

THE TIMES OF INDIA

Swasth Bharat Yatra to reach Pilibhit today, to spread awareness on healthy food

TNN | Jan 10, 2019, 11.36 PM IST

Pilibhit: Swasth Bharat Yatra (SBY), an outreach programme of Food Safety and Standards Authority of India (FSSAI) will reach Pilibhit on Friday. Also known as 'cyclothon,' the programme has an ambitious objective of disseminating mass awareness about fortified food, techniques of detecting adulterated food materials and promotion of healthy eating habits.

As many as 70 students from different educational institutions of the district will take part in the programme and take it to Uttarakhand's Udham Singh Nagra district, the next destination of SBY. The cyclothon is scheduled to conclude in New Delhi on January 27.

The food safety department of Pilibhit has sought active coordination of members of Indian Medical Council (IMA) to spread awareness on the importance of healthy food.

According to Pilibhit food safety officer, VK Verma, SBY is a key element of 'Eat Right India Movement' and is dedicated to Mahatma Gandhi's Dandi March and Salt Satyagraha of 1930.

Verma said, "As part of the initiative, special vans titled 'eat right movement and food safety on wheels' will cover all urban and rural areas of the district to spread awareness on fortified products and the benefits of their consumption."

"Fortified foods are rich in vitamins and essential minerals, including iron, sodium, potassium, calcium, zinc among others. We are trying to spread awareness on the same," Dr Saurabh Agrawal, IMA district secretary, said.

District magistrate Akhilesh Mishra said that ASHA and ANMs would be assigned special duties to educate villagers on healthy eating habits.