Salt consumption in India is high leading to raised blood pressure which causes heart attacks and strokes. Therefore, the average salt consumption needs to be reduced to WHO’s recommendation of 5 g/day from its present consumption of approximately 11g/day. In India 1 in 6 cardiovascular deaths are due to high intake of salt. Eating less salt reduces the risk of heart attack and stroke even among those who do not have high blood pressure. Due to varied dietary practices in different parts of the country, region specific strategies are required to effectively reduce the salt consumption.

**Examples**

- Use of lemon instead of salt.
- Replacing half of the salt added to food with other spices/chilly/pepper.
- Avoid addition of salt to idli batter and pair it up with tamarind flavored sambhar.
- Avoid Addition of salt to boiled rice and by pairing it up with dal, vegetables, etc.
FSSAI under the ambit of ‘Eat Right India Movement’ brings an interesting challenge ‘THE SALT CHALLENGE: Every Pinch COUNTS’ for the NetProFaN members to contribute towards a healthier India.

What is ‘The Salt Challenge: Every Pinch Counts’?

- FSSAI invites suggestions for reducing salt content in home and restaurant cooked meals/snacks from each zone.
- The suggestion should be short (less than 50 words), with a brief explanation (not exceeding 100 words)
- The suggestion should be simple, practical, easy to implement and region specific (can be recipe specific as well).
- Region specific alternatives to salt (e.g. herbs, condiments, etc) may be suggested.
- The challenge is open till 25th November, 2019.
- The suggestion can be submitted to FSSAI at joshitalamba4@gmail.com

Recognition and Reward

Members with the winning suggestion would be awarded a certificate of appreciation from FSSAI and 50 points.