

### Eat Right Challenge for Districts - Phase 2 - Evaluation Matrix

Activity Name	Data As on 30th April, 2022 (Auto Fetched)	Marking Criteria	Maximum Marks	5 Months Data Accomplished during the period from 1st May, 2022 to 30th September, 2022 (Auto Fetched)	Marks Obtained (Auto Fetched)	Explanations
<b>Part A: Licensing and Registration of Food Businesses and Surveillance Drives (Maximum Marks): 90 Marks</b>						
<b>A1.</b> Registration and Licensing Drive		*For every 4% increase during the period of challenge : <b>2 marks</b>  *4% increase : <b>2 marks</b> *8% increase : <b>4 marks</b> *12% increase : <b>6 marks</b> *16% increase : <b>8 marks</b> *20% increase and Above : <b>10 marks</b>	10			This denotes increase in the figures of Active State Licenses and Registrations.
<b>A1.a</b> Auto generated license and registration		*For every 10% auto generated of total issued : <b>(- 2 marks one time deduction)</b>				<b>Negative Marking</b>  One time deduction from the total score arrived in Section A  This denotes the factor Auto-generated/Total Issued * 100 during the period. Ideally there shall be no auto-generated Licenses and Registrations.
<b>A2.a</b> Surveillance Drive -		*For each completed drive : <b>5 marks</b> (Minimum 10 samples in each drive for a particular Food Product Category )  *Maximum marks : 25 marks	25			District has to specify 5 broad Food Product Categories for which they have to launch Surveillance Drive. The time span for Surveillance Drive is 5 months i.e minimum of 10 samples to be lifted for that selected food product category during the span of 5 months
<b>A3.a</b> Enforcement Samples FPC Name - (Chose any one from high risk FPC i.e. 1,8,9,10,13,16,18,99.5)		*Min 25 samples in 5 months : <b>15 marks</b> , *26-30 Samples: <b>20 marks</b> *31-35 Samples: <b>25 marks</b>	25			The FSOs of the District are required to lift minimum of 25 Enforcement samples of High Risk Categories during the span of 5 months.

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<b>A3.b</b> Inspection		% completion of RBIS *Less than 50% : <b>0 marks</b> *51% to 70% : <b>4 marks</b> *71% to 80% : <b>6 marks</b> *81% to 90% : <b>8 marks</b> *91% to 100% : <b>10 marks</b>	10			The FSOs of the District are required to complete minimum 50% inspections of the assigned target of 5 months. <i>Target of 5 months = (Annual target of RBIS * 5/12 )</i>
<b>A4.</b> Annual return compliance For FY 2021-22		Compliance: *Less than 50% : <b>0 marks</b> *50% to 70% : <b>5 marks</b> *more than 70% : <b>10 marks</b>	10			As per Condition of License number 5, every manufacturer has to file annual return. FSSAI has mandated to submit annual return only through FoSCoS. To calculate the scores, Base Figures: Active Manufacturers [including Repackers and Relabellers] as on 31.03.2022 will be taken.
<b>A5.</b> Grievance Redressal		Average time for resolution: *less than 15 days : <b>10 marks</b> *15 to 30 days : <b>5 marks</b> *more than 30 days : <b>0 marks</b>	10			Time taken for resolution: Day on which Grievance resolved by DO - Day on which Grievance Received by DO
<b>Part B: Benchmarking and Certification (Any Three) (Maximum Marks): 30 Marks</b>						
<b>B1.</b> Clean Street Food Hubs		Certified *1 Hub : <b>5 marks</b> *2 Hubs : <b>10 marks</b>	10			Only Certified Clean Street Food Hubs during the challenge period will be considered
<b>B2.</b> Clean and Fresh Fruit and Vegetable Markets		Certified *1 Market : <b>5 marks</b> *2 Markets : <b>10 marks</b>	10			Only Certified Clean and Fresh Fruit and Vegetable Markets during the challenge period will be considered

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<b>B3.</b> Places of Worship under BHOG		Certified *1 Places : <b>5 marks</b> *2 Places : <b>10 marks</b>	10			Only Places of Worship under BHOG during the challenge period will be considered
<b>B4.</b> Eat Right Stations		Certified *1 Stations : <b>5 marks</b> *2 Stations : <b>10 marks</b>	10			Only Certified Eat Right Stations during the challenge period will be considered
<b>B5.</b> Restaurants/Hotels/Food Service establishments Hygiene rated Sweet shops/bakeries Hygiene rated Meat shops Hygiene rated		Hygiene Rating of *50 establishment : <b>5 marks</b> *51 to 60 : <b>6 marks</b> *61 to 70 : <b>7 marks</b> *71 to 80 : <b>8 marks</b> *81 to 90 : <b>9 marks</b> *above 90 establishments : <b>10 marks</b>	10			Hygiene Rating of minimum 50 establishments during the period is compulsory.
<b>Part C: Training &amp; Capacity Building (Maximum Marks) : 10 Marks</b>						
<b>C1.</b> FoSTaC		Training of food businesses *120 Food handlers : <b>5 marks</b> *121 to 160 Food handlers : <b>7.5 marks</b> *Above 161 Food Handlers : <b>10 marks</b>	10			Training of minimum 120 Food Handlers
<b>Part D: Changing Food Settings (Any three): 30 Marks</b>						
<b>D1.</b> Eat Right Campus		Certified * Per Campus : <b>2 marks</b> * Max - <b>10 marks</b>	10			Only Certified Eat Right Campus during the challenge period will be considered
<b>D2.</b> Eat Right School		Certified * Per School : <b>2 marks</b> * Max : <b>10 marks</b>	10			Only Certified Eat Right School during the challenge period will be considered
<b>D3.</b> Fortification - Demonstration Project for fortified rice, wheat flour and milk		*1 demonstration - <b>5 marks</b> *2 demonstrations - <b>10 marks</b>	10			Demonstration Project for fortified rice, wheat flour and milk
<b>D4.</b> Demonstration of Millets Based Recipe		*1 demonstration - <b>5 marks</b> *2 demonstrations - <b>10 marks</b>	10			Demonstration of Millets Based Recipe

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<b>Part E: Behaviour Change Campaigns (Any Two) (Maximum Marks) : 30</b>						
<b>E1.</b> Digital Media Outreach (TV/Cinemas/Radio jingles)		*Promotion on only 1 medium: <b>5 marks</b> Promotion on any 2 mediums: <b>10marks</b> Promotion on all 3 mediums: <b>15 marks</b>	15			Promoting Eat Right Messages across different Digital Media Outreach (TV/Cinemas/Radio jingles)
<b>E2.</b> Promotion in Public Places (Hoardings/Pole Kiosk/ Bus Shelters/LEDs etc)		*Visibility in at least 20 places : <b>7.5 marks</b> *More than 20 places : <b>15 marks</b>	15			Promoting Eat Right Messages in Public Places (Hoardings/Pole Kiosk/ Bus Shelters/LEDs etc) Min 10 days.
<b>E3.</b> Social Media Outreach		*Up to 50,000 impressions : <b>7.5 marks</b> *More than 50,000 impressions : <b>15 marks</b>	15			Up to 50,000 impressions through Social Media Outreach for minimum 7.5 marks. It is cumulative number combining all social media handles like Instagram, Facebook, Twitter etc.
<b>Part F: Innovative Activities (Maximum Marks) : 10 Marks</b>						
<b>F.</b> Innovative activities to execute any of the activities from strengthening the FSS Act and other Eat Right Initiatives		Based on the details submitted, districts will get bonus marks on a scale of 1 to 5	10			Innovative Activities selection on case to case basis
<b>TOTAL MARKS</b>			<b>200</b>			