ARUN SINGHAL IAS
Chief Executive Officer

सत्यमेव जयते

FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA
Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health & Family Welfare, Government of India

File No. 1/ERC/SBCD/FSSAI- 2019-20
Dated the 24th June, 2020

Dear Sir/ Madam

In reference to D.O. letter No. 1/ERC/SBCD/FSSAI-2019-20 dated the 14th of February, 2020, the Eat Right Challenge has been envisaged to function as a powerful tool for compliance to food safety and hygiene through a series of regulatory activities, social and behavioural change communication. We urge all States/UTs to participate in the Eat Right Challenge, and leverage it to receive special recognition for their respective cities and districts. A booklet on Eat Right Challenge is enclosed for your kind perusal.

In the first phase, 150 cities/districts will be selected based on nomination and first-cum selection process. FSSAI will also provide a token financial support of INR 5.00 lakhs to each city/district selected to kick-start activities on-ground. Cities/districts will be evaluated annually based on a matrix, and top performers would be recognized by FSSAI.

It is informed that the registration portal (https://eatrightindia.gov.in/EatRightChallenge/home) is open for the month of July 2020. You may nominate cities and/or districts for participating in the "Eat Right Challenge".

With regards,

Yours sincerely,

Singh 24/6

(Arun Singhal)

Encls: Eat Right Challenge Document

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