

THE HINDU BusinessLine

TN bags FSSAI award for Swasth Bharat Yatra

Dated: - 29th January 2019 (Tuesday)

E-Paper

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Tamil Nadu was declared the 'Best State Overall' for exemplary participation in the Swasth Bharat Yatra, a 100-day consumer outreach programme of the Food Safety and Standards Authority of India (FSSAI), which was launched to amplify its Eat Right India initiative.

The Yatra, a cyclothon, which was appreciated by Prime Minister Narendra Modi in his Mann Ki Baat address last month, saw the involvement of 10 lakh participants and reached to around 2.5 crore people across various States and UTs. It also led to the creation of 21,000 local 'Eat Right Champions' who would sustain this movement in the future.



Gujarat, Madhya Pradesh, Uttar Pradesh and Maharashtra were adjudged the Best States with population above 3 crore. Punjab, Goa and Delhi were recognised as the Best States having population less than 3 crore. Meghalaya, Jammu and Kashmir and Uttarakhand were given special awards for their participation despite their hilly and difficult terrain.

Pawan Agarwal, CEO, FSSAI, said, "The Eat Right movement, particularly the Swasth Bharat Yatra has been instrumental in galvanising the food safety ecosystem in all States. Food safety and nutrition has now been brought prominently into public consciousness and Food Safety Commissioners are geared up to address these issues and reach out to people through numerous channels."

The awards will be given out on Tuesday. Eat Right Start-Up Awards will also be given out for innovative food products, food services, food testing and community outreach and engagement at the ceremony.