



## **Initiative of the Month:** Eat Right Challenge to scale up the Eat Right India movement in States

### **EAT RIGHT CHALLENGE FOR DISTRICTS AND CITIES**

#### **SCALING-UP 'EAT RIGHT INDIA' IN THE STATES**

The Food Safety and Standards Authority of India (FSSAI) has kick-started the Eat Right Challenge, the first of its kind, annual competition for districts and cities across the country. This competition has been launched to encourage states to strengthen the food safety and regulatory environment and spread awareness among consumers to make better food choices. This is part of the FSSAI's large-scale initiative called Eat Right India (ERI) under the aegis of the Ministry of Health, to improve public health and combat negative nutritional trends to fight lifestyle diseases.

Inspired by Mahatma Gandhi's philosophy and habits of food and nutrition and his efforts towards mass mobilisation to achieve independence, the Eat Right India movement is a transformative, large-scale change initiative that combines regulatory, capacity building and empowerment approaches judiciously to protect and advance public health and improve quality of life of all people. Right food is the foundation for better life and its tagline, 'sahi bhojan behtar jeevan' says it all.

Eat Right India encompasses a bouquet of initiatives to promote both the demand for, and supply of, safe and healthy food, in a sustainable way. Since its inception in 2018, Eat Right India has come a long way. Now, the time has come to take it to the grass roots level in each and every corner of the country. For this, it is critical to motivate and empower states to adopt, implement and scale up all Eat Right initiatives. This yearlong Eat Right Challenge provides an opportunity for states to showcase their efforts towards scaling up Eat Right India and be recognized and rewarded at the national level upon its culmination.



- 197 districts and cities have registered to participate in the competition
- ₹5 lakh seed funding to first 150 cities and districts to gear up for the challenge
- Innovative models to be given additional funding for implementation



THE EAT RIGHT INDIA IS BASED ON THREE KEY THEMES- **EAT SAFE, EAT HEALTHY,**  
AND **EAT SUSTAINABLE.**

## Eat Safe

Ensuring personal and surrounding hygiene, hygienic and sanitary practices through the food supply chain, combating adulteration, reducing toxins and contaminants in food and controlling food hazards in processing and manufacturing processes. Eat Healthy: Promoting diet diversity and balanced diets, eliminating toxic industrial trans-fats from food, reducing consumption of salt, sugar and saturated fats and promoting large-scale fortification of staples to address micronutrient deficiencies.

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## Eat Sustainable

Promote local and seasonal foods, prevent food loss and food waste, conserve water in food value chains, reduce use of chemicals in food production and presentation and use of safe and sustainable packaging.

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This Challenge has been opened to all districts and cities of the country. For North eastern States and Hill Stations, cities with a population of over 2 lakhs were eligible to register, while in other states cities with more than 5 lakh population and more than one district were eligible to register. The registration period is now over and has witnessed enthusiastic participation across the country. The Municipal Authorities and District Magistrates are expected to lead the Eat Right Challenge and the Designated Officer would be the nodal officer for all purposes.

The Eat Right India Handbook to guide and assist state officials has been created, which contains all information on how to implement each initiative. An online portal for the challenge has been created for cities and districts to register and find all resources. <https://fssai.gov.in/EatRightChallenge/home>. A menu of activities has been created under five sections with some mandatory and some voluntary activities that the cities/districts must conduct to compete.

**The key areas under which these activities must be carried out are**



Under Registration, Licensing, Surveillance & Enforcement Drive, all activities are mandatory and include getting food businesses licensed/registered, conducting Surveillance and Enforcement Drives, carrying out inspections and setting up special camps for food testing by consumers.

Under Capacity Building & Certification participants may choose the following activities- training of Food Safety Supervisors and food handlers in food businesses through FSSAI's Food Safety Training and Certification (FoSTaC) programme, getting Hygiene Rating certification for restaurants, sweet and meat shops, and certifying clusters of street food vendors, Vegetable Markets, Places of Worship. It also includes implementing Eat Right initiatives such as RUCO- Repurpose Used Cooking Oil and ensuring No Food Waste. Training of ANMs / ASHA Workers / Anganwadi Workers through the Eat Right Toolkit to deliver messages on eating safe and healthy at the grassroots level is also included.

To create Eat Right Food environments for people wherever they are, Eat Right School and Eat Right Campus must be implemented.

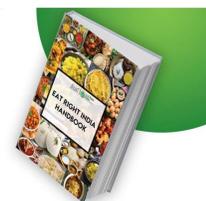
In order to Change Food Choices of consumers, activities such as placing posters, backlit boards and wall paintings in public places are mandatory. Playing Eat Right Videos in cinema halls and public Places is also required as well as using Digital Media for effective outreach. Innovative Cities and districts may also come up with their own innovative initiatives.

FSSAI has earmarked seed funding of INR 5 lakhs to the first 150 cities/districts to register and an additional fund up to INR 5 lakhs will be provided for any innovative projects proposed on a case-by-case basis. At the end of the Challenge, the top performing district/city would be recognized and felicitated by FSSAI on 7th June 2021, World Food Safety Day.

In the coming year, this Challenge will energize states to mobilize their resources and personnel towards taking concrete steps to strengthen the food safety environment in the country. It will provide them with immense learning opportunities to strengthen key regulatory systems, build networks of key players in the food environment, foster innovative solutions and engage with citizens to understand their concerns and requirements as well as empower them to make right food choices. Districts and cities will not only get a chance to learn from each other by sharing experiences on overcoming challenges but also motivate others to join in the coming years. Ultimately, this Challenge, as an annual feature would help inspire trust in citizens regarding the safety and quality of food and improve public health to build a healthier, happier nation.

**Eat Right India Handbook:**

The Eat Right India Handbook is a comprehensive guide for various stakeholders to scale up Eat Right India initiatives across the country. The handbook provides ready information, resources and success stories about various ERI initiatives.



**Resources**



**Eat Right India Website:**

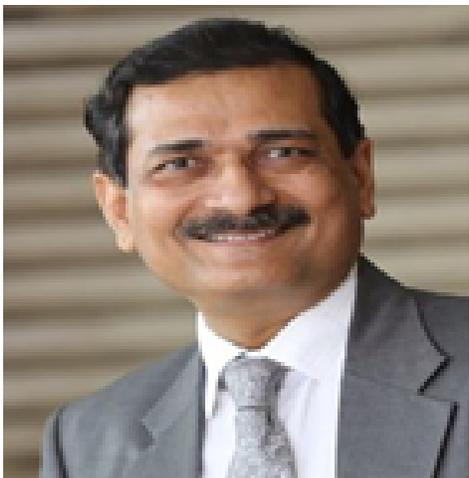
The new Eat Right India website (<http://https://eatrightindia.gov.in/>) comes up with enhanced features, sharp look & feel and better user accessibility. The new website also showcases a citizen section for healthy tips, recipes and expert speaks on food related matters.



**Ms Rita Teotia, Chairperson FSSAI**

“The key objective of the Eat Right India movement is to ensure that every Indian has access to safe, healthy and sustainable food. This movement adopts a whole of Government approach to ensure policies and programs across the line ministries are synergized together. The Eat Right Challenge will prove beneficial in broadening the reach of registration/licensing, enforcement and surveillance efforts at the States level, among other core regulatory activities of FSSAI. I congratulate all the participating Cities and Districts and urge them to adopt the menu of actions given in the challenge and attempt as many as possible as well as develop local innovations & ideas that can be shared and recognized nationally. Every city and district participating in this challenge will be a pioneer in implementing this movement at the mass level and prove to be a source of inspiration for others as well. I urge participating cities and districts to document the key actions as well as learning so that impact can be assessed and measured. Finally, I am hopeful that such large-scale engagement activities at the States level will ensure that our food safety departments fulfill their responsibilities and work more dynamically to live up to the expectations of our citizens.” --- Ms Rita Teotia, Chairperson FSSAI

EXPERIENCE FROM THE STATES / UTS



**Dr. H G Koshia, Commissioner of Food Safety, Gujarat**

The Eat Right Movement aims to empower the citizens by improving their health and wellbeing. Led by the FSSAI, it is a collective effort to nudge the citizens towards making right food and dietary choices. With 18 Districts and 5 Cities, Gujarat has joined the race towards making the Eat Right India more effective for the public interest. Active participation of Gujarat will surely help strengthen Gujarat’s food Ecosystem, bringing the thrust for self-compliance in the food business by building their capacities, thereby, transforming the food environment with safe, healthy and sustainable diets. Gujarat has already created 6 Eat Right Campuses, 20 religious places with BHOG i.e. Blissful Hygienic offering to God certification and 9 Clean Street food hubs. The ERC challenge will be led by the Designated Officers in our State under the guidance of the State Food Safety Commissioner and District Magistrates. Healthy Eating, Eating Safe, Eating Fortified, and No food wastes are some of the major criteria being targeted by FDCA, Gujarat.

-Dr. H G Koshia, Commissioner of Food Safety, Gujarat



**Shri Kandwal, Designated Officer Dehradun**

As part of the ERI initiative under the sustainability pillar, Uttrakhand Food and Drug Administration (FDA) in collaboration with Indian Institute of Petroleum (IIP), and NGO (Social Development for Communities Foundation Society) initiated the RUCO Express collection project in Dehradun on 6th December 2019. Presently, more than 20 Food Business Operators (FBOs) in Dehradun and nearby regions are covered under this program. Approximately 600-800 liters of Used Cooking Oil (UCO) is being supplied to IIP every month from the State of Uttrakhand. Firstly, this has helped in preventing the adulteration of fresh vegetable oil with UCO and secondly, in reducing repeated usage of the same vegetable oil by food joints. So far, over 2,200 litres of UCO has been collected from major food joints supplied to CSIR-IIP out of which 1500 litres has been already converted into Biodiesel.

Shri Kandwal Designated Officer Dehradun



**Shri R J Halani,**  
**Collector and District Magistrate, Tapi, Gujarat**



“Food is the ultimate key to health. Eating well helps in reducing the risk of physical health problems. Most of the food related diseases like obesity, blood pressure, diabetes, heart diseases arise due to improper food habits. The Eat Right Challenge, led by FSSAI will ensure that the food reaching to people is safe, healthy and environmentally sustainable. Our focus will also be on regulating food available across schools, college campuses, workplace canteens, hotels, restaurants and street food joints where most of the people are eating. Along with the activities described in the Challenge, we would also be trying to use innovative and effective ways to involve people (in various ways) to help them choose healthy diet options than the regular routine ones”.



Shri R J Halani, Collector and District Magistrate, Tapi, Gujarat.



**B.G. Prajapati IAS,**  
**Dy Municipal Commissioner, Rajkot Municipal Corporation**



Rajkot Municipal Corporation has participated in nationwide "Eat Right Challenge" Campaign, that aims to engage, excite and enable citizens to improve their health and wellbeing. 'The Eat Right Movement' brings together various ongoing initiatives of FSSAI and we will actively support and participate in this challenge in a unique and effective manner



B.G. Prajapati IAS, Dy Municipal Commissioner, Rajkot Municipal Corporation

