



सत्यमेव जयते

हिन्दी का मान : राष्ट्र का सम्मान

भारतीय खाद्य संरक्षा एवं

मानक प्राधिकरण

स्वास्थ्य एवं परिवार कल्याण मंत्रालय

भारत सरकार

एफडीए भवन, कोटला रोड, नई दिल्ली-110002

**FOOD SAFETY AND  
STANDARDS AUTHORITY OF INDIA**

Ministry of Health & Family Welfare  
Government of India

FDA Bhawan, Kotla Road, New Delhi-110002

Website :- [www.fssai.gov.in](http://www.fssai.gov.in)

Helpline No.:- 1800112100

Dear Designated Officer,

As you may be aware that FSSAI is leading the 'Eat Right India' (ERI) movement in partnership with other ministries and agencies to bring about large-scale social and behaviour change around safe, healthy and sustainable diets. The 'Eat Right Challenge' was launched on 1<sup>st</sup> July, 2020 as a competition amongst the districts and cities to support, recognise and reward their efforts to adopt and scale-up initiatives under Eat Right India.

The challenge has been launched for districts and cities effective 1<sup>st</sup> July, 2020 on the website <https://fssai.gov.in/EatRightChallenge/home> . A detailed document on the same is attached for your perusal. As the nodal officer, you are in-charge of implementation of the challenge and undertake all the steps mentioned under the challenge. The challenge will officially begin from 1<sup>st</sup> August, 2020.

I urge and encourage you to take the lead to register and participate and effectively carry out the Eat Right Challenge in your city/district. The creatives for branding your selected city/district is placed on the website, which you may get printed to build the spirit of the challenge once the challenge begins.

For any other information or query, you may write to us at [eatrightchallenge.fssai@gmail.com](mailto:eatrightchallenge.fssai@gmail.com)

Yours Sincerely

Director (SBCD/FFRC)

FSSAI