

EAT RIGHT Creativity Challenge

POSTER COMPETITION | RANGOLI COMPETITION |
BULLETIN BOARD TEAM COMPETITION

07th June – 31st October 2022





Background


‘Eat Right India’ movement, a flagship program of FSSAI aims to ensure health and well-being of people through its safe food, healthy and sustainable diets by a coordinated multi-sectoral approach. Given that food habits are formed early in life and difficult to change thereafter; the focus of ‘Eat Right India’ is on young people. A school is thus an obvious place where healthy eating habits may be formed at early stages in life. The Eat Right school program of FSSAI uses food as a pedagogical tool to bring in a sustainable change in the dietary habits of children. Young people are agents of change and their potential to influence entire families could be leveraged to change the way people eat.


Under this movement, ‘*Eat Right Creativity Challenge*’ (ERCC) phase one was planned as a part of celebrations of the 150th year of Mahatma Gandhi’s birthday from 14Nov’18 –17Jan’19 to inculcate healthy eating habits through the own creativity of an individual. Over 75100 students participated through 3621 schools in Phase 1.

The Eat Right Creativity Challenge 2 was held from 16th October 2020 – 16th December 2020. The online competition was held in 2 categories i.e. poster making and photography competition with the themes 'Eat Safe, Eat Healthy' and 'Food Safety during Covid-19'. A total of 4587 schools participated in phase 2.

The Eat Right Creativity Challenge 3 is being launched as part of the celebration of Azadi Ka Amrit Mahotsav to commemorate 75 years of India’s Independence. It aims to continue and tap the creative talent of students and enable them to inculcate healthy dietary habits. The competition aims to encourage schools to create an environment of healthy and safe food and to engage, excite and enable students to inculcate healthy habits on food and nutrition. It will make them aware about indigenous and traditional food as well as those which are local and seasonal. The competition will be held from 07th June-2022 – 31st October 2022.

‘*Eat Right Creativity Challenge Phase-3*’ comprises of competitions to be held for school students in three categories, namely **Eat Right Poster Competition, Eat Right Rangoli Competition and Eat Healthy Bulletin Board Decoration Competition**. Eat Right Poster and Eat Right Rangoli are under individual category and Eat Healthy Bulletin Board is under Team category.






Themes of the competition are:

1. **‘Eat Local and Seasonal’ for Poster Competition.** It includes eating local seasonal foods to promote healthy eating habits and balanced diet among the citizens of India.
2. **‘Safer and healthy food for better future’ for Rangoli Competition:** Safe food is one of the most critical guarantors for good health. Unsafe food is the cause of many diseases and contributes to other poor health conditions, such as impaired growth and development, micronutrient deficiencies, non-communicable or communicable diseases and mental illness. The competition aims to raise awareness that consumption of safe food results in better health.
3. **‘Benefits of Millets’ for Bulletin Board Team Competition:** Millets are high in nutrition and dietary fiber. Millets serve as good source of protein and micronutrients such as vitamins and minerals. The competition aims to raise awareness of the importance of millets as part of diet diversity and enhanced nutrition in our food.

Registration to the Challenge

Schools that wish to participate in this competition must register online on <https://eatrightindia.gov.in/CreativityChallenge/home>

A. Eat Right Poster Competition

- 1) Competition to be held in 2 levels,
 - a. Level 1: Class 3-5
 - b. Level 2: Class 6-8
 - 2) School will conduct the competition and will upload their best 2 entries per level on the website <https://eatrightindia.gov.in/CreativityChallenge/home>
 - 3) The size of the paper should be 8.5” x 11” (A4). The students may create a poster on ‘Eat Local and Seasonal’. The poster must be coloured. Any type of colour may be used, pastels, water paints, crayons, sketch pens, pencil etc.
 - 4) The participants are encouraged to use tagline/slogan/text and numbers, but this should not exceed 30% of the paper space.
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Rewards

Poster Competition		
	No. of Prizes	Prize
Regional level	Level 1- 40 Level 2- 40 Total- 80/Region	Cash ₹1,000/ and Certificate for shortlisted entries
National Level		
First	Level 1-10 Level 2- 10 Total- 20	Cash ₹5,000/ and Certificate
Second	Level 1-10 Level 2- 10 Total- 20	Cash ₹3000/ and Certificate
Third	Level 1-10 Level 2- 10 Total- 20	Cash ₹2000/ and Certificate
Consolation Prizes	Level 1-15 Level 2- 15 Total- 30	Cash ₹1,000/ and Certificate
Participation	All	Certificate from FSSAI (To be downloaded by individual)

B. Eat Right Rangoli Competition

- 1) Competition to be held at one level,
 - a) Level 1: Class 9-12
- 2) The Photograph of the Rangoli may be in JPEG, JPG, PNG, with a maximum size of 3MB, in colour. The photograph may be captured by phone camera or any other camera and should be uploaded on the website. Image should be clearly visible.
- 3) Schools will conduct the competition at school level and will upload their best 2 entries for Rangoli competition on the website <https://eatrightindia.gov.in/CreativityChallenge/home>

Rewards

Rangoli Competition		
	No. of Prizes	Prize
Regional Level	Total- 40/Region	Cash ₹1,000/ and Certificate
National level		
First	Total- 20	Cash ₹5,000/ and Certificate
Second	Total- 20	Cash ₹3000/ and Certificate
Third	Total- 20	Cash ₹2000/ and Certificate
Consolation Prizes	Total- 20	Cash ₹1,000/ and Certificate
Participation	All	Certificate from FSSAI (To be downloaded by individual)

C. Eat Healthy Bulletin Board Competition:

1. Competition to be held as team competition at a school level, the participants can be from class 6 to 12. A total of 5 students can form a team.
2. The Photographs of Bulletin Board may be in JPEG, JPG, PNG, with a maximum size of 3MB, in colour. Photographs may be taken by using phone camera or any other camera. The image should be clearly visible.
3. Schools will upload their best 2 entries on the website at <https://eatrightindia.gov.in/CreativityChallenge/home>

Rewards

Bulletin Board Competition		
	No. of Prizes	Prize
Regional Level	Total- 40/Region	Cash ₹5,000/ and Certificate
National level		
First	Total 10	Cash ₹20,000/ and Certificate
Second	Total- 10	Cash ₹15,000/ and Certificate
Third	Total- 10	Cash ₹10,000/ and Certificate
Consolation Prizes	Total- 10	Cash ₹5,000/ and Certificate
Participation	All	Certificate from FSSAI (To be downloaded by individual)

General

Participation guidelines available @ [fssai.gov.in/CreativityChallenge](https://eatrightindia.gov.in/CreativityChallenge)

- 1) Schools that wish to participate in the school level competition must register online. Further details may be obtained at: <https://eatrightindia.gov.in/CreativityChallenge/home>
- 2) All registered schools will automatically be enrolled under Eat Right School to gain access to relevant information on food safety.
- 3) All entries must come through the respective school. Individual entries will not be entertained.
- 4) Last date for all entries is on or before 31st October 2022. <https://eatrightindia.gov.in/CreativityChallenge/home>
- 5) All entries would be required to mention creative title, entrant's name, age, gender, email ID, mobile contact number, State, city on the online submission form. All entries to be uploaded by 31st October, 2022.
- 6) All entries will be the property of FSSAI to use as FSSAI sees fit, in public interest. Best entries will be exhibited on the Eat Right School website and other media channels.
- 7) Any work using inappropriate images and/or language regarding religion, region, community, age, gender etc. will be disqualified.
- 8) All schools must fill up the undertaking (Annexure 1) uploaded on the website.
- 9) FSSAI or any of the other organizers take no responsibility for plagiarism or any copyright violations. In case of any discrepancy found, the school will forfeit the prize/award/certificate.
- 10) The competition will be held at school level and judged at Regional and National Level. The state & national level winners would be advised through email. The final results may be declared by 31st March 2023.
- 11) The best 2 entries per level in poster competition, best 2 entries in Rangoli competition and best 2 entries in Bulletin Board Team competition will be uploaded and will be judged at the Regional level and National Level by FSSAI by a jury in each of the categories.
- 12) Consolation prizes may also be given at the discretion of the jury.
- 13) The decision of the judges for all levels will be final.

Criteria for evaluation

- Adoption of theme /originality- 5 marks,
- Presentation- 5 marks.

Annexure 1

Eat Right Creativity Challenge Phase III

Undertaking

SchoolName:

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School

Address.....
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City..... State.....Pin
Code.....

Type: PrimarySecondary/Middle Senior
Secondary.....

School/Principal Email..... School Phone
number.....

Challenge	Name of the Student/ Students with the best entry	Email-Id of the student/ School	Phone Number of the Student/ School	Bank Account Details of the Students whose best entries are being uploaded
Poster				
Level 1				
1.				
2.				
3.				
Level 2				
1.				
2.				
3.				
Rangoli Competition				

1.				
2.				
3.				
Bulletin Board Competition				
1.				
2.				
3.				

This is to certify that the Eat Right Creativity Challenge Phase-3 was held in our school in a fair manner. The above information is true to the best of my knowledge. The names mentioned above are bonafide students of the school. FSSAI may use any/all of the entries as deemed fit.

Principal Name.....

Signature _____ and _____ School

Stamp.....Date.....