

INTERNATIONAL YEAR OF
MILLETS
2023



EAT RIGHT CREATIVITY CHALLENGE ON

MILLETS

(SHREE ANNA)

एफएसएसएआई
FSSAI

भारतीय खाद्य सुरक्षा और मानक प्राधिकरण
Food Safety and Standards Authority of India



सत्यमेव जयते

स्वास्थ्य एवं
परिवार कल्याण मंत्रालय
MINISTRY OF
HEALTH AND
FAMILY WELFARE





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INTRODUCTION

The 'Eat Right India' movement was launched by the FSSAI with the goal of promoting healthy and sustainable diets through a coordinated multi-sectoral approach. This movement focuses on young people since food habits are formed early in life and are difficult to change thereafter. To bring about a sustainable change in the dietary habits of children, the 'Eat Right School' program uses food as a pedagogical tool.

As part of the 'Eat Right School' program, the 'Eat Right Creativity Challenge' (ERCC) aims to tap into the creative talent of students to instill healthy dietary habits. This competition encourages schools to create an environment of healthy and safe food and engage, excite, and enable students to adopt healthy habits in food and nutrition. The ERCC has been conducted in multiple phases, with each phase having its own unique theme.

Recently, to commemorate 75 years of India's Independence, the ERCC featured three categories of competitions around healthy eating, including Poster making, Rangoli competition, and Bulletin board decoration.

The United Nations has declared 2023 as the International Year of Millets, and the FSSAI is taking this opportunity to promote millets as a healthy and sustainable dietary choice. The Eat Right Creativity Challenge Phase -04 is being launched to mark the celebration of the International Year of Millets. This competition will be held from 16th October 2023 – 29th February 2024 and will include four different categories of competitions to gauge students' knowledge and awareness of millet. These categories include a Poster competition, a Rangoli competition, a Slogan competition, and an Essay competition. Each category aims to raise awareness about the nutritional and health benefits of millets among school students in creative ways.

India is honoured to be at the forefront of popularising Millets. Millet consumption furthers nutrition, food security and welfare of farmers



THE THEMES OF THE COMPETITION



1

Poster Competition - Benefits of Millets (Shree Anna)

Millets are packed with dietary fiber and are a great source of essential nutrients. Millets are also known for their prebiotic properties that support good bacteria in the digestive system. Create a poster that highlights the health benefits of millet and promotes its consumption as a part of a healthy diet.

Rangoli Competition – Millets (Shree Anna), an indigenous grain

Millet is known for its nutritional value and sustainability. It is a healthy cereal that comes in different colors such as red, white, yellow, or gold. To create awareness about the significance of millets, students can use rangoli as a medium to showcase their creativity. The rangoli designs can showcase the unique characteristics of millets, such as their small size, rounded shape, and different colors.

2

3

Slogan competition - 'Millets (Shree Anna) - The Superfood'

It aims at encouraging students to create innovative and catchy slogans to promote the consumption of millets. The slogans may highlight the importance of millets as a healthy and sustainable dietary choice, emphasizing their low water and input requirements, and high nutritional value.

Essay Competition - 'Millets (Shree Anna) – The food of future (250 Words)

It is designed to encourage students to explore the various aspects of millets, including their nutritional value, health benefits, and role in sustainable agriculture. Students may highlight the importance of millets in promoting food diversity, enhancing nutrition, and improving the health and well-being of individuals and the planet.

4



EAT RIGHT POSTER COMPETITION



Schools that wish to participate in this competition must register online at :

www.eatrightindia.gov.in/CreativityChallenge4/home

Rules and Regulations

- Competition to be held for the students of classes 3 to 5 (Individual Category)
- School will conduct the competition amongst students of classes 3 to 5 and will upload their best 2 entries on the creativity challenge website link.
- The size of the paper should be 8.5" x 11" (A4). The students may create a poster on 'Benefits of Millets (Shree Anna)'.
- The poster must be coloured. Any type of colour like - pastels, water paints, crayons, sketch pens, pencils, etc. may be used.
- The participants may use taglines/text and numbers, but this should not exceed 30% of the paper space.
- Poster must be original. Plagiarism would lead to disqualification.

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



EAT RIGHT RANGOLI COMPETITION



Rules and Regulations

- Competition to be held for the students of classes 6-8 (Individual /Team Category) ★
 - In case of more than one participant, only a maximum of four (04) students may take participate.
 - School will conduct the competition amongst students of classes 6 to 8 and will upload their best 2 entries on the creativity challenge website link.
 - The Rangoli will be created on the theme – “Millets, an indigenous grain”.
 - 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. The image should be clearly visible.
 - Rangoli must be original. Plagiarism would lead to disqualification.
- ★ *The Rangoli Competition will be an open Category, in which participants can take part either individually or in team. The team may consist of maximum four members. The award money will be distributed equally among all team members.*

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



EAT RIGHT SLOGAN COMPETITION (4 LINES)



Rules and Regulations

- Competition to be held for the students of classes 9 to 10. (Individual Category)
- Participants can submit their entries either in Hindi or English.
- The participants must note that the slogan must reflect the core theme - 'Millets – The Superfood'.
- Any inappropriate content would be liable for disqualification.
- The slogan needs to be a maximum of ten words (2 lines). The slogan can be submitted in either English or Hindi.
- Slogans must be original. Plagiarism would lead to disqualification.
- The participants would be judged on the basis of relevance to the theme, originality, and creativity.

Healthy Millets – Future Food Slogan Competition

| | No. of Prizes | Prize |
|-----------------------|-----------------|---|
| Regional level | Total-40/Region | Cash ₹2000/ and Certificate |
| National Level | | |
| First | Total 10 | Cash ₹5,000/ and Certificate |
| Second | Total 10 | Cash ₹3000/ and Certificate |
| Third | Total 10 | Cash ₹2000/ and Certificate |
| Consolation Prizes | Total 10 | Cash ₹1,000/ and Certificate |
| Participation | All | Certificate from FSSAI (To be downloaded by individual) |



EAT HEALTHY MILLETS ESSAY COMPETITION



Rules and Regulations

- Competition to be held for classes 11 to 12. (Individual Category)
- Maximum word limit – 250 words.
- The language should be either English or Hindi.
- The essay should be handwritten.
- The essay should be the original work of the student and it should not be copied from anywhere.
- The writing should not have grammatical errors as well as overlapping of contents.
- There should be structural coherence. The introduction and conclusion of the essay should be proper and rational.
- The evaluation will be made on the basis of content, coverage, facts, writing spirit inclined towards the topic, and logical presentation with due rationale. The decision of the Jury shall be final & binding on all the participants.
- Participants should sign on every page. Further, the scanned copy of the same should be uploaded. The size of the document will be 500 KB.
- Schools will upload their best 2 entries on the website:
www.eatrightindia.gov.in/CreativityChallenge4/home

| Healthy Millets Essay Competition | | |
|-----------------------------------|-----------------|---|
| | No. of Prizes | Prize |
| Regional level | Total-40/Region | Cash ₹2000/ and Certificate |
| National Level | | |
| First | Total 10 | Cash ₹5,000/ and Certificate |
| Second | Total 10 | Cash ₹3000/ and Certificate |
| Third | Total 10 | Cash ₹2000/ and Certificate |
| Consolation Prizes | Total 10 | Cash ₹1,000/ and Certificate |
| Participation | All | Certificate from FSSAI (To be downloaded by individual) |



Participation guidelines available @

www.eatrightindia.gov.in/CreativityChallenge4/home

- Schools that wish to participate in the school-level competition must register online. Further details may be obtained at www.eatrightindia.gov.in/CreativityChallenge4/home
- All registered schools will automatically be enrolled under Eat Right School to gain access to relevant information on food safety.
- All entries must come through the respective school. Individual entries will not be entertained.
- Last date for all entries is on or before 29th February 2024. www.eatrightindia.gov.in/CreativityChallenge4/home
- Entries must be made by the closing date and in the manner set out in the Terms and Conditions. Failure to do so will result in disqualification.
- All entries would be required to mention the creative title, entrant's name, age, gender, email ID, mobile contact number, State, and city on the online submission form. All entries are to be uploaded by 29th February 2024.
- All entries will be the property of FSSAI to use as FSSAI sees fit, in the public interest. Best entries will be exhibited on the Eat Right School website and other media channels of FSSAI.
- The entry must not contain any provocative, objectionable, or inappropriate content. Any work using inappropriate images and/or language regarding religion, region, community, age, gender, etc. will be disqualified.
- All schools must fill up the undertaking (Annexure 1) uploaded on the website.
- FSSAI or any of the other organizers take no responsibility for plagiarism or any copyright violations. In case of any discrepancy is found, the school will forfeit the prize/award/certificate.
- The competition will be held at the school level and judged at the Regional and National Levels. The state & national level winners would be advised through email. The final results may be declared by 31st March 2024.
- The best 2 entries in the Poster competition, the best 2 entries in the Rangoli competition, the best 2 entries in Slogan competition (2 Lines), and the 2 best entries in Essay Competition will be uploaded and will be judged at the Regional level and National Level by a jury set by FSSAI in each of the categories.
- Consolation prizes may also be given at the discretion of the jury.
- FSSAI reserves the right to cancel or amend all or any part of the Contest and/or the Terms & Conditions / Technical Parameters / Evaluation Criteria and withdraw the activity at any time. The participants are solely responsible to keep themselves updated regarding the same.
- However, any changes to the Terms & Conditions / Technical Parameters / Evaluation Criteria, or cancellation of the Contest will be updated/posted on the website.
- The decision of the judges (jury) for all levels will be final.

Criteria for evaluation

- Adoption of theme/subject and originality - 5 marks
- Presentation/Composition - 5 marks
- Total – 10 marks

GENERAL TERMS & CONDITIONS

EAT RIGHT CREATIVITY CHALLENGE ON **MILLETS** (SHREE ANNA)

16 OCT, 2023 - 29 FEB, 2024



- 1 Poster Competition**
Benefits of Millets (Shree Anna)  Category : Individual
Classes : 3 to 5
- 2 Rangoli Competition**
Millets (Shree Anna), an indigenous grain  Category : Individual/Team
Classes : 6 to 8
- 3 Slogan competition**
Millets (Shree Anna) - The Superfood  Category : Individual
Classes : 9 & 10
- 4 Essay Competition**
Millets (Shree Anna) – The food of future (250 Words)  Category : Individual
Classes : 11 & 12


How to Participate:

Schools will conduct the competition at school level and will upload their best 2 entries per challenge and upload it on <https://eatrightindia.gov.in/CreativityChallenge4/home>

Rewards and recognition:

Win cash awards worth Rs. 5000 and 400+ cash prizes and participation certificate for all.

For more details

 www.eatrightindia.gov.in/CreativityChallenge4/home

 creativity-challenge@fssai.gov.in

