visitors about the mobile testing vans launched by FSSAI across various states of the country to facilitate testing and sampling. These mobile units also create awareness about food safety, hygiene and promote healthy eating habits and support FSSAI registration. In addition to this, the food wheels also conduct training and certificate programs for people in the food business and conduct surveillance activities in remote areas.



Mobile testing Van

Kids Zone:

A separate kids zone was fabricated to put focus on kid awareness on Food safety, hygiene and nutrition through engagement activities. On the spot poster competition for school children as a part of the ongoing Eat Right Creativity Challenge was conducted along with the quiz on food safety and nutrition by Professional Associations. Children and parents took part in fun-interacting eat right stories of Miss and master sehat and also took selfies and photos with them. Many schools and children also presented the dance, singings and quiz activities.





2nd EAT RIGHT MELA (25TH to 29TH December, 2019)



Street Foods:

Street food not only promotes regional flavour, but refreshing and affordable as well. With the motto to change the perception about street food and to promote the idea that street food is not only tasty but hygienic as well FSSAI integrated Eat Right Mela with street foods through NASVI.”. There was huge variety of cuisines with multiple vendors from across the country serving dishes

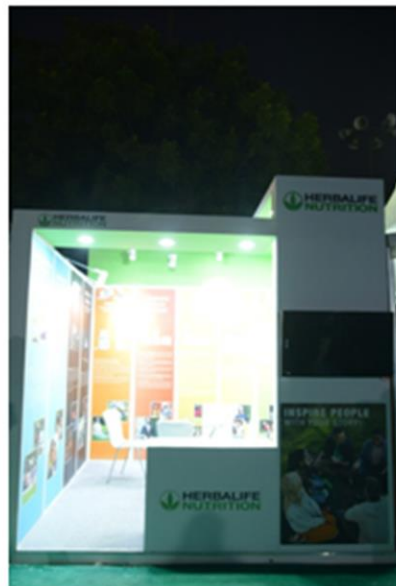
like dabeli, khakra and khausia from Assam; chila, farah and khurmi from Chhattisgarh; chena poda from Odisha and Jharkhand’s mushroom parantha, chicken pitha and golgappa, tandoori naan and chhole kulche from Rajasthan, or Punjab’s chicken fry and a wide variety of tikkas.





2nd EAT RIGHT MELA (25TH to 29TH December, 2019)

Industry showcase: established food companies and Start-Ups showcased their efforts towards promoting healthier food options.



FSSAI support programmes:



2nd EAT RIGHT MELA (25TH to 29TH December, 2019)

Glimpse of Mela Decor and branding





2nd EAT RIGHT MELA (25TH to 29TH December, 2019)

Key Highlights of Mela

List of Programmes:

25th Dec, Friday
Pink Stage: 5:00 pm onwards| Christmas Carol, Dance, Pomey, Vedansh Group
 Blue Stage: 5:30 - 6:30 pm | Street Food Vendor Demo - Dal Chand - Aloo Tikki

26th Dec, Thursday

Pink Stage

10:30am-12:30pm
Launch of FSSAI Initiatives:
 Address by Hon'ble Health Minister, CPFSSAI & CEO,FSSAI

12:30 - 1:15 pm
Food Dialogue
Defeating Toxins: Keeping Food safe
 Moderator: Dr Shalini Sehgal
 Panelists: Dr Rama Chaudhary, Dr Y D Gaur, Dr A K Sharma

1:15 - 1:30 pm
Get fit with Zumba

1:30 - 2:15 pm
FSSAI Game Changers
Hotels for Eat Right
 Rakesh Sethi, Chef Sounderarajan, GM, Radisson Blue

2:30 - 3:00 pm
Industry Innovators
 ITC, Mother Dairy, Satfola

3:15 - 4:00 pm
In Conversation
Chef Ranveer Brar
 On the Rise of Regional Cuisines

5:00 - 5:30 pm
FSSAI Game Changers
No Food Waste

5:30 - 6:30 pm
Musical Performance
 Krishna Beura

7:00 - 10:00 pm
Entertainment
 Dances| The Forgotten Cure| Sadho| The Project Raag

Blue Stage

12:30-3:30pm
State Engagement Workshop for Eat Right India:
 Introduction of Eat Right Challenge

4:00 - 4:30 pm
Nukkad Natak

4:30 - 5:00 pm
Quiz YOUR self

5:00 - 5:30 pm
COOK With SODEXO

5:30 - 6:30 pm
Street Food Vendor Live Demo
 Pradeep - Samosa, Longlata

27th Dec, Friday

Pink Stage

12:30 - 1:15 pm
Food Dialogue
Food for the Planet: Plastic waste free F&B
 Moderator: Mr Shikhar Jain
 Panelist: Ms Bharati Chaturvedi, Mr Praveen Aggarwal, Ms Swati Singh, Mr Pradeep Tyle

1:30 - 2:00 pm
Govt. Showcase
 POSHAN Abhiyaan

2:00 - 2:15 pm
Get fit with Zumba

2:30 - 3:00 pm
Industry Innovators
 Coca-Cola India, Herbalife India, Nestle India

3:15 - 4:00 pm
In Conversation
Ms Priya Prakash
 on Healthy Children
 Healthy India

4:00 - 4:45 pm
Food Dialogue
Ayurveda Aahar
 Moderator: Dr JLN Sastry
 Panelists: Dr Tanuja Nesari, Dr D. Satya Narayana, Dr Ashima Shukla

4:45 - 5:15 pm
FSSAI Game Changers
NetCOFaN

5:30 - 6:30 pm
Cultural Show
 Hasya Kavi Surendar Sharma

7:00 - 10:00 pm
Entertainment
 Dances|Asavri|Amir Hassan| B Live

Blue Stage

12:00 - 1:00 pm
Orientation Workshop
 Food Safety Mitra (Catering)

1:15 - 1:45 pm
Quiz YOUR self

1:45 - 2:00 pm
Sehat K Funde
 Team Sehat Performance

2:15 - 2:45 pm
COOK With HUL Adda

3:00 - 3:30 pm
Nukkad Natak

3:45 - 4:15 pm
Quiz YOUR self

4:30 - 5:00 pm
Talk DIET with Dr Shikha Sharma
 Diet and Gut Health

5:30 - 6:30 pm
Street Food Vendor Live Demo
 Rajesh - Sattrangi Chilla

Activity Zone

12:00 - 1:30 pm
Poster Competition

28th Dec, Saturday

Pink Stage

12:00 - 12:30 pm
Cultural Show
 Prayas

12:30 - 1:15 pm
Food Dialogue
Changing the Food Culture : Food, Health & Nutrition
 Moderator: Ms Anita Mahajan
 Panelist: Dr Ishi Khosla, Ms Ritika Samaddar, Dr Ashutosh Shukla, Dr Ashima Shukla, Chef Manisha Bhasin, Chef Sudhir Sibal

1:15 - 1:45 pm
Govt. Showcase
 Ayushman Bharat Yojana

1:45 - 2:15 pm
In Conversation
Mr Vir Sanghvi

2:30 - 3:00 pm
Industry Innovators
 Amway, Bagrrys

3:15 - 4:00 pm
In Conversation
Ms Ishi Khosla
 Talking Gut Health

4:00 - 4:45 pm
In Conversation
Dr K Srinath Reddy
 Food Systems Approach

4:45 - 5:15 pm
FSSAI Game Changers
NetProFaN

5:30 - 6:30 pm
Musical Performance
 Diwakar Sharma

7:00 - 10:00 pm
Entertainment
 Dances|Rapping|Solo Singing |Samay| Swarims

Blue Stage

12:00 - 1:00 pm
Orientation Workshop
 Food Safety Mitra (Milk)

1:00 - 1:15 pm
Get fit with Zumba

1:15 - 1:45 pm
Quiz YOUR self

1:45 - 2:00 pm
Sehat K Funde
 Team Sehat Performance

2:15 - 2:45 pm
COOK With Amway

3:00 - 3:30 pm
Nukkad Natak

3:45 - 4:15 pm
Quiz YOUR self

4:30 - 5:00 pm
Talk DIET with Ms Kavita Devgan
 Traditional Wisdom

5:00 - 5:45 pm
Formalising the Informal Sector

5:45 - 6:45 pm
Street Food Vendor Live Demo
 Suresh - Chicken 65

29th Dec, Sunday

Pink Stage

12:00 - 12:30 pm
Cultural Show
 Prayas

12:30 - 1:15 pm
Food Dialogue
Transforming Ecosystems: Using a Settings Based Approach
 Moderator: Dr. Smriti Palwa, Arogya World;
 Panelists: Ms. Sunita Gupta, Air force Bal Bharti; Dr. Sanjay Upadhyay, IIT Rorkee; Mr. Binu Nair, Bharti Foundation; Mr. Sarav Chatterjee, HUL

1:30 - 2:00 pm
In Conversation
 Shri Sangram Singh

2:00 - 2:15 pm
Get fit with Zumba

2:30 - 3:00 pm
Industry Innovators
 HUL

3:15 - 4:00 pm
In Conversation
Chef Sanjeev Kapoor

4:15 - 4:30 pm
Get fit with Zumba

5:30 - 6:30 pm
Cultural Show

7:00 - 10:00 pm
Entertainment
 Yoga|Shloka|Dances|Spectrum|Jazbae|unoon

Blue Stage

12:00 - 1:00 pm
Orientation Workshop
 Food Safety Mitra(Bakery)

1:15 - 1:45 pm
Quiz YOUR self

1:45 - 2:00 pm
Sehat K Funde
 Team Sehat Performance

2:15 - 2:45 pm
COOK With Chef Harpal Sokhi

3:00 - 3:30 pm
Nukkad Natak

3:45 - 4:15 pm
Quiz YOUR self

4:30 - 5:00 pm
Talk DIET with Dr Pulkit Mathur

5:30 - 6:30 pm
Street Food Vendor Live Demo
 Gulab Singh - Bholpuri

List of Street Foods available

Flavoursome West

- W-1 Ghanshyam Bhai | Dabeli, Bhungla- Bateta, Vada Pav
 W-2 Raju Bhai | Chinese Dabeli, Chinese Vada
 W-4 Ruksana Husain | Rajkot Chai Wali- Tanduri Tea
 W-5 Harpal | Pav Bhaji, Vada Pav, Ragda Petties
 W-6 Sanny | Bhelpuri, Batata Puri, Panipuri
 W-7 Arvind Tripathi | Chila, Farrah, Poha
 W-8 Shiv Govind | Mahua Phool Bhaji Vada Pav, Mahua Phool ki Kheer
 W-9 Raja Kashyap | Mava Jalebi - Rabdi,
 W-10 Arjun Lodhi | Sev Bahji- Paratha
 W-11 Lalji Maravi | Kaka Daveli
 W-12 Raju Dewane | Rajwada Kachauri, Poha
 W-13 Naresh Dongre | Moong Halwa, Sabudana Khichdi
 W-14 Rounak | Shawarma Roll
 W-15 Khushbu | Pizza, Sandwich, Burger, Pasta
 W-16 Rakesh India Gate | Chuski
 W-17 Rakesh Kumar | Moonglet
 W-18 Jyotsana | Afgani Rosted Murg- Chapatti, Mantoo, Mutton Kofta
 W-19 Mrunalini | Misal Pav, Zunaka Bhakar, Usal Vadapav, Puranpoli
 W-20 Lakhveer Singh | Spiral Potato
 W-22 Sanjeev | Pizza Omelette
 W-23 Dinesh Gupta | Stuff Fruit Kulfi, Firni, Rabdi
 W-24 Virender Gupta | Chhole Kachauri, Kachalu, Moong Kanjivada
 W-25 Guru Vishwkarma | Indori Bhaiya ka Poka- Jalebi, Sabudana Khichri
 W-26 Chancha | Gajak, Gud Badam, Til Laddoo

Delicious North

- N-1 Shashi | Banarasi Paan
 N-2 Ravi Gupta | Bhutta, Shakarkandi, Nariyal Pani
 N-3 Tehjuddin | Chicken Changeji, Chicken Stew, Rumali Roti
 N-4 Abdul Rasid | Halwa Paratha
 N-5 Kuwanrpal Yadav | Golgappa, Dahi Bhalle, Aloo Chat, Aloo Tikki
 N-6 Pooja | Rajama Chawal
 N-7 Riyaz | Noon Chai, Kahwa, Jeera Biscuit, Maska Bun
 N-8 Asfa | Rishta, Tabak Maaz, Gustaba, Tava Roti, Biryani
 N-9 Vasudev Saneja | Gud Chai, Katahal Pakoda, Aloo Finger
 N-10 Yogesh | Paneer/Chaap/Mashroom/Soya Tikka, Soya Kabab
 N-11 Amar Singh | Amritsari Naan- Chhole, Daal Makhani
 N-12 Indresh | Fish Tikka, Chicken Tikka, Veg Tikka
 N-13 Om Prakash | Chhole Bhature
 N-14 Shanti | Makke ki Roti- Sarso Saag
 N-15 Prem Soni | Nutriala Momos, Mix Pakoda, Chowmein, Spring Roll
 N-16 Asha Soni | Kalegi Paneer- Rumali Roti,
 N-17 Praveen | Jaipur ki Tanduri Tea
 N-18 Rakesh Sharma | Bajare ki Roti/Bejar Ki Roti/Misi Roti- Gatte ki sabji, lahasan ki chatni
 N-19 Ravinder Singh | Daal Pakauri, Chila
 N-20 Renu Sharma | Mirchi Vada, Pyaj Kachauri, Daal Bati Churma
 N-21 Meetha Lal | Rajasthan Kadahi Milk- Jalebi, Kheer
 N-22 Naresh | Ram Ladoo, Paneer Pakoda, Gobhi Pakoda
 N-23 Shashi Gupta | Tamatar Chat, Fulki, Kachauri
 N-24 Ganesh Yadav | Gajar Halwa, Jaleba

Delectable East

- E-1 Gopal Pipra Kumar | Litti-Ghugani, Makuni- Kachari, Chuda Ghughana,
 E-2 Pradeep | Rasgulla, Misthi Dahi, Gud Jalebi, Peda,
 E-3 Jay Prakash | Afgani Momo, Achari Momo, Chocolate Momo,
 E-4 Dharmendra | Samosa Chat
 E-5 Raju | Chicken Pakoda
 E-6 Devi Lal | Litti- Chicken,
 E-7 Ismail | Paan,
 E-8 Babla | Aloodum, Dahi Vada, Ghugani,
 E-9 Vikalp Malhotra | Kurkure Momos, Green Momos, Periperi Momos, Soya Paneer Momos, Butter Chicken Momos, Butter veg Momos
 E-10 Dinesh Kumar | Chicken Litti
 E-11 Anita devi | Litti Chokha, Green Litti Chokha, Paneer Litti Choka
 E-12 Talak | Kolkata Biryani, Machh Bhat, Fish Cutlet,
 E-13 Sahabuddin Ahmad | Assam Tea, Coconut Milk Tea, Black Tea Black tea with Gud, Green Tea
 E-14 Ramani Deka | Til Pitha, Nariyal pitha, Keteli Pitha, Kolpa Peetha Chatni,
 Rosted Chicken, Bamboo Chicken
 E-15 Bhopal Kashyap | Fried Rice, Manchurian, Chilli Potato, Chilli Huney Potato, Hakka Noodles
 E-16 Geeta Das | Rasogola, Chhenapodo, Machh Bhaat, Machh Tarkari Bhat
 E-17 Amitabh Verma | Malpua, Dehati Chicken-Pitha/Bhat
 E-18 Shekhar | Golgappa, Papdi Chat
 E-19 Ganesh | Meat- Bhat
 E-20 Rakesh Paswan | Tash Kabab- Puri
 E-21 Chabi | Spring Roll, Veg Momo
 E-22 Pradeep | Launglata, Chandrakala, Gulab Jamun, Gajar Halwa
 E-23 Subhash Sharma | Veg Biryani, Soya Chap- Rumali Roti
 E-24 Prakash Pandit | Anda Curry/Chicken/Machali -Katarni Chawal
 E-25 Asim Khan | Chicken Soup, Veg Soup, Tomato Soup,
 E-26 Sanjeet Kumar | Lahsuniya Chiken-Bhat, Lahsuniya Meat-Bhat
 E-27 Ashutosh | Plain Maggie, Veg Masala Maggie, Egg Maggie
 E-28 Chand Babu | Fruit Juice, Shake
 E-29 Virender Gupta | Chhole Kachauri, Kachalu, Moong Kanjivada

Performances



Krishna Beura
26 Dec, 5:30 pm

The Project Raag
26 Dec, 9:00 pm



Surendra Sharma
27 Dec, 5:30 pm

Diwakar Sharma
28 Dec, 5:30 pm



Other bands like Jazba-e-Junoon, Asavari and many more

Participate in food quizzes, play fun games and win exciting prizes!

Activities And Programs

2nd EAT RIGHT MELA (25TH to 29TH December, 2019)

Day 1 (25.12.2019)

Venue : Pink Stage

Programme: Christmas Carol, Dance, Pomedu, Vedansh Group

Timing: 5:00 pm onwards.





2nd EAT RIGHT MELA (25TH to 29TH December, 2019)

Day -2 (26.12.2019)

Venue: Pink stage

Program : Launch of FSSAI initiatives

Timing: 10: 30 am- 12: 30 am



Brief About the Session

1. Session: Inaugural Session- Launch of the “*Network for Scientific Cooperation for Food Safety and Applied Nutrition (NetSCoFAN)*” by the Hon’ble Union Minister of Health & Family Welfare.

Brief about the Session:

NetSCoFAN is a network of research and academic institutions working in the area of food and applied nutrition. This network would comprise of eight groups of research institutions working in different areas as under (1) Biological Group(BIG); (2) Chemical Group(CHG); (3) Nutrition and Claims Group(NCG); (4) Foods of Animal Origin Group(FAG); (5) Food of Plant Origin Group(FPG); (6) Water and Beverages Group(WBG); (7) Food Testing Group(FTG); and (8) Safer and Sustainable Packaging Group(SPG). Each group will be led by a lead institution and selected partner institution(s) and would be responsible for carrying out the activities i.e., conduct horizon-scanning of information/data on existing and emerging food safety risks and issues in the respective areas; conduct surveys, research work & other related activities; sharing of testing facilities and instrumentation, testing protocols and so on.

Dignitaries/ Speakers:

- ✓ **Dr Harsh Vardhan, Union Minister, Health and Family Welfare**
- ✓ **Ms. Preeti Sudan, Secretary, Ministry of Health and Family Welfare**
- ✓ **Ms. Reeta Teotia, Chairperson, FSSAI**
- ✓ **Mr. Pawan Agarwal, CEO, FSSAI**
- ✓ **Dr. Shekhar C. Mande, Secretary, Director General CSIR.**
- ✓ **Dr. Ashutosh Upadhyay, Professor and Head of the Department of Food Science & Technology, NIFTEM.**

Participants:

Directors and the Lead Scientist of the Lead Institutions identified under the NetSCoFAN along with other members from scientific community.

Listed below

- S. Vaithyanathan (Director), ICAR -NRC Meat (National Research Centre on Meat), Hyderabad.
- Baswa Reddy, Principal Scientist, ICAR -NRC Meat (National Research Centre on Meat), Hyderabad.
- Sanjod Kumar Mendiratta, Principal Scientist, ICAR-IVRI (Indian Veterinary Research Institute) Bareilly. Dr. Ravi Kant Agarwal, Sr. Scientist, ICAR-IVRI (Indian Veterinary Research Institute) Bareilly.
- Dr. Kausar Ansari, Senior scientist, CSIR-IITR (Indian Institute of Toxicology Research) Lucknow.
- Dr Laxmaiah Scientist G, ICMR-NIN (National Institute of Nutrition) Hyderabad.
 - Dr. Ashutosh Upadhyay, Professor and Head of department, NIFTEM (National Institute of Food Technology Entrepreneurship & Management) Sonapat.
 - Dr. Alok Shrivastav, Chief Scientist and Head, CSIR- CFTRI (Central Food Technological Research Institute) Mysore
 - S. Chandrasekhar, Sr. Scientist, CSIR- IICT (Indian Institute of Chemical Technology) Hyderabad.
 - Dr. Satyen Kumar Panda, Principal Scientist, ICAR-CIFT (Central Institute of Fisheries Technology) Kochi. Dr. Priya ER, Scientist, ICAR-CIFT (Central Institute of Fisheries Technology) Kochi.
 - Dr. Pankaj Kishore, ICAR-CIFT (Central Institute of Fisheries Technology) Kochi.
 - Dr. Tanweer Aalam, Additional Director, IIP (Indian Institute of Packaging) Mumbai.
 - Dr Bhaskar Datta, Associate Professor, IIT Gandhinagar (Indian Institute of Technology Gandhinagar) Gujarat.

Highlights:

1. NetSCoFAN booklet

This booklet contains the details of the NetSCoFAN functioning and three tier committee structure along with the role and responsibilities of each of the eight groups. It also includes the scope, key challenges and gaps, infrastructure facilities and ongoing research activities of individual groups along with the future road map for individual groups including strategies to address the challenges and gaps in the area of food safety and applied nutrition.

2. NetSCoFAN Directory

The directory comprised of the detailed information of various Heads/Directors and lead scientists mapped under this network.

3. Compendium of Rapid Test Kit:

It contains the information on rapid testing kits developed by various institutions/laboratories working in the area of development of rapid test kit for food testing.

4. Certificate of Recognition

Each of the eight groups under NetSCoFAN was recognized by issuing a certificate to the Lead institution.

Key takeaways:

This network of research and academic institutions i.e NetSCoFAN has been established by FSSAI with an objective of having scientific co-operation, exchange of information, development and implementation of joint projects, exchange of expertise and best practices in the area of food science and nutrition.

Exhibit : NetSCoFAN Pavilion

Brief

Eat Safe Pavilion was showcased during the mela primarily focusing on NetSCoFAN (*Network for Scientific Cooperation for Food Safety and Applied Nutrition*). This includes posters by each of the groups under the network exhibiting the key challenges, issues to be addressed and future roadmap of the groups in their respective domains. The pavilion also focused on demonstration of rapid food testing kits/devices with participation from various research institutions/laboratories categorized into 4 themes i.e., milk and milk products, salt and oils, meat and fish products, cereals, pulses, fruits & vegetables and beverages.

Participants:

Lead Scientist of the Lead Institutions identified under the NetSCoFAN along with other members from scientific community.

Highlights:

1. Detail of the institutions involved and the activities to be carried out by each groups under the NetSCoFAN.
2. Demonstration of the Rapid Food testing kit for different categories of food.

Key takeaways:

- Rapid testing kit developed by various research institutions/laboratories for different categories of food.
- About the new initiative of FSSAI i.e NetSCoFAN.



2nd EAT RIGHT MELA (25TH to 29TH December, 2019)

2) Launch of purple book

Dr. Harsh Vardhan, Union Minister of Health & Family Welfare while inaugurating the second edition of the 'Eat Right Mela' at Jawahar Lal Nehru Stadium, stressed upon the importance of having a Jan Andolan, a peoples' movement, encouraging people to have healthier diets and launched 'The PURPLE Book' a handbook on diets for diseases.

About The PURPLE Book:

- It is a handbook on diets for diseases. The book provides general guidelines for hospitals on suitable diets for common medical conditions such as diabetes, hypertension, cancer, gut disorders among others.

3) Honourable Minister handed over 3 mobile food testing vans (CNG enabled) to Shri. D N Singh, the Commissioner of Food Safety, Government of NCT, Delhi during the inaugural ceremony.

3) Entrusting support for organisations in No Food Waste

13 food collection agencies who are part of Indian Food Sharing Network under Save Food Share Food Initiative were supported with cold storage equipment for safe food handling of surplus food.

Dignitaries/ Speakers/ Exhibitors:

- **Dr Harsh Vardhan, Union Minister, Health and Family Welfare**
- **Ms. Preeti Sudan, Secretary, Ministry of Health and Family Welfare**
- **Ms. Reeta Teotia, Chairperson, FSSAI**
- **Mr. Pawan Agarwal, CEO, FSSAI**
- **Mr. Sanjay Jain, Director, Elan Professional Appliances Private Limited**

Participants: **IFSA members**

Highlights: **CSR support worth approx. 20 lakhs was donated by Elanpro for developing a cold chain supply management system for collection and distribution of surplus food.**

At the event, M/s Elan Professional Private Limited (ElanPro) through their CSR program declared to support Indian Food Sharing Alliance (IFSA) members to ensure the food collected is held at optimum temperature, which will help to reduce travel and distribution time under the 'Save Food Share Food' initiative of FSSAI.



2nd EAT RIGHT MELA (25TH to 29TH December, 2019)



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Program: Session on Food Dialogue on "Defeating Microbes & Toxins - Keeping Food Safe"

Time: 12:30 pm-1:15 pm

Brief about the Session: It was about the ubiquitous presence of microorganisms and toxins produced by them. It is altogether difficult to avoid their association with food during its production, processing, storage and transportation. Microorganisms cause spoilage of food and also pose risk to human health resulting in huge economic losses. Food spoilage and food safety are, therefore, extremely important from the human health and economics perspective. Session was focused on how the good hygiene and manufacturing practices during food production ensures that the food for human consumption is safe. FSSAI has established microbiological standards for various categories of food that specify food hygiene as well as food safety criteria which can be used by the food manufacturers to ensure process hygiene and take corrective steps before the product is released in the market.

Speakers:

- Dr Y D Gaur (Professor Emeritus - IARI, Executive Director - Bhagwan

Parashuram Institute of Technology, New Delhi)

- Dr A K Sharma (NAAS Fellow and Raja Ramanna Fellow, Ex- Head of Food Technology Division, Bhabha Atomic Research Centre, Mumbai)
- Dr Swati Khullar (Senior Resident, Deptt. of Microbiology, AIIMS, New Delhi)

Moderator: Dr Shalini Sehgal (Director, FSSAI)

Highlights & Takeaways: The message was conveyed to all the participants in the mela that microorganisms are both useful and harmful for our health. However, taking care of good manufacturing practices by food manufacturers and good hygienic practices by everyone, the threat to the health risk pose by microbes and toxins can be overcome.=



Programme : FSSAI Game changers: Hotels for Eat Right

Time : 1:30 pm- 2:15 pm

Brief about the Activity/ session: The session focused on introducing a new initiative on Eat Right Hotels proposed by Chefs and hotel professionals. This initiative is an amalgamation of pillars of Eat Right India Movement and professional certifications and Green Purple Chef programme of Hospitality Industry.

Speakers:

- **Dr. (Chef) Soundararajan P.** , Indian Federation of Culinary Associations
- **Chef SudhirSibal**, Indian Federation of Culinary Associations
- **Chef RakeshSethi**, Executive Chef, Radisson Hotel Group
- **Mr. Sanjay Kaushik**, Area Manager (South Asia), Radisson Hotel Group
- **Mr Rahul Lall**, Secretary General, Federation of Hotel and Restaurant Association of India

Highlights:

- Unveiling of Eat Right Hotel Initiative by Chef Dr. (Chef) Soundararajan P.
- Signing of Commitment by Radisson Hotel Group and FHRAI to adopt and promote Eat Right Hotels

Key takeaways:

Adopting a model based on Eat Right India Movement can help hotel industry in creating a safe, healthy and

Sustainable model for food



Programme 6: In conversation with Chef Ranveer Brar

Time 3:15 pm – 4:00 pm

Brief about the Activity/ session: The talk was on the rise of regional cuisine that accentuates the international cuisine with its tangy and traditional touch and how gastronomy is related to geography.



Programme 7: FSSAI Game changers: No Food Waste

Time 5:00 pm – 5:30 pm

Brief about the Activity/ session:

- Discussion on hunger and food waste issues of FSSAI
- Work of food recovery agencies
- Steps taken by the government: Save Food Share Food Initiative, Creation of IFSA, coming up with a common helpline and application for food donation.

Dignitaries/ Speakers/ Exhibitors:

- Mr. Sanjay Jain, Director, ElanPro
- MrSaleem, Founder, Help India Foundation
- MrGagandeep Singh, Technical Head, NASSCOM
- Mr. DishantLangde, Founder, MeraParivar

Participants: Consumers, Food Recovery Agency

Highlights: Real life experience of food recovery agencies touched the audience.



Venue: Blue Stage

Programme : State Engagement workshop for Eat Right India: Introduction of Eat Right Challenge.

Time : 12:30 pm- 3:30 pm

Brief about the Activity/ session: The session was jointly conducted by Ms. Deepika Anand and Ms. Rijuta Pandav to introduce state representatives to the Eat Right Challenge. A presentation was made on Eat Right India, its initiatives and the Eat Right Challenge. This was followed by a brief question answer session with the audience.

Dignitaries/ Speakers/ Exhibitors: NA

Participants: State representatives from 10 states

Highlights:

1. The presentations comprehensively explained the ERI initiatives and Challenge to the states
2. The discussion section witnessed some important questions by states. Their questions were addressed suitably.

Key takeaways:

1. States mentioned that funding is a major issue so FSSAI should support states.
2. States also requested support from FSSAI for administrative approvals and other roadblocks that they face in implementation of these initiatives.
3. All announcements, communication etc. should be done well in advance so that states have ample time to respond.

Programme : Cook with Sodexo

Time : 5:00 pm- 5:30 pm

Brief about the Activity/ session: SODEXO Team gave the cooking demo on healthy Quesedilla Chilla and Waldorf Salad to the audience visiting the Eat Right Mela

Dignitaries/ Speakers/ Exhibitors: Sodexo

Highlights: SODEXO Team gave easy recipes that can be used at home for making food both tasty and healthy.

Key takeaways: The key takeaway from Cook with Sodexo is that healthy food can also taste good.





Day -3 27.12.2019

Venue: Pink Stage:

Programme 1: Food Dialogue plastic

Time: 12:30 pm- 1:15 pm

Date & Time: 27th December, 2019, 12:30PM - 1:15PM

Venue: Pink Stage

Brief about the Activity/ session: FSSAI is committed to achieve a **plastic waste free** Food and Beverages(F&B)sector. This is part of the sustainable living agenda of the Eat Right India movement which seeks to ensure the availability and consumption of safe, healthy and sustainable foods by all citizens. The movement is built on three broad pillars of 'Eat Safe', 'Eat Healthy', and 'Eat Sustainably' wherein, the sustainability pillar promotes food that is good for both people & planet and includes a move towards safer and sustainable food packaging.

As Food businesses have a vital role to play in the shift in packaging and the related ecosystem, towards a more sustainable, circular economy, this food dialogue was conducted to create awareness among the stakeholders participating in the Mela.

Speakers:

- Sh. Shikhar Jain, Principal Counsellor, CII – ITC Centre of Excellence for Sustainable Development-

Moderator

- Dr. Tanveer Alam , Addl Director and Regional Head, Indian Institute of Packaging
- Ms. Swati Singh Sambyal , Programme Manager, Centre for Science & Environment

- Ms Bharati Chaturvedi, Founder, Chintan

Highlights: The session highlighted role and responsibility of each and every stakeholder viz. Industry, consumers, Regulatory Authorities, Municipalities and Informal Sector to address the plastic waste menace and finding a sustainable solution.

Key takeaways:

- A systematic plan of action and multi-stakeholder approach need to be followed to achieve the goal
- Regulatory Authorities need to work together to ensure better coordination
- Industry should effectively implement the Extended Producer's Responsibility (EPR) and work towards innovative and sustainable packaging solutions
- More such public awareness programmes may be arranged so that citizens become aware and understand their responsibility.



Programme 5: In conversation “Healthy Children, Healthy India” with Ms. Priya Prakash

Time : 3:15 pm- 4:00 pm

Brief about the session: Discussion with CEO of HealthSetGo on how children must be engaged early on to create an enabling environment for safe and wholesome food. The discussion was on the Eat Right School programme by FSSAI and how it can be leveraged further. The talk elaborated on the regulations that will be notified soon by FSSAI and its impact on the nutrition landscape of the schools.

Dignitaries: Ms Priya Prakash, CEO and Founder HealthSetGo

Highlights:

1. Why inculcating good habits during childhood is essential.
2. How parents and schools can benefit out of the Eat Right School programme by FSSAI.
3. How does creativity help children understand nutrition concepts better.
4. What ‘out of the box’ strategies/ activities we can use to make nutrition fun for children.
5. How do you feel we can get the parents actively involved in making better choices for their children.
6. How HealthSetGo as an organization is working towards engaging schools and exciting children.

Key takeaways:

1. The Eat Right Programme has managed to bring out fun to learning.
2. The policy level decisions that have been taken will support children make

the right decision when it comes to choosing foods.

3. Through creativity, concepts are better learned and inculcated in the child.

4. HealthSetGo has been engaging with schools and provides a complete healthcare package for immediate corrective action by parents.



Program: Food Dialogue on Ayurveda Ahar

Time : 4:00 pm-4:45 pm

Brief about the Activity/ session: Plant or botanicals have been used over time in a wide variety of ways as ingredient of food or as preparation for specific purpose. Ayurveda Aahar has far remained in the background and its huge potential has been largely untapped. In the session, emphasis was made to understand the importance of Ayurveda Ahar i.e., traditional foods & recipes in the management of health & disease respectively.

Dignitaries/ Speakers/ Exhibitors:

Subject experts:

- Dr. Tanuja Nesari, Director, Head & Professor, All India Institute of Ayurveda (AIIA), New Delhi;
- Prof. Sathya N Dornala, Panchakarma Specialist, Swami Vivekanand Ayurvedic Panchakarma Hospital, Dilshad Garden, Delhi; and
- Dr. Ashima Shukla, Counselling Psychologist & Mind Body Medicine expert, and Integrative psychotherapist.

Moderated by Dr. J. L. N Sastry, Head of Healthcare Research, Dabur India Ltd.

Highlights: The session was around benefits of Ayurveda Aahar to improve the health and well-being of common man. The major areas of discussion were importance of Indian plant/botanicals in food and medicine; Ayurveda aahar and Ayurveda medicine; Regulation on Ayurveda aahar; Generation of Scientific evidence regarding benefits of Ayurveda aahar; and Role of Govt. bodies/private sector in growth of Ayurveda aahar sector.

Key takeaways: Food to be taken keeping diurnal variations and seasonal variations for

maintenance of health of an healthy is emphasized. Ayurveda Ahara is meant to bring the Tridosha balance (equilibrium in milieu interior) as well as focused on body-mind relation. Ahara (diet) defined for each pathological condition gives the comprehensive approach of Ayurveda Ahar in achieving **EAT RIGHT**.

- Real/Natural/Unprocessed
- Individualistic foods /Prakriti based diet
- Groups (Foods from all 6 groups Ayurvedic rasas and Nutritional groups)/ Balanced diet
- Healthy (Pathya-apathya)
- Timely food



Programme 7: FSSAI Game Changes: NetCOFaN

Time : 4:45 pm-5:15 pm

Brief about the Activity/ session: The session focused on introducing the new initiative of FSSAI, NetCOFaN. Under this initiative, VCOs (Voluntary Consumer Organisations) will form a nationwide *Network of Consumer Organisations for Food and Nutrition (NetCOFaN)* and will organize awareness programmes on Food Safety for the Consumers

Dignitaries/ Speakers/ Exhibitors:

- i. Dr Sheetal Kapoor, Associate Professor, Kamla Nehru College
- ii. Ms. Ashim Sanyal, COO, Consumer Voice
- iii. Ms. Madhu Sudan, Sr. Programme Officer, CUTS, Jaipur
- iv. Mr. Rohan Singh, Senior Correspondent, CNBC Awaaz

Participants: Consumers at Eat Right Mela

Highlights:

- i. Discussion on importance of creating awareness among consumers about Food Safety
- ii. Working/Implementation of NetCOFaN



Venue: Blue Stage

Program: Cook with HUL Adda

Time : 2:15 pm-2:45 pm

Brief about the Activity/ session: Cooking demonstration of three types of Khichdi .Khichdi is usually associated with a simple bland food but this demo will focused on showcasing how khichdi can be made tastier by adopting its regional versions.

Highlights: Three different types of Khichdi – Nawabi (from Hyderabad), South Indian and Ayurvedic Khichdi

Key takeaways: Khichdi as a Nutritious and Tasty Food has a Great Potential , both in Scratch and packed mode.



Program: Talk Diet with Dr. Shikha Sharma

Activity/ Session/ Exhibit Name: In Conversation with Dr Shikha Sharma, 'Diet and Gut Health'

Date & Time: 27th December 2019; 4:45 to 5:30 pm

Venue: 2nd National Eat Right Mela, Jawaharlal Nehru Stadium, New Delhi

Brief about the Activity/ session:

Gut health is a central theme in Asian medicine, this is now being recognised by the modern day science as well. The session focussed around importance of gut health and diet/foods suitable for maintaining gut health.

Dignitaries/ Speakers/ Exhibitors: Dr Shikha Sharma and Dr Swati Bhardwaj

Highlights:

- Maintaining good gut/digestive health can prevent occurrence of several diseases.
- Prebiotics and probiotics foods in our diet
- Role of specific herbs and spices to improve gut health

Key takeaways:

- The session focussed on making better food choices through eating a balanced diet that is rich in fruits and vegetables. These foods provide the fiber needed to build good bacteria and guard gut health.
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- Eating for your gut is one important way to promote digestive health and boost immune system.
- Sedentary lifestyle, stress and untimely eating are key factors affecting gut health
- Prebiotic and probiotic foods help in improving gut health
- Traditional Indian diet focussing on regional and seasonal foods with focus on meal timings and adequate physical activity plays a key role in maintaining gut health.



Venue: Kids Zone

Programme : Poster Competition

Time : 12:00-1:30 pm

A poster competition on the theme of “Eat Right” was conducted.

Participants:200 Students from class V- class VIII



Day -4 28.12.201

Venue: Pink Stage:

Program: Food Dialogue “Food Dialogue “Changing the Food Culture: Food, Health & Nutrition”

Brief about the Activity/ session: The session began with the welcome note and introduction of the panelists. The focus of the discussion was on changing food trends over the past few decades and how we can swing back to healthier diets. The panelists spoke about the Indian traditional foods and principles of food consumption. It was highlighted that food should be eaten such (properly chewed) that it becomes water and water intake should be such (sip-by-sip) that it becomes your food.

Nutritionists/dieticians informed the audience about having balanced diet, food diversity, food portion control and keeping away from fad diets. Further, they emphasized that food behaviours/habits can be altered to healthier direction, however, that should be done gradually and not abruptly. Adding to the discussion, the culinary experts briefed on the importance of food ingredients and their appropriate combinations with other foods. They also threw light on ingredients/foods which should not be mixed due to their chemical properties that work against each other.

The medical expert on the panel enlightened the audience on the role of diet in keeping healthy and preventing various non-communicable diseases. It was interesting to learn about mindful eating from the mind-body-medicine expert on the panel. She informed that more the food is chewed, it loosens it more and the message is sent out to the brain that adequate amount of food is being consumed by body which is called Mindful Eating. Mindful eating also reduces the craving of munching now and then which is one of the reasons for obesity and related diseases like diabetes, hypertension, heart diseases, etc.

Dignitaries/ Speakers/ Exhibitors: Ms Anita Makhijani, Ms Ishi Khosla, Ms Ritika Samaddar, Chef Manjit Singh Gill, Chef Sudhir Sibal, Chef Manisha Bhasin, Dr Ashutosh Shukla, Dr Ashima Shukla

Highlights: Healthy food intake is an art and one should consume food according to the physiological need to keep healthy.

Key takeaways: Principles of food intake should be followed to keep diseases at bay.



Programme 4: In conversation with Mr. Vir Sanghvi

Time: 01:45-02:15 pm

Brief about the Activity/ session: The session began with the journey of Eat Right India Movement and how it became people's movement. The movement has been instrumental in bringing about change in the prevailing food trends in order to create an environment of safe, healthy and mindful eating. The major part of the discussion was on street foods in India and how to make it healthy and hygienic. The CEO, FSSAI informed the audience that FSSAI is planning to replicate the street carts of Singapore in India with customization as per Indian need. He further added, that supply of clean water is one of the major concerns related to street foods in India, therefore, local municipality in every city should work for supply of clean water to street vendors.

Dignitaries/ Speakers/ Exhibitors: Shri Pawan Agarwal, CEO, FSSAI, Mr Vir Sanghvi, Ms Jasleen Vohra

Highlights: FSSAI is working towards changing the tainted picture of street foods as unhealthy and unhygienic to healthy and hygienic food like any other high end restaurant food.

Key takeaways: Street foods can be made healthy and hygienic. Consumers should eat food mindfully.



Programme 6: In conversation with Ms Ishi Khosla

Time : 3:15 pm-4:00 pm

Activity/ Session/ Exhibit Name: In conversation with Ms. Ishi Khosla

Date & Time: 28th December, 2019. 3:15-4:00 pm.

Venue: Pink Stage

Brief about the Activity/ session: The session focussed on the hidden secrets of good health

Dignitaries/ Speakers/ Exhibitors: Ms. Ishi Khosla

Participants:Public

Highlights: The talk focused on the importance of listening our own gut and understanding body responses. Small habits like eating small frequent meals, not skipping any meal, importance of fasting, eating dinner before sunset and drinking enough water were discussed during the talk.

Key takeaways: Session was very useful for common people and also helped in bursting myths around nutrition.



Programme : FSSAI Game Changer: NetProFaN

Time : 4:45 pm-5:15 pm

Brief about the Activity/ session:NetProFaN is envisioned as a collective of professional bodies and experts in the areas of food, nutrition and public health to come together to contribute to national efforts to improve the status of food safety and nutrition. This session provided the glimpse of the strength of this network.

Dignitaries/ Speakers/ Exhibitors: The session was chaired by Dr. Anita Jatana, Chief Dietician, Indraprastha Apollo Hospital and Convener NetProFaN Delhi Chapter. The following panellist from different associations participated in the discussion: Ms. Anuja Agarwala, Vice President, IDA
Chef Rajdeep Kapoor, IFCA, Dr. Kumud Khanna, Vice President, NSI, Dr. Pulkit Mathur, President, NSI Delhi.

Highlights: The panel discussion focussed on the activities conducted by different association under NetProFaN, their experiences, challenges and way forward for next 6 months.

Key takeaways: Looking at the success of this network in 21 cities it was proposed that chapters could be formed in rest of the states.

Any two selected pictures:



Program 5: Cook with Amway

Time: 2:15 pm- 2:45 pm

Brief about the Activity/ session: Healthier twist to two all-time favorite high fat recipes i.e. Shahi Paneer and Moong Dal Halwa

Dignitaries/ Speakers/ Exhibitors:

Participants: Consumers

Highlights: Cashew paste can replace cream in shahi paneer, dry roasting spices enhances the flavours and requires less oil for cooking, Moong Dal Halwa was made in milk

Key takeaways: High fat recipes can easily be made healthy by replacing high fat/high cholesterol food with healthy fats/low fat ingredients



Programme 8: Talk diet with Ms Kavita Devgan on “Traditional Wisdom on Healthy Eating”

Time: 4:30 pm- 5:00 pm

Brief about the Activity/ session: This was a one-to-one conversation between Ms. Kavita Devgan and Ms. Rijuta Pandav on tips from traditional Indian wisdom on healthy eating habits

Dignitaries/ Speakers/ Exhibitors: Ms. Kavita Devgan

Highlights: The tips shared by Ms. Kavita Devgan and the question answer session with the audience was very informative

Key takeaways:

Session-related

1. The session was in the evening on a Saturday so the crowd was good
2. Before the session, Sehat ke Funde was showcased so the stage was filled with people already
3. Instead of a conversation between two people, the session was made more interactive with audience questions, which kept them engaged
4. The style was very conversational and Ms. Devgan was able to get the audience to relate to the topic

5. The tips discussed were very practical. The session wasn't too theoretical so each and every one, including children were able to understand it

Discussion-related

1. Eat a variety of whole-foods and foods low in fat, sugar and salt. Avoid bad fats but take good fats that contain polyunsaturated fatty acids. Our grandmothers already followed this by serving a healthy thali that had everything from salad, curd to dal-chawal. Pair dal-chawal and roti-subzi to get complete proteins from both food groups. Limit the whites-white refined flour, white refined sugar and salt
2. Do not take tea/coffee with meals because they interfere with the absorption of nutrients. However, 1-2 cups per day is fine.
3. Meal timings are very important. It is important to eat while the sun is present because digestion is strong i.e. during the day.
4. Eat slowly, chew mindfully, have meal times, do not watch TV while eating so that you can digest the food properly.



Day -5 (29.12.2019)

Venue: Pink Stage

Programme 2: Food Dialogue- Transforming Ecosystems using a settings based Approach

Time: 12:30- 1:15 pm

Brief: Discussions were held with a school, foundation, technology platform and a workplace on transforming the ecosystems.

Moderator:

- Dr. SmritiPahwa, Arogya World

Panelists:

- Ms. Mani Shankra, Air Force Bal Bharti School
- Mr. Binu Nair, Bharti Foundation
- Dr Vashima Shubha, (PWC)
- Mr. Vijay Pratap Singh, HCL Technologies Limited

Key Takeaways

- i. Schools are constantly working to create a healthy ecosystem by encouraging students to bring a healthy lunch box, remain physically active, bring a fruit as per part of the fruit break.
- ii. The NGOs and foundations are taking the message of Eat Right to schools in the rural areas.
- iii. The Yellow Books will now be QR coded by Diksha, so as to increase the outreach.
- iv. Eat Right Campus” HCL Technologies Limited” ensures that 27000 employees are eating right.





2nd EAT RIGHT MELA (25TH to 29TH December, 2019)



2nd EAT RIGHT MELA (25th to 29th December, 2019)

Programme 3: In conversation with Sangram Singh

Time: 1:30- 2:00 pm

Brief about the Activity/ session: The focus of the talk was EAT RIGHT at right time and local and seasonal. He also emphasized the traditional eating habits and how important is keep happy and healthy. Daily consuming of curcumin in the glass of milk can keep you healthy and away from disease. Sangram Singh survived Rheumatoid Arthritis which is a disease of unknown origin and without treatment available. The way Sangram Singh fought the deadly disease and now got the laurels as a world level athlete was the biggest inspiration.

Highlights:

- Eat right at right time before sunset.
- Keep yourself healthy with daily exercise.
- Curcumin daily in milk can keep you healthy
- Eat seasonal and local not the one which is expensive and not seasonal.



Programme : In conversation with CEO of FSSAI, Chef Sanjeev Kapoor, Dr. K.Srinath Reddy and Ms. Sunalini Mathew, talking about eating right, food safety, sustainability, nutrition in food and mindful eating.



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Venue: Blue Stage

Programme 4: Cook with Chef Harpal Singh

Time: 2:15 pm – 2:45 pm

Brief about the Activity/ session: Chef Sokhi demonstrated Multigrain cheela with vegetable and paneer stuffing- A complete food for all meals of the day.

Dignitaries/ Speakers/ Exhibitors: Chef Harpal Sokhi

Highlights: Chef HarpalSokhi demonstrated easy recipe of Dal Chilla to the audience that can be easily prepared at home making food both healthy and tasty

Key takeaways: The key takeaway from Cook with Chef HarpalSokhi is that healthy food can also taste good.



Programme 7: Talk Diet with Dr. Pulkit Mathur

Time: 4:30 pm – 5:00 pm

Brief about the Activity/ session: Talking about healthy diets with Nutritionist.

Dignitaries/ Speakers/ Exhibitors: Dr Pulkit Mathur

Highlights:

- What is the concept of dietary requirements and why are they important?
- FSSAI has begun the Eat Right India movement, how will it help people?
- People always think Nutrition in terms of under and overweight, what do you think about micronutrient malnutrition?
- Anaemia is a very critical concern, can you explain the importance of Iron in the body?
- FSSAI has come out with the regulations on Fortification, what are some of the important micronutrients we need?
- How is different diet and nutrients needed for varying age groups?
- Why is diet diversity, eating local and seasonal food important?
- What are your thoughts on mindful eating.

Key takeaways:

- Food that we eat may not always be nutritious and must contain diversity.
- Each age group has different requirements, food must be as per the needs along with proper hydration.
- Unline high or low weight, micronutrient deficiency is only visible when the levels are very low. Hence, fruits and vegetables must be included.
- Water requirements must also be taken into consideration. Drinking a lot of water is not advisable.
- Food must be eaten slowly, chewed properly and as per a specific time for it to be digested well.

Other activities of Mela:

Food Safety Mitra Workshop

First ever walking workshop on Food Safety Mitra was conducted for three days from 27th-29th Dec, 2019. Students from prestigious institutes namely Indira Gandhi National Open University, IGNOU, Lady Irwin College, Gargi College, Amity University, Indian Culinary Institute, Dayal Bagh etc. were participated in the training cum enrolment workshop. They were sensitized on the role and responsibilities of Food Safety Mitra. Students were get to registered for Food Safety Mitra and were allowed to Inspect/Audit of all the stall at the Eat Right Mela with a mentor and submit report to the Stall of FoSTaC. Side by side quiz session conducted for students/parents/children. Pink, Yellow and Dart book was distributed for the Prize.

Session conducted on Food Mitra for the registered participants. After session (divided teams for a pre- audit in all the existing stalls with the experienced trainers and reports were submitted, on the basis of which the further process will be followed. Awareness and Interactive session on food safety training, registration and licensing requirements for petty FBOs was carried out by the four training partners Quantus Management Systems Pvt. Ltd, Indraprastha Academy Foundation, AIBTM and IGNOU to the public coming in the festival. Pamphlets distributed of all the initiatives done by FSSAI during the 2nd Eat Right Mela

In the closing session, Shri Pawan Agarwal, CEO, FSSAI came on stage and gave a valuable speech and congratulates all the TP's and team of Training Division. Memento was distributed to the experts and TP's who take active part in the event. It was an awesome event.



Industry Innovators

Time: 5: 2:30-3:00 pm

Date & Time: 26 – 29th Dec 2019

Venue: Main Stage (Pink)

Brief about the Activity/ session: Healthy diet is one of the key responses to the rising incidence of non-communicable diseases. Both supply and demand-side interventions are needed to ensure that citizens have access to and eat healthy food. FSSAI is engaging with both citizens and food businesses to ensure effective demand and supply side intervention. While on the demand-side, the citizens are being nudged to consume less sugar, salt and oil in their daily diet through a nation-wide campaign – “Aaj Se Thoda Kam” along with the launch of the Eat Right India movement so that right messaging on safe, healthy and sustainable diets reaches to our citizens. On the supply-side, food businesses are being persuaded to reduce the levels of salt, sugar and trans-fat in packaged foods as well as in catering and eliminate industrial trans-fats in a phased manner.

In the past 12 months, FSSAI is actively working with the packaged food industry to ensure increasing availability of healthier variants of food products on the shelves, reformulation of their existing products for reduced levels of salt, sugar and fats. The industry innovators session was an attempt to highlight and showcase their efforts in this direction.

Dignitaries/ **Speakers**/ Exhibitors:

1. Mr. Krishna Kumar Joshi, Head Regulatory Affairs, ITC Foods
2. Ms. Nidhi Agarwal, Executive Regulatory Affairs, Saffola*life*
3. Ms. Mani Mishra, Corporate Nutritionist, Mother Dairy
4. Ms. Shveta Arora, CSR & Nutrition, Nestlé India
5. Mr. Chandramohan Gupta, Director, Corporate Affairs, Coca-Cola India
6. Mr. Aditya Bagri, Group Director, Baggrys India
7. Mr Abhinav Srivastava, Head, Regulatory Policy & Intelligence, Amway India
8. Mr. Ankur Davesar, Director, Manufacturing Operations, Herbalife Nutrition
9. Ms. Shubhi Sachan, Head, Sustainability, UFlex Ltd
10. Mr. Akshay Prasoon, Marketing Activations Officer, Tata Chemicals

Highlights: Companies like Saffola, Nestle and Mother Dairy talking about their CSR initiatives. On the other side, we also had meaningful display of sustainability efforts by Coca-Cola and UFlex. Baggrys, Herbalife, Amway ITC and Tata Chemicals, showcasing healthier food variants, highlighted their role towards optimum nutrition and a healthy lifestyle. Demonstration of Khichi (our traditional super nutrient food) along with the specifically curated healthy menu at the HUL stall was certainly innovative.



2nd EAT RIGHT MELA (25TH to 29TH December, 2019)



Programme 3: Govt. Showcase: Ayushman Bharat Yojana and Poshan Abhiyan

Time : 1:15 pm-1:45 pm

Brief about the Activity/ session: Presentation were shown to aware visitors on Ayushman Bharat Yojana/Pradhan Mantri Jan Arogya Yojana or National Health Protection Scheme that aimed at making necessary interventions in primary, secondary and tertiary health-care systems and Poshan Abhiyan, a government mission to ensure the nutrition of children, women, and pregnant mothers in impoverished areas.



Dignitaries/ Speakers/ Exhibitors:

Ms Astha Arora, OSD to CEO NHA , Ms Mona Jethwa, Sr Consultant (Poshan Abhiyaan).



Cultural shows, Nukkad Natak and street theatre plays (26-29 December, 2019)

Nukkad Natak and Street theatre by school, college students and NGOs like Prayas , was another attraction through which lot of awareness has been raised on food safety, hygiene, issues of poor diet, malnutrition, lifestyle diseases etc among visitors at the time of Mela.





Quiz yourself

Brief about the Activity/ session: Quiz was conducted covering the area of food safety, nutrition, fortification, FSSAI's Eat Right India campaign and sustainability. The last segment was interactive and citizens could ask questions to the quiz masters.

Dignitaries/ Speakers/ Exhibitors: NetProFaN Delhi Chapter

26th December, 2019- Dr. Bani Aeri and Dr. Pulkit Mathur

27th December, 2019- Ms. Shilpa Thakur, Ms. Charu Dua, Dr. Neha Bakshi, Ms. Preeti Khanna

28th December, 2019- Ms. Ritika Samadar, Ms. Rupali

29th December, 2019- Dr. Pulkit Mathur, Ms. Sunaina Thakur, Ms. Binu & Dr. Bhavna Gandhi

Highlights: The session was very interactive as the quiz masters modified the questions according to the age group and knowledge base of the audience. In each session around 50 questions were asked. The last segment that is open house for the audience to ask questions was very well enjoyed.

Key takeaways: Short food quizzes between cultural or theatrical events is good option to maximise the participation and grab audience attention. The same could be replicated in states. Distribution of prizes for each correct answer was also motivating the participants.





2nd EAT RIGHT MELA (25TH to 29TH December, 2019)

Fit with Zumba:

Zumba is an interval workout and was organized by FSSAI in between the programmes of the mela to aware and attract people towards fitness and workout benefits. The move between high- and low-intensity dances designed to get heart rate up and boost cardio endurance. Visitors at large scale took part in Zumba and enthusiastically danced in different tunes of fitness



Sehat ke funde (27-29 December, 2019; 1:45-2:15 pm at Blue stage & Kids activity zone.)

Brief: A skit by Team Sehat (Master Sehat, Miss Sehat, Ria and Rohan) to create awareness on micronutrient deficiencies and how fortified oil, milk can help in overcoming these.

Exhibitors: Team Sehat (Master Sehat, Miss Sehat, Ria and Rohan)

Participants: Students, parents etc (around 1000 in each session).

Key takeaways:

1. Awareness through the Health mascots creates a lot of interest in public.
2. The deficiency of iron, vitamin A, D is a major public health concern these days.
3. Food Fortification is a solution to these micronutrient deficiencies.
4. Look for + F logo and consume fortified oil, milk, wheat flour, rice and double fortified salt.



Entertainment and Musical performances



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Partners



2nd EAT RIGHT MELA (25TH to 29TH December, 2019)

Press Note

FSSAI's 2nd Eat Right Mela highlights healthy diets for a better life

New Delhi, 23rd Dec 2019: As Delhites look forward to experience delicacies from various regions at the peak of winter season, the Food Safety and Standards Authority of India (FSSAI) is getting ready to present the second edition of the '**National Eat Right Mela**'. Recognizing the significance of street food culture in the country, the 'Eat Right Mela' is being organized along with the **11th National Street Food Festival** by National Association of Street Vendors of India (NASVI) from **26th to 29th December** from **12p.m. to 10 p.m.** at Jawahar Lal Nehru Stadium, New Delhi.

This Mela is being inaugurated by the Hon'ble Minister of Health and Family Welfare, Dr. Harsh Vardhan on 26th December around 11:30 am. He will address representatives from states during a workshop being organized to engage them with the 'Eat Right India' movement in order to scale it up at the state level. The Hon'ble Minister will also launch the "*Network for Scientific Co-operation for Food Safety and Applied Nutrition*" (NetSCoFAN), a network of research and academic institutions working in the area of food and nutrition. This network would comprise of eight groups of institutions working in different areas as under (1) Biological Group(BIG); (2) Chemical Group(CHG); (3) Nutrition and Claims Group(NLG); (4) Foods of Animal Origin Group(FAG); (5) Food of Plant Origin Group(FPG); (6) Water and Beverages Group(WBG); (7) Food Testing Group(FTG); and (8) Safer and Sustainable Packaging Group(SPG). Each group will be led by a lead institution and selected partner institution(s) and would be responsible for carrying out the activities i.e., conduct horizon-scanning of information/data on existing and emerging food safety risks and issues in the respective areas; conduct surveys, research work & other related activities; sharing of testing facilities and instrumentation, testing protocols and so on.

The Hon'ble Minister will also launch '*The PURPLE Book*' a handbook on diets for diseases. The book provides general guidelines for hospitals to on suitable diets for common medical conditions such as diabetes, hypertension, cancer, gut disorders and so on in a simple format and has been developed and vetted by experts in the field of food and nutrition. This book will be available for free download on www.fssai.gov.in.

This five-day Mela will provide a complete food experience to families. It is an opportunity to learn everything one needs to know about safe food and healthy diets, relish delicious street food, watch live cooking demonstrations by renowned chefs, participate in food quizzes with nutritionists and enjoy cultural performances and street theatre. This Mela would enable citizens to engage in dialogue and conversations with food visionaries and experts such as celebrity Chefs Ranveer Brar and Sanjeev Kapoor, well-known journalist and food critic Vir Sanghvi, Dr. Shikha Sharma, Dr. Ishi Khosla and many other influential food personalities.

Addressing the media, CEO, FSSAI Pawan Agarwal in his opening statement highlighted that this unique collaboration with a difference has brought various stakeholders together, from the food industry to food experts to the common people. "*Through this mela, we want to give a unique and distinct identify to our local and street food, but at the same time, we are also offering a platform to the packaged food industry to showcase innovation in terms of newer areas like reformulation of food products, healthier food variants as well as sustainable and enhanced packaging solutions*" he mentioned.

Explaining about the key distinguished features of this year's mela, he further highlighted *"This year, we are focusing on the theme of 'Healthier Diets' where the idea is to focus various initiatives of FSSAI around healthy eating through gamification (in an interactive manner through games and quizzes) so that citizens can relate more personally with healthier diets"*. The **'Eat Healthy' pavilion** will elaborate on the concepts of reducing consumption of High Fat, Salt and Sugar; eliminating trans-fats; increasing the consumption of fortified staples and choosing local and seasonal produce. *"One such example to highlight is a game on 'healthy food challenge' where citizens can rank packaged foods from most to least healthy products as per their own understanding. Their results will be matched as per the set benchmarks through an analysis made available by a company who is engaged in the model of reading nutrient constitution of various packaged food products through label reading"*, he mentioned while addressing the media.

Other interesting pavilion to be showcased during the mela is **'Food Safety' pavilion**, primarily focusing on FSAN (Food Safety and Applied Nutrition). This will focus on demonstration of rapid food testing kits/ devices with participation from various government institutions/laboratories categorized into 4 themes i.e., milk and milk products, salt and oils, meat and fish products and cereals, pulses, fruits & vegetables and beverages namely.

Speaking on this occasion, Ms. Sangeeta Singh, Head of Programs, NASVI expressed her happiness about the success and sustenance of this Street Food Festival in helping thousands of vendors getting due recognition. This festival, over the years, has helped mainstream various street vending communities and one such example to showcase here, is of a vendor, called Dalchand, a famous chaat wala who has been featured recently on Netflix across the country.

Shri Arbind Singh, National Coordinator, NASVI highlighted that this carnival will be an advocacy event with a difference. In this Mela, over 100 street vendors would get the opportunity to showcase their regional cuisines to thousands of visitors from various walks of life, which would boost their business. At the same time, visitors, while enjoying street food, would be able to learn about healthy eating practices from experts across the country.

Ms. Inoshi Sharma, Director Social and Behaviour Change Division (SBCD), FSSAI mentioned that the Eat Right Mela is an effort to mainstream the key messages of the 'Eat Right India Movement' - safe, healthy and sustainable diets in the lives of common people by leveraging the established and popular National Street Food Festival.

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