

Kashmir News Service

Healthy India Campaign/Cyclothon' concludes successfully, says Comm Food Safety Dr. Kabir

December 3, 2018 4:32:07 PM



Jammu, Dec 03 (KNS): The Track-I Campaign Nationwide Swasth Bharat Yatra-2018 (Healthy India Campaign/Cyclothon) starting from Leh on 16th of October, concluded on Monday at Lakhnapur, Jammu & Kashmir with huge number of participants from all walks of life. According to the statement issued to KNS, the final leg of the programme was seen off by the Commissioner Food Safety J&K Dr. Abdul Kabir Dar by flagging off the Cyclothon from Lakhnupur Border in presence of Track-I Nodal Officer AC Mishra, FSSAI Officials and other senior officials of Govt. of India and state govt. The baton with cyclists, crew, Eat Right mobile unit, was handed over to the Punjab Team FSSAI Track-I Nodal Officer to travel to other states Punjab, Haryana and other northern states where all the Tracks of the Pan India Cyclothon will culminate at Delhi. The Yatra in J&K was officially launched from 16th of October from Leh Gate, Leh by Commissionerate of Food Safety J&K in collaboration with FSSAI where Dorje Motup, Chief Executive Counselor of Ladakh formally inaugurated it on the eve of World Food Day 2018, with theme 'Eat Safe, Eat Healthy, Eat Fortified and No Food Waste. Despite the chilling weather, people showed their resolve and commitment to participate in the Yatra.

Throughout the Campaign mapping of educational institutions, health departments, police

and transport departments and tourist spots was done and activation points were set up at each destination for early sensitization, the statement said. “Swasth Bharat Yatra” which is a key element of the “Healthy India Mission” is aimed to promote the Eat Right India Movement that is aligned with Government’s recent focus on public health through its three key programmes, namely ‘Ayushman Bharat’, ‘Swachh Bharat Mission’, ‘Poshan Abhiyaan’ and Swasth Bharat Yatra which also has Eat Right Mobile Unit with the motive to build awareness around food safety, combating food adulteration, promoting healthy diets, mobilize the masses and to create a large pool of local community to sustain this movement in the country. The Yatra was being carried out in the state under the overall supervision of Dr. Abdul Kabir Dar Commissioner Food Safety J&K. the campaign was completed in the span of 146 days covering 1600 Kilometres and traversed 28 destinations viz. Leh, Sonamarg, Kangan, Ganderbal, Sopore, Kupwara, Baramulla, Uri, Tamngmarg, Srinagar, Budgam, Awantipora, Anantnag, Banihal, Ramban, Chenani, Udhampur, Domel, Katra, Jammu, Gagwal and Kathua across the state through length and breadth of 13 districts. During the Yatra, the officials of the Commissionerate and FSSAI under the supervision of Track-I Nodal Officer, Designated Officers, City In-charges and Nodal Officers for Mobile Food Testing Vans held rallies in each district/destination in which more than 15,000 people participated including 500 cyclists, students from various Educational Institutions and Civil Society Members, Food Safety Officials, NCC Volunteers, Anganwadi Workers, and other people. Rallies passed through various food markets with cabin crew of ‘Eat Right Mobile Unit’ to sensitize people about food safety measures with slogans ‘Swasth Mai Layege Thoda Farq Aj Se Kum Karege Tel, Cheeni Aur Namak’ and display of audio-visual promotional advertisement on the screen. Besides the Cyclothon and activation rallies, Swasth Melas were held across the state wherein, various Food Stalls for promotion of fortified and organic foods were established by different stakeholders with posters, brochures and flyers to motivate people to be mindful of safe and nutritious food habits. The participants were given knowledge and information about Dairy, Meat & Meat Products, Food Labelling, detection of Food Adulteration and practices like Street Food Vending, Sanitation, Personal Hygiene, and Disposal of waste material and Hand Washing. Besides, painting competitions on Eat Right India were also organised in collaboration with NGO’s and Educational Institutions, Colleges. Various cultural programmes were also presented by cultural teams on the theme of Eat Right India and items like Nukad Natak, Songs etc. to encourage the audience for eating healthy, safe and fortified foods and to avoid food wastage. Commenting on the closing ceremony the ‘Healthy India Campaign’, Commissioner Food Safety J&K Dr. Abdul Kabir Dar said that, Food Safety is an important issue; our motive is to promote eating Safe, Healthy and Fortified through Healthy Life Style in the consumers.

He reiterated that, the most essential part of food safety is to generate awareness among all the stakeholders including Food Business Operators (FBO's), other Stake holders and this Yatra is an integral part of long-term Behavioral Change. He urged all the stakeholders to cooperate and collaborate with the Commissionnerate to organise more such programmes and campaigns to sustain the movement further. Commissioner also thanked the Food Safety Officials of the Commissionnerate for their hard work and for accomplishing the task. He said that Officials with exceptional work during in organising this campaign will be rewarded.

In his concluding speech the Commissioner Food Safety J&K, Dr. Abdul Kabir Dar expressed gratitude to the Govt. of India, Food Safety & Standards Authority of India (FSSAI) and its Chief Executive Officer, Dr. Pawan Aggarwal, State Government, Governor J&K, Satya Pal Malik, K. Vijay Kumar, Advisor to the Governor, B.V.R Subramanyam, Chief Secretary J&K, Atul Dulloo, Principal Secretary Health & Medical Education J&K, Divisional Commissioners and District Development Commissioners for cordial support throughout the campaign. He also thanked FSSAI Team of Officers associated with J&K Track, with special mention of the Chief Executive Officer FSSAI, Dr. Pawan Aggarwal, who was monitoring this campaign personally on day to day basis, and without his support and guidance it would have not been possible.

He also thanked Advisor FSSAI Sh. Anil Kumar, Joint Directors FSSAI Dr. A.C Misra in charge of the Track-I and Pritha Ghoshi who have also done great job along with his team for continuous and sustained efforts in making the campaign a mass movement. The Commissioner also acknowledged the efforts of all the partners / stakeholders including D.G Youth Services and Sports, Wings (National Cadet Corps) NCC, Department of Health, Education, Police and Traffic Departments, various Food Business Operators Associations, ICDS (Integrated Child Development Scheme Departments), City Nodal Officers, Print and Electronic Media, (ADC's)/Adjudicating Officers Designated Officers, Food Safety Officers and representatives from the participating departments who whole heartedly and enthusiastically participated in the campaigns across the state for making it as success story. (KNS)