

## FSSAI institutes ‘Eat Right Awards’ for food companies

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Shambhavi Anand | November 15, 2018



New Delhi: The [Food Safety](#) and Standards Authority of India ([FSSAI](#)) has announced the ‘[Eat Right Awards](#)’ and Eat Right Creativity Challenge, in a bid to boost the Eat Right India movement.

The awards have been instituted to recognise the efforts [food companies](#) who had earlier 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.

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.

“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,” said [Pawan Agarwal](#), CEO, FSSAI.

The FSSAI has also announced, the Eat Right Creativity Challenge, which 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.

The food regulator had earlier started the Swasth Bharat Yatra to spread aware about the Eat Right movement. The Yatra is 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, said FSSAI in a statement.