

Indore: Swasth Bharat Yatra reaches Manpur with 'Eat Right' message

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E-paper

Indore: Swasth Bharat Yatra on Friday was given a warm welcome by officials and people on entering Manpur, a town located 40 kilometers away from city. A special event to receive the yatra was organised by district administration in which the Yatra's baton was handed over to cyclists in Manpur.

After organising programmes for two-and-half days, the yatra will enter city from Rau on December 31. The aim of yatra is to train food business operators regarding hygiene and quality and spread the message of "eat right" among the residents. Apart from district administration, health department, police, public health engineering, district education department and Indore Municipal Corporation took part for making four-day event successful.



“The Swastha Bharat Yatra in Manpur has the slogan of ‘Swastha Manpur, Swachhh Manpur’ while it will have a slogan of ‘Swastha Indore, Swachhh Indore and Surakshit Indore’ on entering the city,” senior food safety officer Manish Swami said. The ‘Swasth Bharat Yatra,’ was launched by the government on World Food Day on October 16 with the aim to sensitise people about eating safe food and be healthy. The pan-India cycle

rally which is being organised to create consumer awareness about eating safe and nutritious food for becoming healthy and combating food adulteration will roam in Indore for two days and will spread awareness about personal hygiene, food adulteration, nutrition and healthy eating in different parts of urban and rural areas.

Along with about 150 volunteer cyclists, a convoy including the Eat Right Mobile Unit and Mobile Food Testing Unit is the part of Yatra, which will leave for Ujjain on January 1. According to chief medical and health officer Dr Pravin Jadia, people can also participate in the yatra on January 1 as the cycle rally will be taken out from Nehru Stadium to Sri Aurobindo Hospital and then to Ujjain. “Registration for participating in the yatra can be done online through FSSAI website,” he added. About 7,500 cyclists will be participating in yatra travelling over 18,000 km across six tracks through almost every state and UT over 100 days. The Yatra will conclude in New Delhi on January 27, 2019.