



Eat Right Champions to reach Delhi for last leg of Swasth Bharat Yatra

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The Eat Right Champions (i.e., the 21,000-plus cyclists who supported the initiative, spreading awareness about the importance of eating safe and healthy) are slated to arrive in New Delhi on January 27, 2019, for the concluding leg of the Swasth Bharat Yatra.

About 150 cyclists will cycle about 50km or more, moving from one place to another in a relay format, and arrive at designated activation points in six different districts of the capital, to spread the message of eating right by carrying out Prabhat Pheris. They will be accompanied by the Eat Right Convoys.

The six districts are as follows - Loni Border in the North-East; Singhu Border in the north; Kapashera Border in the south-west; Badarpur Border in the south-east; Ghazipur Border (Shahdara) and Akshardham Area in the east.

A number of activities have been planned to engage Delhiites, as well as to amplify and deepen engagement with various stakeholders, particularly youngsters and children. These include the Eat Right Quiz, dance and other physical activities.

The following day (i.e., January 28, 2019), the cyclists and a convoy of vehicles will cycle further, exchange batons and spread awareness about education and food safety to mobilise the masses from five different districts of the capital (i.e., Central, South, North, West and North-West).

Pawan Kumar Agarwal, chief executive officer, FSSAI, said that the country's apex food regulator, along with Delhi's food safety department, was proud to welcome the final leg of the Swasth Bharat Yatra to the capital.

“The Eat Right Movement is a one-of-a-kind public health movement in India that will fundamentally transform the way India eats. This Yatra aims to build awareness around food safety, combating food adulteration and healthy diets to make this a household habit and culture,” he added.

L R Garg, commissioner, department of food safety, Government of Delhi, said, “The Department of Food Safety, Delhi Government, in collaboration with FSSAI, under the Ministry of Health and Family Welfare, Government of India, is already geared up to organise a grand welcome for the Swasth Bharat Yatra in the city.”

“Driven by passion and a clear vision, the mission of Swasth Bharat Yatra is to connect a country of 130 crore citizens physically and in thought, bringing alive Mahatma Gandhi’s dream of a healthier India,” he added.

One hundred days

The Swasth Bharat Yatra completed 100 days recently, having covered about 2,000 locations across 1,000-plus cities and towns. It was simultaneously launched on October 16, 2018 (World Food Day) from six tracks, namely Leh (Jammu and Kashmir); Panaji (Goa); Thiruvananthapuram (Kerala); Puducherry, Ranchi (Jharkhand) and Agartala (Tripura).

The unprecedented enthusiasm for the Swasth Bharat Yatra cyclothon in several parts of the country was a testimony to a large-scale massive awareness campaign, touching eight lakh citizens directly and 2.5 crore indirectly through community outreach across 33 states and UTs (Union Territories).

This Yatra has re-energised food safety ecosystems across states, created a network of partners and Eat Right Champions and brought to the fore the critical importance of right eating habits as the cornerstone of preventive healthcare.

Wherever it went, people from a wide cross-section of society, including state food authorities, children, NCC cadets, NSS volunteers, NYK supporters, local businesses, consumer and professional organisations etc. joined the Yatra, participating in this massive awareness drive.

The journey of Swasth Bharat Yatra brought together several memorable highlights, including on-the-spot testing of food products through mobile food safety on wheels; organisation of Prabhat Pheris, mobilising over 1,000 people on every location; creating Eat Right Champions in

schools and colleges by organising small skits, quizzes and seminars on topics related to food safety and nutrition.

The Eat Right India movement is focussed on preventive healthcare as per the National Health Policy 2017, and is at the heart of the Government's flagship programmes, including the Ayushman Bharat Yojana, POSHAN Abhiyaan, Anaemia Mukta Bharat and Swachh Bharat Mission.

The movement is completely aligned with our Prime Minister Narendra Modi's vision that all programmes associated with the 150th birth anniversary of Mahatma Gandhi should be designed around the theme of Karyanjali – Gandhi in action. The Eat Right movement and the Swasth Bharat Yatra are planned to reach the masses, which are the real engines of change.