

# LATEST LY

## Raj Kumar Rao Urges People to Practice 'Aaj Se Thoda Kam' for Good Health, Here's Why! (Watch video)

Shaloo Tiwari Jul 17, 2018 01:22 PM IST



Rajkumar has teamed up with FSSAI and health ministry, as the brand ambassador for a campaign, 'Eat Right Movement.' (Photo Credit: Screenshot/ YouTube/Food Safety and Standards Authority of India)

If you love Rajkumar Rao you'll love him a little more after reading this. Our favourite Rajkumar has teamed up with FSSAI, the Food Safety and Standards Authority of India as its brand ambassador for a campaign, 'Eat Right Movement' in partnership with the Health ministry. The tagline of this movement is 'Aaj Se Thoda Kam' which urges people to decrease the quantity of salt, sugar and fats in their diet. Rajkumar Rao in this inspiring video warns people against the ill-effects of eating unhealthy and explains how a simple act of reducing their portions of salt, sugar and oils can help us get rid of our unhealthy lifestyle.

### Here Is a Gist of the Campaign, 'Eat Right Movement':

This awesome initiative by the government of India urges people to modify the food habits a little and reduce the intake of salt, sugar and unhealthy fats. Excessive intake of any of these can lead to serious health issues like diabetes, obesity and blood pressure. Rajkumar Rao in support of this movement says, 'I support the FSSAI's initiative of reducing the consumption of foods high in fat, sugar and salt. As these foods if consumed in excess for a long period of time can lead to severe health complications. I also encourage all the Indians to start making simple dietary modifications in their daily diets like gradually reducing the amount of salt and oil in your daily cooking, avoiding sprinkling of salt over salads and fruits, eating sweets in

moderation and also engaging in any form of exercise for atleast 30 minutes per day for a healthy life.(sic)'

Take a look at Rajkumar Rao's video for the 'Eat Right Movement' by FSSAI and Health Ministry of India:

The percentage of people dying due to non-communicable, lifestyle-related diseases like diabetes, BP, etc has risen tremendously in the past few years. Over a decade, the percentage of people dying from diabetes has risen to about 50 per cent and obesity has become one of the top three killers. An unhealthy, sedentary lifestyle has become one of the biggest health concerns in countries like India wherein, the ratio of literacy and population still don't equalise.