

THE TIMES OF INDIA

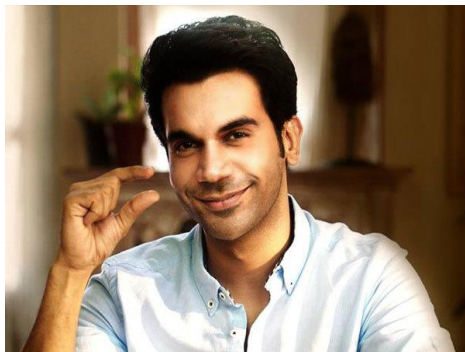
Rajkummar Rao kick-starts the nation-wide public awareness campaign 'Eat Right Movement'

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The Food Safety and Standards Authority of India (FSSAI) and the Health Ministry recently launched a public awareness campaign which urged people to control salt, sugar and fat intake. The campaign which goes by the name of 'Eat Right Movement' intends to nudge citizens to lead a healthy life by endorsing a healthier way of eating in moderation.

To promote health in India, actor Rajkummar Rao alongwith celebrity chef Varun Inamdar will help FSSAI spread the word through the nation-wide campaign which will be promoted across television, social media and cinema halls. While Rao officially kick-started the campaign with a film wherein he sends out the message 'Aaj Se Thoda Kam', Chef Inamdar has created a reservoir of healthy food recipes keeping availability of indigenous ingredients and local nutrition in mind.



Addressing the crowd in attendance at the launch Inamdar said, "Considering the world health statistics, it is extremely important for a country like ours and the authorities like FSSAI to think about and nudge the companies as well as consumers in keeping health as their priority. It is advised to eat but in moderation and take the guidance and advice of certified dieticians and nutritionists, if and when needed. But to start with you should eat but a little lesser than you normally would and that too from today."