EAT RIGHT CREATIVITY CHALLENGE

• POSTER • EAT RIGHT CHAMPION SCHOOL
• WALL ART • DIGITAL CREATIVES

led by FSSAI under
Ministry of Health & Family Welfare,
Government of India

Eat Right Creativity Challenge would unleash the creative talent of young people and engage, excite and enable them to inculcate healthy eating habits that are aligned with Gandhiji’s thoughts on food and nutrition, now recognised to be based on robust science of nutrition.

Themes of the Competition

- Gandhiji and his thoughts on food, nutrition and cleanliness;
- Healthy and diverse diets, particularly balanced diets and diets with less fat, salt and sugar and encourage children to try new foods, ‘the food courage’;
- Safe food with focus on food hygiene, sanitation and safety;
- Fortified food to address serious micronutrient deficiencies;
- No food waste.
‘On the Spot Poster’ Competition

THREE GROUPS

<table>
<thead>
<tr>
<th>Group A</th>
<th>Group B</th>
<th>Group C</th>
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</thead>
<tbody>
<tr>
<td>Classes 1 to 5</td>
<td>Classes 6 to 8</td>
<td>Classes 9 to 12</td>
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</tbody>
</table>

THREE LEVELS

<table>
<thead>
<tr>
<th>School Level</th>
<th>City/District Level</th>
<th>National Level</th>
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<tbody>
<tr>
<td>(14th December, 2018)</td>
<td>(31st December, 2018)</td>
<td>(10th January, 2019)</td>
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Eat Right Champion Schools Competition

• All schools registered for poster competition will automatically be enrolled for FSSAI’s SNF@School initiative and encouraged to take up activities for sustained engagement on safe and nutritious food.

Timeline - 31st December, 2018

‘Wall Art’ Competition

DIRECT ENTRY

NATIONAL LEVEL COMPETITION

• Wall art should be inspired and based on themes or best posters.

Timeline - 31st December, 2018

Competition for Digital Creatives (open to all with no age restrictions)

DIRECT ENTRY

NATIONAL LEVEL COMPETITION

• Digital posters, illustrated photographs, short video clips, GIFs, jingles, short stories, short cartoon clip or use of any creative medium.

• Both professional and amateur artists, students of fine arts, mass communication, graphic design, nutrition, home science, food science and technology, digital designers, painters, video artists, movie makers or any creatively inclined individual are encouraged to submit their entries.

Timeline – 31st December, 2018

Certificate of Participation, ‘Team Sehat’ Souvenir, and ‘Food Safety Magic Box’

Declaration of ‘Eat Right Champion Schools’ and creation of a ‘National Network of Eat Right Champion Schools (NNERCS)’:

Opportunity to be part of national level function and attend Master Class by Renowned Artists for Winners.

Cash Awards

<table>
<thead>
<tr>
<th>Posters in 3 groups</th>
<th>Wall Art</th>
<th>Digital Creatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Prize Rs. 15,000</td>
<td>1st Prize Rs. 15,000</td>
<td>1st Prize Rs. 15,000</td>
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<tr>
<td>2nd Prize Rs. 10,000</td>
<td>2nd Prize Rs. 10,000</td>
<td>2nd Prize Rs. 10,000</td>
</tr>
<tr>
<td>3rd Prize Rs. 8,000 each</td>
<td>3rd Prize Rs. 8,000</td>
<td>3rd Prize Rs. 5,000</td>
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</table>

Best – 5 Lead Schools/ Universities Rs. 15,000 - 25,000 each

States / UTs may also recognise and reward schools and participants within their respective jurisdictions.

For details and registration, visit:

fssai.gov.in/creativitychallenge  Email - creativity-challenge@fssai.gov.in  Call - +91 9868218159