Report on FSSAI’s Swasth Bharat Yatra Culminating Ceremony

28th-29th January, 2019
Central Park, C.P., New Delhi
1. Introduction:

Alarmed by the rise of lifestyle diseases, FSSAI on 10th July, 2018 unveiled ‘The Eat Right Movement’, built on two broad pillars of ‘Eat Healthy’ and ‘Eat Safe’. It aims to engage, excite and enable citizens to improve their health and well-being. The Government of India has also decided to commemorate the 150th birth anniversary of Mahatma Gandhi, Father of the Nation, at national and international level so as to propagate his message of healthy living.

Drawing inspiration from Mahatma Gandhi’s Salt March (Dandi Satyagraha) a pan India cycle rally was organised called Swasth Bharat Yatra (स्वस्थभारतयात्रा) under Eat Right India campaign. Mahatma Gandhi led the country towards freedom from British colonial rule through his tireless yatras. Government of India hopes to achieve freedom from lifestyle diseases caused by unhealthy eating through this cycle yatra.
2. Swasth Bharat Yatra:

2.1 About

Swath Bharat Yatra was launched and led by FSSAI on the World Food Day under which a pan-India cycle rally was organised 7,500 cyclists participated in over 18,000 km relay cycle rally travelling across six tracks through almost every state and UT over 100 days to propagate a powerful message 'Eat Right India'. The cyclathon culminated in the national capital on January 27. The 'Swasth Bharat Yatra' was launched simultaneously at Leh (in Jammu & Kashmir), Panaji (Goa), Thiruvananthapuram (Kerala), Puducherry, Ranchi (Jharkhand) and Agarthala (Tripura). From October 16 to January 27, 2019, on every single day, 150 volunteer cyclists and a convoy including the 'Eat Right Mobile Unit' and 'Mobile Food Testing Unit' travelled across the country to build awareness around food safety, combating food adulteration and healthy diets. The Swasth Bharat Yatra not only mobilised the masses but also created a large pool of local community to sustain this movement.

2.2 Objective:

Indian Government's focus on public health has been channelized through its three key programmes viz. “Ayushman Bharat Yojana”, “Swachh Bharat Mission” and “Prime Minister's Overarching Scheme for Holistic Nutrition (POSHAN) Abhiyaan”. The 'Eat Right India' movement is a joint effort of Food Regulators, key stakeholders & citizens and is aligned with the above three programmes. 'Swasth Bharat Yatra', a pan-India Cyclothon, is a key element of the Eat Right India movement to sensitise people about eating safe food and be healthy across the country.

2.3 Key Activities

'Swasth Bharat Yatra', a pan-India Cyclothon, is a key element of the Eat Right India movement. It is being held across 350 locations across the country for connecting 1.33 billion people to promote the message of safe and wholesome food in the country.

1. This Yatra was flagged off on 16th October, 2018 on World Food Day from six different locations which are Thiruvananthapuram (Kerala), Puducherry, Leh
(Jammu & Kashmir), Ranchi (Jharkhand), Panaji (Goa), & Agartala (Tripura) and cover almost all states&UTs.

2. Spread around 100 days over 7,500 volunteer cyclists would stop at 2,000+ locations, and conduct in-city and en-route activities and 'Prabhat Pheris' to propagate the message of **Eat Right India**.

3. The convoy comprised of a team of 150 'Volunteer-Cyclists' and they covered 50-60 kilometres daily, halting at 2-3 towns and cities on the way. The convoy also included an 'Eat Right Mobile Unit' and a Mobile Food Testing Unit. Volunteer Cyclists handed over the symbolic relay baton to the next batch at the stopover points and return.

4. The last batch of cyclists converged in New Delhi on 27<sup>th</sup> January, 2019 concluding the Yatra in the first phase of the Eat Right India movement.

### 2.4 Special Keynotes message By Prime Minister Shri Narendra Modi and Health Minister Shri JP Nadda:

In the final episode of ‘Man Ki Baat’ in 2018, PM Shri Narendra Modi applauded FSSAI for spearheading the ‘Eat Right India’ movement and organizing the ‘Swasth Bharat Yatra’, a nationwide cycle relay to build awareness on eating right, as part of the 150th birth anniversary celebrations of Mahatma Gandhi. Addressing the nation on All India Radio, DD News and DD National through this popular programme, the PM commended FSSAI for stepping beyond its role as regulatory body towards generating public awareness on safe and healthy diets through its Unique campaign.
MESSAGE

It is heartening to learn that Food Safety and Standard Authority of India under the aegis of Ministry of Health & Family Welfare is organizing “Swastha Bharat Yatra” to popularize the message of “Eat Right India” on January 27, 2019. The culmination of “Swastha Bharat Yatra” amidst Republic Day celebrations increases its importance, joy and pride.

The relevance of bringing about a social transformation through a change in the mindset on crucial issues like health through “Swastha Bharat Yatra” and cleanliness through “Swachh Bharat” campaign is rooted in the culmination of the celebrations of 150th birth anniversary of Mahatma Gandhi. The year-long cyclorama as a part of “Swastha Bharat Yatra” covered more than 18000 kilometres, passing through every state and union territory of our country. The Yatra underlined the importance of a healthy diet and enlisted the cooperation of local youth with all the other stakeholders.

Food is central to the survival and existence of every living being. Today’s fast-paced life enhances the significance of “Eat Right India” convention. The campaign must focus exclusively on the youth and children, as the habit of eating nutritious and balanced diet must be firmly ingrained in the formative years of growth. The “Eat Right India” campaign must percolate down to the grassroots level and to every segment of the society. Healthy eating habits will go a long way in reducing diet-related diseases and ailments and contribute to the building of a healthy society and nation.

The unity in diversity of our country is well-reflected in the rich variety and flavours of food options. I hope that “Swastha Bharat Yatra” will encourage and inspire people to embrace healthy food habits, leading to a healthy and vibrant nation.

Best wishes for all success of “Swastha Bharat Yatra”.

New Delhi
24 January, 2019
My dear countrymen, there are many good events happening in the country, which are not widely discussed. Such a unique effort is being attempted by FSSAI viz. Food Safety and Standard Authority of India. Many programs are being organized across the country in celebration of the 150th birth anniversary of Mahatma Gandhi. In this regard, FSSAI is engaged in promoting good eating or Safe and Healthy Diet habits.

Under the aegis of “Eat Right India” campaign, ‘Swaast Bharat Yatra’ are being carried out across the country. These campaigns will last till Jan 27th. At times, government organizations are tagged as a regulator, but it is commendable that FSSAI has been working beyond this brief for public awareness and public education. A clean and healthy India will spell a prosperous India also. Nutritious food is most essential for good health. In this context, I extend hearty greetings to FSSAI for this initiative. I urge you to the utmost, let’s join this initiative. You should participate in this initiative and especially I urge you to make your children witness these campaigns. The education regarding importance of food is essential right from childhood.

Mann Ki Baat (Dec 30, 2018)
Message from Jagat Prakash Nadda
Hon'ble Minister, Ministry of Health and Family Welfare

The Eat Right India movement, led by the Food Safety and Standards Authority of India (FSSAI) under the Ministry of Health and Family Welfare is an inspiring and impactful initiative to promote public health. According to a recent study, 6 of the top 10 risk factors for burden of disease in India are related to food. A large number of citizens today are suffering from food borne illnesses, micronutrient deficiencies, obesity and non-communicable diseases such as diabetes and hypertension. Thus, unsafe food and poor diet is a core public health concern that needs to be addressed urgently through a multi-sectoral, multi-agency approach. Building awareness and educating people about safe food and healthy diets is absolutely critical. This is why the Eat Right India movement is the need of the hour. This 'Jan Andolan' is a collective effort of key stakeholders and citizens that is aligned with the Government's focus on public health through - Ayushman Bharat Yojana, Swachh Bharat Mission, and POSHAN Abhiyaan.

To commemorate the 150th birth anniversary of Mahatma Gandhi, the Swasth Bhumi Yatra was flagged off on 16th October 2018, World Food Day, as a part of the 'Eat Right India' movement. Today, it culminates in New Delhi as the world's biggest cyclotthon centred on promoting public health through safe and healthy diets. Given the participation of over 10,000 volunteer cyclists, 10 lakh participants and 2.5 crore people reached, this massive effort has become truly a people's movement, a 'Jan Andolan'. Moreover, by promoting safe and healthy habits through the creation of community champions at the grassroots levels and re-energising the food safety ecosystem across the country through events and activities along the yatra, it has revolutionized the way we think about food in a very unique way.

To bring about social and behavioural change and inculcate healthy habits particularly among children and young citizens is indeed challenging. However, Swasth Bharat Yatra has demonstrated effective ways of doing so, that too in a sustainable manner. Food safety and nutrition have entered into public consciousness at a massive scale and this has built tremendous momentum around creating a culture of safe and healthy diets. I congratulate FSSAI on the success of this inspiring campaign and encourage everyone to actively participate in the Eat Right India movement. Let us strive to a healthier and happier India, together.

(Jagat Prakash Nadda)
3. Glimpses of Swasth Bharat yatra:
4. **Swasth Bharat Yatra Culminating Ceremony:**

Swasth Bharat Yatra, the cyclothon organised by the FSSAI to nudge people to 'Eat Right culminated in the national capital on 27th January, 2019 after more than 100 days since its flag off.

The goal of Yatra was achieved through engagement activities and events at more than 2,100 locations along the Yatra and the creation of over 21,000 local, community 'Eat Right Champions' who would sustain this movement in the future.

To celebrate the success FSSAI organized the Swasth Bharat Yatra Culminating Ceremony on 28th-29th January, 2019 at Central Park, Connaught Place, New Delhi.

*Swasth Bharat Yatra Culminating Ceremony main stage*
Branding and glimpses of Swasth Bharat Yatra across the venue
Display of Gandhi and His motivational thoughts towards Healthy diets

Selfie corner, Ready to eat sampling stalls and associated development partners
5. Key Highlights of the event:

1. Monday, 28th January 2019, 6 pm to 8 pm, Central Park, Connaught Place, New Delhi

Recognition and Showcase

FSSAI Social Innovations

Several social innovations by FSSAI around building an enabling environment in the food safety ecosystem were showcased and celebrated on 28th January 2019, on the eve of the concluding ceremony. These initiatives were highlighted in each state during the Swasth Bharat Yatra and included the following:

Hygiene Rating Scheme
Hygiene + Rating (an initiative for empowering consumers to make informed choices by rating food safety and hygiene standards in food service establishments)
Save Food, Share Food, Share Joy, (a campaign to curb food waste and promote the donation of surplus food to fight hunger.)
RUCO, (Repurpose Used Cooking Oil) an initiative for safeguarding the health and conserving energy through an ecosystem for collecting and converting unhealthy used cooking oil into biodiesel)
Clean Street Food (to provide safe and hygienic street food experience to citizens across India)
Save Food, Share Food, Share Joy, (a campaign to curb food waste and promote the donation of surplus food to fight hunger.)

This event was organized to take stock of what has happened so far, recognize partners and shed light on the way forward for each of these initiatives. After India’s first Clean Street Food Hub at Kankaria Lake, Ahmedabad in association with FDA, Gujarat, three more locations were declared as potential clean Street Food Hubs by FSSAI. These are Urban Chowk, Ahmedabad and Gopi Talav, Surat from Gujarat and 56 Dukaan, Indore from Madhya Pradesh.

Hygiene Rating Certificates were awarded to 22 FBOs for early adoption of the Rating Scheme.
A new campaign ‘A Small Gesture: A Big Difference’-relating to food waste in social gatherings was launched under Save Food, Share Food, Share Joy during which 20 food recovery agencies were present.
Three FBOs from Gujarat and Mumbai were awarded the RUCO emblem for repurposing used cooking oil. Authorized Aggregators for used-cooking oil collection were recognized. Several biodiesel manufactures took a pledge to join the initiative.
Chairperson, FSSAI and Chief Executive Officer, FSSAI awarding Hygiene rating certificates.
Chairperson, FSSAI and Chief Executive Officer, FSSAI awarding certificate to Food Business Operators for their efforts towards RU CO initiative of FSSAI.
Chairperson, FSSAI and Chief Executive Officer, FSSAI awarding certificate to Food Business Operators towards Hygiene and following food safety rules.
Entertainment Program:
To increase the energy and to engage and entertain the visitors various cultural entertainment shows were organized at the event.

Cultural shows were organized to entertain the visitors
NCC Band Performances
2. Tuesday 29th January 2019, 11 am onwards Central Park, Connaught Place, New Delhi

Main Awards Ceremony

➢ Arrival of Cyclists at venue from Rajpath

Formal Handover of Batons by cyclists to Sh Ashwini Kumar Choubey, Hon’ble Minister of State for Health and Family Welfare. Sh Ashwani Kumar Choubey, Honourable Minister of State for Health and Family Welfare; Dr Vinod Paul, Member Health Niti Aayog; Ms Rita Teaotia, Chairperson FSSAI; Ms Preeti Sudan, Secretary Ministry of Health and Family Welfare, partners and stakeholders from every part of the country welcomed the last batch of cyclists arrived from Rajpath. NCC band welcomed them with their performances. Sh Ashwani Kumar Choubey handed over of the baton and Mahatma Gandhi’s favourite bhajan ‘Vaisnav Jan Toh” was played as the batons are handed over. Group of energetic young students from Mount Abu Public School performed on the ‘Eat Right Anthem’
Distribution of Certificates to Government ministries and bodies:
The contribution of government ministries and bodies in Swasth Bharat Yatra was acknowledged and appreciated with special remarks and certificates by Ms Preeti Sudan, Secretary, Ministry of Health and Family Welfare

PARTNER-CONSUMER RIGHT ORGANIZATIONS

Consumer Rights Organizations have actively participated in the Swasth Bharat Yatra throughout India and created awareness among consumers at grass root level & sensitized them about Eat Right Campaign and Food Fortification. To felicitate the Consumer Rights Organization for their outstanding participation in the yatra, certificates to the following were awarded:

- Abhishek Srivastava, Chairman, Consumer Coordination Council
- Mr. Ashok Kapoor, National Secretary, Consumer Right Organization
- Mr. Dharmendra Kumar, Secretary, Janpahal
- Mr George Cheriyan, Director, Cuts International
- Mr Ashim Sanyal, COO & Secretary, Consumer VOICE
- Mr. Bejon Misra, Founder Trustee, Consumer Online Foundation
FELICITATION & RECOGNITION OF LABS-

The following laboratories propagated SBY through short films, videos and demonstration of rapid testing of food products:

1. Ashwamedh Engineers & Consultants, Nashik
2. Envirocare Labs Pvt. Ltd., Thane
3. Indian institute of Toxicology Research, Lucknow
4. Punjab Biotechnology Incubator, Mohali

FELICITATION & RECOGNITION OF LABS-Food Safety on Wheels (FSW)

The following States with Food Safety on Wheels performed Testing and Awareness effectively and efficiently. They distributed IEC materials in the form of Pamphlets and flyers and each FSW has conducted 10-20 test of different food commodities on the spot:

- Tamil Nadu
- Uttar Pradesh
- Gujarat
- Telangana
- Madhya Pradesh
- Chandigarh

TRAINING PARTNERS

Training partners under FOSTAC who conducted the most number of FSS trainings.

1. Parikshan - Dr Pasupathy Venkat conducted more than 500 trainings and trained around 10,000 FSSs.
2. Food Safety Awareness and Training Organisation (FSATO) - Mr Paramveer Singh Deol conducted more than 180 trainings and trained around 5,000 FSSs.
3. DNV-GL Business Assurance India - Prakash Tikare conducted more than 180 trainings and trained around 5,000 FSSs.

Distribution of certificates to Professional Associations and Development Partners for their contribution in Swasth Bharat Yatra by Dr Vinod Paul, Member Health Niti Aayog.

PROFESSIONAL ASSOCIATIONS

Through various activities like Cultural Programs, songs, dance, nukkad nataks, Quizzes, Trainings, stalls / Exhibitions on balanced diets, healthy eating, they actively participated in the Swasth Bharat Yatra throughout the country and created awareness among consumers about Eat Right Campaign and Food Fortification. To felicitate the top professional associations certificates were awarded to the following:
• Dr. Ravi Wankhedkar, President and Dr. Sreejith N. Kumar, Chairman **Indian Medical Association**
• Dr. Prabodh S. Halde, President, and Sh. Aashitosh Inamdar, Hon. Secretary, **Association of Food Scientists & Technologists (India)**
• Dr. Pulkit Mathur, Member, **Nutrition Society of India**
• Ms Anuja Agarwala National Vice President, **Indian Dietetic Association**
• Dr. Chef Soundararajan, General Secretary, **Indian Federation of Culinary Associations**

*Awarding Certificates to professional associations*
DEVELOPMENT PARTNERS

The development partners who worked closely with FFRC, a resource hub on food fortification also participated wholeheartedly through innovative activities like provision of mementoes to the cyclists, fortified products launches, free sampling and distribution of fortified staples to consumers and multiple stakeholders like policy makers, doctors, nutritionists, academia & media.

The 6 partners GAIN, WFP, NI, PATH, WORLD BANK and TATA TRUSTS were recognized for their commendable work done during the course of the Yatra, and awarded with certificates:

- Dr. Rajan Sankar, Senior Advisor (Nutrition), TATA Trusts
- Mr. Tarun Vij, Country Director and Deepti Gulati, Head of Programs, Global Alliance for Improved Nutrition (GAIN)
- Dr. Hameed Nuru, Country Director, World Food Programme
- Ms Sucharita Dutta, Country Director, India, Nutrition International
- Mr. Neeraj Jain, Country Program Leader India, PATH
- Dr. Suresh Mohamad & Deepika Anand, Consultant Nutrition Specialist, World Bank
Mr. Henk Bekedam WHO country head Certificate Distribution to Development Partners

- **Address and Distribution of Awards by Hon’ble Minister of State MOHFW to States for their valuable contribution in making this Yatra successful in spreading Eat Right message**

**FELICITATION OF STATES**

- States took part in the event very enthusiastically and responsibly, bringing together people from all walks of life and providing arrangements that surpassed expectations, thus making the initiative a testimony to cooperation and collaboration and a huge success. Activations at major city points took place and during transit from one city to another creating awareness for general public. The cooperation of local authorities and state government, is worthy of all the applause.

- Based on the reports received from States / UTs and Track Heads as well as based on the inputs / photographs received during the Yatra, the following states / UTs were adjudged as **Best Performing States**: [Image]
Category 1: The Best States having population above 3 crores (Received by Commissioner Food Safety/ representatives)

1. Gujarat
2. Madhya Pradesh
3. Uttar Pradesh
4. Maharashtra

Category 2: The Best States having population less than 3 crores (Received by Commissioner Food Safety/ their representatives)

1. Punjab
2. Goa
3. Delhi

Category 3: The Best States in Hilly and difficult terrain (Received by Commissioner Food Safety/ their representatives)

1. Jammu and Kashmir
2. Uttrakhand
3. Meghalaya

Category 5: Special mention (Received by Commissioner Food Safety/their representatives)

1. Bihar: At the last moment because of hurricane ‘Titli’, route in West Bengal and Odisha had to be diverted through Bihar. Still the State managed all the events quite efficiently & well co-ordinated.
2. Chandigarh: only one day for city activation, but they organized all the events very impressively, leaving a mark on SBY.
3. Puducherry: starting point for track 4 and made a grand opening of SBY.
4. Dadar & Nagar Haveli: had only one day for city activation, but organized all the events very impressively, leaving a mark on SBY.

Category 4: Overall The Best State was awarded to Tamil Nadu by Dr C Vijaya Baskar, Minister of Health and Family Welfare (HFW), TN and Principal Secretary HFW for its huge participation and activities in all districts, organised various events post Yatra in the state for sustaining the Eat Right Movement.
Certificate Distribution for best performing States

- FELICITATION OF NCC

SBY as a people’s movement was led by school students, NCC and NSS cadets and other partners. They made a strong pitch for promoting right eating habits and urging everyone to join the movement by inculcating right eating habits. In particular, NCC proved to be a backbone of the Yatra.

Following officers of DGNCC largely contributed towards the success of SBY.

1. Col. Piyush Sharma, NER Dte
2. Ol K Suresh Kumar MO & CG Dte
3. Lt Col A M Shinde J&K Dte
4. Lt Col S O Hange Maharashtra Dte
5. Lt. Col T R Maurya Uttar Pradesh Dte
6. Ms. Sheeba S Vidya, ASO, DGNCC
Shri Ashwini Kumar Choubey, Minister of State for Health and Family Welfare awarding certificates to NCC officers of DGNCC contributed towards the success of SBY

➢ EAT RIGHT CREATIVITY CHALLENGE AWARDS

Inspired by Gandhi ji’s vision for a healthier nation, this challenge was envisaged to create a wave of creativity amongst the masses originating from the invigorating minds of our children. It propelled them to use creativity as a strong medium for conveying simple messages of eating safe, eating right and eating fortified along with no food waste.

- Conducted at three levels: School, City and National level, which brought forth talent of students from classes 1st – 12th.
- Over 75,000 students from over 3600 registered schools participated in on-the spot poster making competition.
- About 150 walls of our States painted under the wall art competition.
- Entries from across the country with the highest numbers from States of Tamil Nadu, Uttar Pradesh, Delhi, Haryana, Maharashtra, Punjab, and Rajasthan among others.
- Schools catering to children with special needs being active participants
- a special category called ‘digital creatives’, was open for all. It received 800 + entries with videos, short stories, creatives and jingles, showcasing the talent of our participants.
- However, a special mention must be made to the State of Tamil Nadu from where we received more than 2500 posters from ~ 2000 schools, each brilliant than the next.
Special remarks and recognition was given to Padmashree Paresh Maity, who graciously agreed to provide an art workshop for all the winners during the event.

Art workshop organized for all the winners during the event

Award Details: The entries were evaluated by an esteemed jury at the national level to recognize these Champions on this platform. The awards were distributed in the sequence below:

EAT RIGHT CREATIVITY CHALLENGE AWARDS: ON THE SPOT POSTER COMPETITION – Category A- Class (1-5)

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>School</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Master Devansh Latwal</td>
<td>Ashok Memorial Public School, Faridabad, Haryana</td>
</tr>
<tr>
<td>2</td>
<td>Ms. Rudrakshi Meena</td>
<td>The Emerald Heights International School, Indore</td>
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<tr>
<td>3</td>
<td>Ms. Devika monga</td>
<td>Delhi Public School, Vasant Kunj, Delhi</td>
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### Category B- (CLASS 6 – 8)

<table>
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<tr>
<th>S.no</th>
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<tbody>
<tr>
<td>1</td>
<td>Master Akshat Dev</td>
<td>Adarsh Public School, Delhi</td>
</tr>
<tr>
<td></td>
<td>Wardha Tanveer</td>
<td>DPS, Faridabad</td>
</tr>
<tr>
<td>2</td>
<td>Sadaf Sajjad</td>
<td>Govt Girls Sr Sec School, Delhi</td>
</tr>
<tr>
<td></td>
<td>Anjali</td>
<td>N.P. Co-Ed. Sr. Sec. School, Kidwai Nagar, Delhi</td>
</tr>
<tr>
<td>3</td>
<td>Kashika Rajput</td>
<td>J K PUBLIC SCHOOL, J &amp; K</td>
</tr>
<tr>
<td></td>
<td>Rohit Rawat</td>
<td>Samarpan Foundation School, Delhi</td>
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### EAT RIGHT CREATIVITY CHALLENGE AWARDS: ON THE SPOT POSTER COMPETITION - Category C- (CLASS 9 – 12)

<table>
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<tr>
<td>1</td>
<td>Manisha</td>
<td>GIC Bansbagar, Uttrakhand</td>
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<tr>
<td>2</td>
<td>Muskan Gupta</td>
<td>Maharaja Agarsain Public School, Delhi</td>
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<tr>
<td></td>
<td>Navya Paliwal</td>
<td>St Cecilia Public School, Delhi</td>
</tr>
<tr>
<td>3</td>
<td>Aakriti Sharma</td>
<td>Ashok Memorial Public School, Faridabad</td>
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### TOP 3 WALL ART

<table>
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<tbody>
<tr>
<td>1</td>
<td>National Vidyalaya School</td>
<td>Tamil Nadu</td>
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<tr>
<td>2</td>
<td>Mount Abu Public School</td>
<td>Delhi</td>
</tr>
<tr>
<td>3</td>
<td>SMS Dutta Memorial Nosegay Public School, Khatima</td>
<td>Uttrakhand</td>
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<tr>
<td></td>
<td>Matrusri Dav Public School</td>
<td>Telangana</td>
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</table>

### TOP 5 LEAD SCHOOLS

<table>
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<tr>
<th>S.no</th>
<th>Name of the School</th>
<th>State</th>
<th>Count of Schools Activated</th>
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<tbody>
<tr>
<td>1</td>
<td>Lady Willingdon Hr Sec School</td>
<td>Tamil Nadu</td>
<td>78</td>
</tr>
<tr>
<td>2</td>
<td>Evergreen Sr.Sec. School</td>
<td>Delhi</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>Gyan Mandir Public School</td>
<td>Delhi</td>
<td>12</td>
</tr>
<tr>
<td>4</td>
<td>Government Higher Secondary School</td>
<td>Tamil Nadu</td>
<td>11</td>
</tr>
<tr>
<td>5</td>
<td>Rajahs Hr Sec school</td>
<td>Tamil Nadu</td>
<td>11</td>
</tr>
</tbody>
</table>
DIGITAL CREATIVES - CATEGORY 1: VIDEO, AUDIO, GIFS

1. R. Maragadhambal, Tamil Nadu
2. Vignesh Nunna, Karnataka
3. Rishi Maniktala, Uttrakhand

DIGITAL CREATIVES - CATEGORY 2: POSTERS, IMAGES, PHOTOS, ILLUSTRATIONS

1. Chetali Shah, Maharashtra
2. Aasima Shirin M.A, Tamil Nadu
3. Utkarsh Sharma, Uttar Pradesh

Certificate distribution for Eat Right Creativity Challenge in digital creativity

CATEGORY 3: STORIES, CARTOON CLIPS

1. Shaurya Chopra, Uttar Pradesh
2. Nikunj, Delhi
3. Ojasvini Naik, Maharashtra
EAT RIGHT CREATIVITY CHALLENGE - Differently abled

Following children who created wonderful artwork on Eat Right India and have become the torch bearers for the Differently Abled category were awarded with the certificates:

- Shubhankar Thakur from Rockford School,
- Sahil, Surya Pratap, Amit, Dimpy & Vishal

 Distribution of awards to differently abled

THE EAT RIGHT START-UP AWARDS

Instituted by FSSAI to recognise upcoming and innovative entrepreneurs working in the space of safe foods and healthy diets. The first edition was launched on 14th November 2018 across four categories. A hundred and twenty-six applications were received, out of which the following are the winners with a cash prize of INR 50,000 each.

- Food Products - Faraway Foods
- Food Services Food Coworks
- Food Testing Delmos Research
- Community Outreach and Engagement Food Cloud
Eat-Right Start-up awards winners with a cash prize of INR 50,000

The NCC band showed its great performance in between and then the awards ceremony continued.

NCC Band performance in between the programme to entertain the visitors
FELICITATION AND RECOGNITION OF PARTNERS CONTINUES BY SPECIAL GUESTS

Based on the reports received from States / UTs and Track heads as well as based on the inputs / photographs received during the yatra, the following cities have been adjudged as Best Performing Cities:

TOP PERFORMING CITIES-NORTHERN REGION

Northern region: (Received by Commissioner Food Safety or their representatives)

1. Jammu & Kashmir:
   1. Jammu
   2. Srinagar

2. Madhya Pradesh:
   1. Bhopal
   2. Itarsi

3. Himachal Pradesh:
   1. Shimla
   2. Solan

4. Uttrakhand:
   1. Dehradun
   2. Roorkee

5. Uttar Pradesh:
   1. (a). Kanpur
      (b). Agra
   2. (a). Chhibramao, Kannauj
      (b). Kosi Kalan

6. Punjab:
   1. Amritsar
   2. Batala

7. Rajasthan:
   1. Sikar
   2. Abu Road

8. Haryana:
   1. Gurugram
   2. Sonepat

TOP PERFORMING CITIES-SOUTHERN REGION

Southern region: (Received by Commissioner Food Safety or their representatives)

1. Andhra Pradesh:
   1. Tirupathi
   2. Amaravathi
2. Karnataka:
   1. Bengaluru
   2. Devanagere

3. Kerala:
   1. Thiruvananthapuram

4. Tamil Nadu:
   1. (a). Madurai
      (b). Sivakasi

5. Telangana:
   1. Warangal
   2. Nalgonda

**TOP PERFORMING CITIES-EASTERN REGION**

**Eastern region:** (Received by Commissioner Food Safety or their representatives)

1. Assam:
   1. Guwahati
   2. Hojai

2. Bihar:
   1. Patna
   2. Jehanabad

3. Manipur:
   1. Imphal
   2. Nungba

4. Jharkhand:
   1. Ranchi
   2. Ghatshila

5. Chattisgarh:
   1. Raipur
   2. Mahasamund

6. Arunachal Pradesh:
   1. Itanagar

7. Meghalaya:
   1. Shillong

8. Mizoram:
   1. Aizawl
   2. Virengte

9. Nagaland:
   1. Kohima
   2. Dimapur

10. Sikkim:
    1. Gangtok

11. Tripura:
1. Agartala

TOP PERFORMING CITIES-WESTERN REGION

Western region: (Received by Commissioner Food Safety or their representatives)

1. Goa:
   1. Panaji

2. Gujarat:
   1. (a) Surat
   (b) Ahmedabad
   2. Navasari

3. Maharashtra:
   1. Dhule
   2. Malvan, Sindhudur

Award distribution to state and UTs for their contribution towards SBY
TOP PERFORMING CITIES-SPECIAL MENTION

1. **Karbi Anglong**: It is a hilly small town and Autonyms body in Assam. Almost every resident participated in Swasth Bharat Yatra.
2. **Jabalpur**: Participation of more than 1000 cyclists.
3. **Indore**: The largest activation of prabhatpheri was seen in this city with more than 3000 participants.
4. **Bahragora**: A small tribal town of Jharkhand saw huge participation & the musical flute band by the girls of Kasturba Vidhyalaya was notable.

- **RECOGNITION OF PARTNERS- CORPORATES AND INDUSTRY ASSOCIATIONS**

Corporates and Industry Associations supported Swasth Bharat Yatra by welcoming cyclists in various locations across their networks, amplifying and promoting key messages on their digital media platforms, websites as well as stores/distribution networks, sampling of fortified products wherever Yatra was passing as to make and call upon

1. Amway
2. HUL
3. ITC
4. Tropicana
5. Nestle India
6. Marico
7. Herbalife
8. Tata Chemicals
9. Cargill India
10. Mother Dairy
11. Abbott Healthcare
12. Thermofisher
13. Big Bazaar
14. Tata Beverages
15. Mondelez
16. AAK Kamani
17. Amazon
18. Haldirams
19. Kellogs
20. Cremica
21. Danone
22. Patanjali
23. Keventers
24. Adani Wilmar
25. Bikano
26. Sciex
27. Brittania
28. Coca Cola
29. Bisleri
30. Nav Bharat Flour Mills
31. Hexagon Nutrition
32. Ankur Chem Food Limited
33. Shreeram Chemfood Pvt. Ltd
34. Haryana Dairy Development Cooperative Federation
35. Uttarakhand Cooperative Dairy Federation
36. Mr. Y M Patel, Managing Director, Maahi Milk Producer Company Ltd.

Representatives from CII, FICCI, ASSOCHAM, AIFPA, ICC and RAI also joined on the stage.

Chairperson, FSSAI and CEO, FSSAI awarding certificates to Partners-Corporates and Industry Associations
REPURPOSE USED COOKING OIL (RUCO) One of the key messages of the Eat Right India movement was around the huge public health implications on the consumption of Used Cooking Oil (UCO). Therefore, FSSAI has launched Repurpose Used Cooking Oil (RUCO) ecosystem to collect and convert UCO to biodiesel in partnership with Biodiesel Association of India (BDAI). They were instrumental in helping organize SBY in the State of Gujarat and in Mumbai, Bengaluru, Puducherry, Trivandrum and Goa. Mr Sandeep Chaturvedi, President, BDAI has been recognized for the contribution towards the RUCO and awarded with certificate.

HOTEL ASSOCIATION & ACCOMODATION Hotel and Restaurant Industry Associations supported Swasth Bharat Yatra by providing accommodation and food at various locations, promoting Eat Right Movement and SBY through various media platforms. Following were recognized and awarded with certificates:

- Ms Renu Thapiyal, Sec General, HRANI
- Ms. Aspi Nallaseth, Sec General, HRAWI
- Mr Prakul Kumar, Secretary, NRAI

representatives from FHRAI, SIHRA and HRAEI also joined on stage.

INDIAN FOOD SHARING ALLIANCE (IFSA) AWARDS: No Food Waste Movement is a part of Eat Right Movement. We thank our IFSA partners who conducted food donation drives and donated almost 9 lakh meals and also conducted seminars and workshops during SBY.

- Mr. Padmanabal Gopalan, Founder, No Food Waste
- Mr Ankit Kawatra, Founder, Feeding India
- Mr Anil Langde, Mera Parivar

ERCC IMPLEMENTATION PARTNERS

ERCC SCHOOLS: FSSAI also felicitated ERCC implementation partners and schools

1. Health Set Go for being the extended arm of FSSAI to make this creativity challenge a grand success
2. Macmillan Education, Bharti Foundation and Akshay Patra spread the Eat Right India movement across schools in India.
3. FRAC, Child Survival India, Lady Irwin College & VHAI for their support
4. Smart Pro foundation needs special mention for ensuring that differently abled children could be the change drivers as well.
5. DPS, RK Puram & DPS, Vasant Vihar
6. Gyan Mandir
7. Mount Abu Public School
8. Millenium School
5. **Distribution Material:**

The following were distributed to the visitors:

- Calendars
- Puzzles
- Mementoes
- Lapel pins
- Swasth Bharat Yatra Book

6. **Conclusion:**

Food safety and nutrition have now been brought prominently into public consciousness and Food Safety Commissioners are geared up to address these issues, reach out to people through numerous channels. State-level committees have been reactivated to take this movement forward at the district and sub-district level in the coming months. Hon'ble PM, Shri Narendra Modi, endorsed the Eat Right India movement and Swasth Bharat Yatra and encouraged everyone, especially children to join this movement in his last ‘Man Ki Baat’ episode of 2018. He applauded FSSAI’s efforts to go beyond its role as a regulator towards building mass awareness around safe and healthy diets. Going by the tremendous energy and response from all concerned, the Eat Right India movement is definitely slated to change the way India eats.

The FSSAI sees tremendous potential in all these initiatives that will encourage consumers, children and adults as well as food businesses towards addressing the issues of healthy and safe eating. Food safety and healthy diets are critical in the context of India’s high burden of food borne diseases, under-nutrition, micronutrient deficiencies and a growing incidence of obesity and non-communicable diseases.
7. **Photo Gallery**
TOP NEWS

Swasth Bharat Yatra to culminate today with conferring of awards on states

Tuesday, 29 January, 2019, 12 : 00 PM [IST]
Ashwani Maindola, New Delhi

The Swasth Bharat Yatra, an initiative under the Eat Right Movement of the apex food regulator, Food Safety and Standards Authority of India - FSSAI, is culminating in New Delhi on January 29, wherein states will be given awards for their participation and response.

Tamil Nadu emerged as winner of the best state award for overall participation along with Uttar Pradesh, Madhya Pradesh, Maharashtra and Gujarat, who were adjudged as the best states having population above three crore while Punjab, Goa, Delhi were recognised as best states having less than three crore population.

Besides, Meghalaya, J&K and Uttarakhand will be awarded with special prizes for their contribution despite having difficult and hilly terrain.

The yatra took more than 105 days with six different tracks and overall 21,000 km travel across India. It would assemble on January 29 at Rajghat in New Delhi for a final phase of their travel to reach Central Park in Connaught Place wherein closing ceremony will be held.

Meanwhile, Pawan Agarwal, CEO, FSSAI, stated that the Eat Right Movement has been able to set a wave across the country sensitising public about food safety and nutrition issues.

"It was a learning experience for the states as well," he stated, while talking to press here.

He said, "There was immense participation from people of all walks of life including students, National Cadet Corps (NCC), state food safety departments, overall 22,000 volunteers have registered for cycling and the unregistered participation was countless."

The yatra saw several on-road skits and plays focussing on regional and seasonal cuisines along with student participating on posters, painting, wall-art and other activities devised around food safety and nutrition.
Swasth Bharat Yatra Reaches Delhi: Tamil Nadu wins “Best State” Award

Editor FMT Magazine | January 29, 2019 | Food News

Swasth Bharat Yatra, the world’s biggest cyclothon to nudge people to ‘Eat Right’ is culminating in a grand finale in New Delhi after more than 100 days since its flag off on 16th October 2018, World Food Day. The Concluding Ceremony is being held at Central Park, Rajiv Chowk on 29th January 2019 with Hon’ble Minister of State, Ministry of Health and Family Welfare, Shri Choubey as Chief Guest and many other dignitaries.

The Yatra began from six different locations – Leh, Panaji, Thiruvananthapuram, Puducherry, Kolkata and Agartala on six different tracks in which more than 10,000 volunteer cyclists covered over 20,000 km across 36 States and UTs spreading the message of ‘Eat Safe, Eat Healthy and Eat Fortified’. This Yatra is a part of the ‘Eat Right India’ movement, a one-of-a-kind, pan-India, public health revolution to create a sustainable culture and habit of safe and healthy diets by promoting individual awareness, collective action, strengthening institutional systems and fostering partnerships.

Led by the Food Safety and Standards Authority of India (FSSAI), under the Ministry of Health and Family Welfare, it is a collaborative effort of citizens, industry, social and professional organizations and other partners.

The Swasth Bharat Yatra witnessed the enthusiastic participation from all states and UTs. The tremendous effort of these states was recognized through an Awards Ceremony at the Grand Finale in New Delhi. Tamil Nadu was declared the ‘Best State Overall’ for its exemplary participation. Gujarat, Madhya Pradesh, Uttar Pradesh and Maharashtra were adjudged the Best States with population above 3 crores. Punjab, Goa and Delhi were recognized as the Best States having population less than 3 crores. Meghalaya, Jammu and Kashmir and Uttarakhand were given special awards for their participation despite their hilly and difficult terrain. As a result of hurricane 'Titli', the route in West Bengal and Odisha had to be diverted through Bihar at the last moment. Despite that the state of Bihar managed all the events quite efficiently & co-ordinated them very well for which it received a special mention. Chandigarh, Dada and Nagar Haveli left a mark on Swasth Bharat Yatra even though these union territories got only one day for city activation. They organized all the events very impressively. Puducherry was the starting point for track 4. Although the cycles couldn’t reach there on time, still commendable efforts made to make the grand opening of Swasth Bharat Yatra. The Best Performing Cities were also recognized region-wise. Notably, Karbi Anglong, Assam, a very tiny hilly place saw the participation of almost every resident in the yatra. In Jabalpur, MP, a record breaking 1000 cyclists participated. Indore, MP had the largest of ‘Prabhat Pheri’ with more than 3000 participants. Bahragora, a small tribal town saw huge participation, particularly the musical flute band by the girls of Kasturba Vidhyalaya, which was noteworthy. Last but not the least, specially-abled cyclists were also honoured for their participation during the yatra, which served as an inspiration to all.
Swasth Bharat Yatra concludes in Delhi

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Led by the Food Safety and Standards Authority of India (FSSAI), under the Ministry of Health and Family Welfare, it is a collaborative effort of citizens, industry, social and professional organizations and other partners. The goal of this Yatra was achieved through engagement activities and events in more than 2,100 locations along the Yatra and the creation of over 21,000 local, community ‘Eat Right Champions’ who would sustain this movement in the future. With more than 10 lakh participants and 2.5 crore people reached, the yatra has made ‘Eat Right India’ a people’s movement.
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Several Associations were recognized for their effort in spreading the message of Eat Right. NCC, NSS and Nehru Yuva Kendra were honoured for their enthusiastic participation and commendable efforts throughout the yatra. Feeding India, No Food Waste, Mera Parivar, Biodiesel Association of India and Vatsalya Foundation, Jaipur also contributed significantly and were also honoured.

Professional Associations such as Indian Medical Association (IMA), Association of Food Scientists and Technologists of India (AFSTI), Indian Dietetic Association (IDA), Nutrition Society of India (NSI), were recognized for bringing credibility and weight to the message of Eat Right through their professional expertise, experience and engagement with the community. Industry Associations such as CII, FICCI, ASSOCHAM, NRAI, ICC, RAI, AIFPA, FHRAI and regional Hotel and Restaurant Associations were felicitated for providing tremendous logistical support in hosting the cyclists wherever they went.

Many corporates including both food and non-food businesses extended support through donations and amplification of key messages for which they were lauded. Development Partners such as Tata Trusts, Global Alliance for Improved Nutrition (GAIN), Nutrition International (NI), PATH, World Food Programme (WFP) and World Bank were also honoured for their support and contribution.

Eat Right Start-Up Awards have been instituted to encourage entrepreneurs in the food ecosystem. An overwhelming 126 applications have been received from which a winner in each of the four categories will be chosen at the Concluding Ceremony to receive as cash prize of INR 50,000. Shortlisted applicants will be mentored by an FSSAI-Buddy for a year.

The Eat Right India movement, particularly the Swasth Bharat Yatra have been instrumental in galvanizing the food safety network in all the states. Food safety and nutrition have now been brought prominently into public consciousness and Food Safety Commissioners are geared up to address these issues reach out to people through numerous channels. State-level committees have been reactivated to take this movement forward at the district and sub-district level in the coming months.
For immediate release

Press Release

Swasth Bharat Yatra Reaches Delhi: Tamil Nadu wins “Best State” Award

New Delhi, 28th Jan 2019: Swasth Bharat Yatra, the world’s biggest cyclothon to nudge people to ‘Eat Right’ is culminating in a grand finale in New Delhi after more than 100 days since its flag-off on 16th October 2018, World Food Day. The Concluding Ceremony is being held at Central Park, Rajiv Chowk on 29th January 2019 with Hon’ble Minister of State, Ministry of Health and Family Welfare, Shri Choubey as Chief Guest and many other dignitaries. The Yatra began from six different locations - Leh, Panaji, Thiruvananthapuram, Puducherry, Kolkata and Agartala on six different tracks in which more than 10,000 volunteer cyclists covered over 20,000 km across 36 States and UTs spreading the message of ‘Eat Safe, Eat Healthy and Eat Fortified’. This Yatra is a part of the ‘Eat Right India’ movement, a one-of-a-kind, pan-India, public health revolution to create a sustainable culture and habit of safe and healthy diets by promoting individual awareness, collective action, strengthening institutional systems and fostering partnerships.

Led by the Food Safety and Standards Authority of India (FSSAI), under the Ministry of Health and Family Welfare, it is a collaborative effort of citizens, industry, social and professional organizations and other partners. The goal of this Yatra was achieved through engagement activities and events in more than 2,100 locations along the Yatra and the creation of over 21,000 local, community ‘Eat Right Champions’ who would sustain this movement in the future. With more than 10 lakh participants and 2.5 crore people reached, the yatra has made ‘Eat Right In India’ a people’s movement.

The Swasth Bharat Yatra witnessed the enthusiastic participation from all states and UTs. The tremendous effort of these states was recognized through an Awards Ceremony at the Grand Finale in New Delhi. Tamil Nadu was declared the the ‘Best State Overall’ for its exemplary participation. Gujarat, Madhya Pradesh, Uttar Pradesh and Maharashtra were adjudged the Best States with population above 3 crores. Punjab, Goa and Delhi were recognized as the Best States having population less than 3 crores. Meghalaya, Jammu and Kashmir and Uttarakhand were given special awards for their participation despite their hilly and difficult terrain. As a result of hurricane ‘Titli’, the route in West Bengal and Odisha had to be diverted through Bihar at the last moment. Despite that the state of Bihar managed all the events quite efficiently & co-ordinated them very well for which it received a special mention. Chandigarh, Dadra and Nagar Haveli left a mark on Swasth Bharat Yatra even though these union territories got only one day for city activation. They organized all the events very impressively. Puducherry was the starting point for track 4. Although the cycles couldn’t reach there on time, still commendable efforts made to make the grand opening of Swasth Bharat Yatra. The Best Performing Cities were also recognized region-wise. Notably, Karbi Anglong, Assam, a very tiny
hilly place saw the participation of almost every resident in the yatra. **In Jabalpur, MP, a record-breaking 1000 cyclists participated. Indore, MP had the largest of ‘Prabhat Pheri’ with more than 3000 participants.** Bahragora, a small tribal town saw huge participation, particularly the musical flute band by the girls of Kasturba Vidhyalaya, which was noteworthy. Last but not the least, specially-abled cyclists were also honoured for their participation during the yatra, which served as an inspiration to all.

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To engage with every section of the society, particularly the youth, the Eat Right Creativity Challenge is currently underway as a part of Eat Right India Movement. This includes a national-level poster-making, wall-art and digital art competition for school and college students and professionals to unleash their creativity for a public health cause. The themes of these competitions are based on the key messages of Eating Right to bring about social and behavioural change through art. So far, an overwhelming response from schools all over the country has been received in all the categories. Over 75,000 students from more than 3600 registered schools have actively participated in on-the-spot poster making competition. About 150 walls of various States have been painted with the Eat Right messages under the wall-art competition. The digital-art category, which was open for all, received more than 800 entries that included videos, short stories, creatives and jingles, showcasing the talent of the youth. Entries have come from all over the country with the highest numbers from Tamil Nadu, Uttar Pradesh, Delhi, Haryana, Maharashtra, Punjab, and Rajasthan among others. Food Commissioner Smt P. Amudha has shown incredible leadership in the State of Tamil Nadu where more than 2,500 posters from over 2,000 schools in the State were received. At the Concluding Ceremony, up to three winners were awarded in each sub-category, with 31 cash prizes in all. Padmasheer Paresh Maity has graciously agreed to provide an art workshop for all the winners. Implementation partners Health Set Go, The Smart Pro foundation, McMillan, Lady Irwin College and FRAC were recognized for their support.

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Several social innovations by FSSAI around building an enabling environment in the food safety ecosystem were showcased and celebrated on 28th January 2019, on the eve of the Concluding Ceremony. These initiatives were highlighted in each state during the Swasth Bharat Yatra and included RUCO, an initiative for safeguarding health and conserving energy through an ecosystem for collecting and converting unhealthy used cooking oil into biodiesel, Clean Street Food, to provide safe and hygienic street food experience to citizens across India, Hygiene + Rating, an initiative for empowering consumers to make informed choices by rating food safety and hygiene standards in food service establishments, and Save Food, Share Food, Share Joy, a campaign to curb food waste & promote donation of surplus food to fight hunger. This event was organized to take stock of what has happened so far, recognize partners and shed light on the way forward for each of these initiatives. After India’s first Clean Street Food Hub at Kankaria Lake, Ahmedabad in Association with FDA, Gujarat, three more locations were declared as potential Clean Street Food Hubs by FSSAI- Urban Chowk Ahmedabad and Gopi Talav Surat from Gujarat and 56 Dukaan, Indore from Madhya Pradesh. Hygiene Rating Certificates were awarded to 22 FBOs for early adoption of the Rating Scheme. A new campaign under Save Food, Share Food, Share Joy was launched, ‘A Small Gesture: A Big Difference’-relating to food waste in social gatherings in the presence of 20 food recovery agencies. Three FBOs from Gujarat and Mumbai were awarded the RUCO emblem for repurposing used cooking oil. Authorized Aggregators for used-cooking oil collection were recognized. Several biodiesel manufactureres took a pledge to join the initiative.

The Eat Right India movement, particularly the Swasth Bharat Yatra have been instrumental in galvanizing the food safety network in all the states. Food safety and nutrition have now been brought prominently into public consciousness and Food Safety Commissioners are geared up to address these issues reach out to people through numerous channels. State-level committees have been reactivated to take this movement forward at the district and sub-district level in the coming months. Hon’ble PM, Shri Narendra Modi, endorsed the Eat Right India movement and Swasth Bharat Yatra and encouraged everyone, especially children to join this movement in his last ‘Man Ki Baat’ episode of 2018. He applauded FSSAI’s efforts to go beyond its role as a regulator towards building mass awareness around safe and healthy diets. Going by the tremendous energy and response from all corners, the Eat Right India movement is on its way to becoming a juggernaut to change the way India eats.

For media queries, contact:

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Swasth Bharat Yatra

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