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**Press Release**

## **Eat Right Awards & Creativity Challenge Announced**

**New Delhi, 14<sup>th</sup> November 2018:** As a further boost to the Eat Right India movement, after the Swasth Bharat Yatra, the Food Safety and Standards Authority of India (FSSAI) announced the 'Eat Right Awards and Eat Right Creativity Challenge, today.

The Swasth Bharat Yatra, expected to cover 18,000 km on 6 different tracks has already generated a lot of enthusiasm across the country. Within only a month, over 5000 km have been covered, reaching more than 500 locations in 16 states; almost 8000 volunteer cyclists have been registered and over 1,30,000 citizens have been reached through direct engagement. People from all walks of life have participated in this yatra; from nuns and monks cycling at high altitudes to NCC cadets, NSS Scouts and Guides, frontline health workers (Anganwadi and ASHA workers), doctors, schoolchildren, teachers and professionals, all adding their own unique flair to the activities around this movement.

Given that healthy food habits are formed early in life, children and young people are the most important champions of such a movement. Moreover, children can be powerful agents of change, who can usher in a culture of safe food and healthy diets. Recognizing this, the Eat Right Creativity Challenge has been announced by FSSAI to unleash the creativity of the country's youth to spread the message of 'Eat Right'. This Challenge includes an 'On-the-Spot Poster' and 'Wall-art' competition for school children as well as a competition for digital creatives for amateur and professional artists and students. This Challenge is also designed to reach schools for sustained engagement under FSSAI's Safe and Nutritious Food (SNF) at School initiative. An Eat Right Activity Book has been created for schools to allow children to internalize the key messages of the Eat Right India movement.

Mr. Paresh Maity, who was a guest of honour at the event, congratulated FSSAI on this initiative, saying, "Creativity is not only about painting or making posters but it is everywhere. If we eat healthy, we can create anything in life, especially a healthy future for ourselves."

At the launch of the Eat Right India movement early this year, several food companies pledged to demonstrate their support and commitment to the movement by producing healthier food options, reformulating existing food products and providing better nutritional information to consumers. To take this forward by recognizing and celebrating the outstanding contribution of both individuals and institutions, Eat Right Awards were also announced by FSSAI. Special Eat Right Awards for food-related start-ups have also been instituted by FSSAI to reward innovation and promote entrepreneurship in the area of food safety and applied nutrition. A jury consisting of eminent professionals and experts in the food sector will select the winners for the Eat Right Awards.

CEO, FSSAI remarked, "The Eat Right Awards would provide an impetus for food companies, especially food-related start-ups, and individuals to join the Eat Right India movement and promote safe and healthy eating options. All these activities, as part of the Eat Right India movement, would help in engaging all sections of the society and create a momentum to ultimately change the way India eats."

**For media queries, contact:**

*Ruchika Sharma*  
*Food Safety and Standards Authority of India*  
E: [sharmaruchika.21@gmail.com](mailto:sharmaruchika.21@gmail.com)