



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
Helpline No.:- 1800112100

Dear Sir/Madam,

As you may be aware that the Food Safety and Standards Authority of India (FSSAI) is the country's apex food regulator under the aegis of Ministry of Health and Family Welfare. 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. 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 or on self-registration. FSSAI would provide the necessary guidance and a token financial support of Rs.5 lakh to the first 150 registered cities/districts to kick-start activities on the ground. The challenge will be open for registration for districts and cities effective 1st July, 2020 on the website <https://fssai.gov.in/EatRightChallenge/home>. A detailed document on the same is attached for your perusal.

A letter of communication from CEO, FSSAI to the Chief Secretaries of all States and UTs in this regard has already been sent. I urge and encourage you to take the lead to register and participate in the Challenge and effectively carry it out in your city/district.

Warm Regards

Inoshi Sharma

Director, FSSAI