

Press Release

FSSAI launches the Eat Right Creativity Challenge for Millets (Shree Anna) on the occasion World Food Day 2023

New Delhi, October 16, 2023: The Food Safety and Standards Authority of India (FSSAI) launched the Eat Right Creativity Challenge for Millets (Shree Anna) on Monday, 16th October 2023 on the occasion of World Food Day 2023. This national-level initiative is aimed at promoting the health benefits and consumption of millets among school children, thereby extending its benefits to the larger community. It stands as one of the many proactive steps taken by FSSAI during the celebration of the International Year of Millets (IYOM) to foster public awareness regarding the use and nutritional benefits of millets through various mediums.

The competition will encompass a range of activities, including Poster Making (Class 3-5), Rangoli (Class 6-8), Slogan Writing (Class 9-10) and Essay Writing (Class 11-12), conducted at both Regional and National levels. Each contest will be centred around the theme of millets with the objective of sensitizing school children to the health benefits associated with their consumption.

The winners of the competition will be awarded with a cash prize and certificate, with a total of 160 prizes at the regional level and 40 prizes at the national level to be won for each of the four competitions. The registration for the competition is now open and schools can register through the following portal- <https://eatrightindia.gov.in/CreativityChallenge4/home>

The 'Eat Right Creativity Challenge' (ERCC), as part of FSSAI's Eat Right India movement, endeavours to tap the creative potential of students in order to instill healthy dietary habits. Moreover, this competition encourages schools to create an environment of healthy and safe food and engage, excite and enable students to adopt healthy habits. So far, three ERCC have been conducted successfully in multiple phases, with each phase having its own unique theme.

Given that the young people are agents of change who can influence the community at large regarding eating right, the ERCC stands as a proof to FSSAI's commitment to the promotion of health, nutrition and sustainable dietary practices among India's youth.