



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

Dated the 17<sup>th</sup> March 2020

Dear Sir/Madam,

In reference to D.O. letter No. 1/ERC/SBCD/FSSAI-2019-20 dated 14<sup>th</sup> February 2020, it is to kindly inform you that first Eat Right Global Conclave planned on 27<sup>th</sup> March 2020 has been postponed in the interest of public health given the novel corona-virus outbreak. The new date and agenda will be intimated in due course of time.

Further, the Eat Right Challenge for districts and cities is in process and will begin soon. Details on the same will be shared shortly. Nominations of energetic District Collectors/Municipal Commissioners that were sought earlier for the Eat Right Challenge stays.

Yours sincerely,

Inoshi Sharma  
Director (SBCD)

No. 1/ERC/SBCD/FSSAI-2019-20  
Food Safety and Standards Authority of India  
(Ministry of Health and Family Welfare, Government of India)  
FDA Bhavan, Kotla Road, New Delhi-110002

Dated the 14<sup>th</sup> February 2020

To,

The Chief Secretary,  
(State Governments/Union Territories Administration)

Subject : Participation of State Governments and Union Territories administration in the 'Eat Right Challenge' being launched as a competition amongst the districts


Dear Chief Secretary,

Food Safety and Standards Authority of India (FSSAI) under the Ministry of Health and Family Welfare has the mandate to ensure safe and wholesome food for all people. For this, FSSAI has to undertake both regulatory and supportive action. In this context, FSSAI is leading the 'Eat Right India' (ERI) movement in partnership with other ministries and agencies and in particular the Department of Consumer Affairs to bring about large-scale social and behaviour change around safe, healthy, sustainable diets and mindful eating.

This movement is quickly gaining momentum and reaching out to all sections of society. The 'Eat Right Challenge' is being launched 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. In the first phase, 150 districts/cities would be selected based on nomination and search cum selection process. FSSAI would provide the necessary guidance through an implementation toolkit and a token financial support of Rs.5 lakh to kick-start activities on the ground. Districts/cities would be evaluated based on a matrix and top performers would be recognized on 16<sup>th</sup> October 2020, the World Food Day.

We urge all States/UTs to participate in the Eat Right Challenge. Further, you may kindly nominate 4 - 5 energetic District Collectors / Municipal Commissioners to participate in the first Eat Right Global Conclave planned on 27<sup>th</sup> March 2020 at New Delhi. A brief note on Eat Right India, the challenge document, and draft agenda is enclosed. The World Bank has recently done a case study on Eat Right India'. A copy of the same is also attached.

Yours sincerely,

  
(Pawan Agarwal)

Secretary to Government of India and CEO, FSSAI

Enclosures:-

- 1) A brief Note on Eat Right India
- 2) Eat Right Challenge Document
- 3) Draft Agenda for Eat Right Global Conclave
- 4) Eat right India: A case study by the World Bank

Copy to: -

✓ Secretary (Consumer Affairs),  
Department of Consumer Affairs,  
Krishi Bhawan, New Delhi