



हिन्दी का मान : राष्ट्र का सम्मान

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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 Madam/Sir,

DO No. 1/IEC-27011/1/2021-IEC-FSSAI

Dated: 01 April, 2022

As you are aware, Eat Right Challenge for Cities and Districts has been successfully culminated with participation of 188 cities/ districts across the country. Evaluation process is currently underway and top 75 winners will be announced on 7th June, 2022. During the Challenge, participating cities and districts had taken various efforts to improve the food environment in their respective areas.

In view of the above, it has been decided that the second phase of the Eat Right Challenge for Districts should be initiated so that the spirit of competition continues and the State Food Safety departments continue to work in this direction. The Eat Right Challenge for Districts is envisioned as a competition among districts to recognize their efforts in adopting and scaling up various initiatives under Eat Right India and will be open for all Districts across the country.

The Challenge is scheduled to be announced on **April 04, 2022** and the registration window will remain open till 30th April, 2022. The **Implementation Phase will begin from 1st May, 2022 and culminates on 30th Sep, 2022** and will include 5 areas of action as mentioned below:

- 1) Licensing and Registration of Food Businesses & Surveillance Drives
- 2) Benchmarking and Certification
- 3) Training & Capacity Building
- 3) Changing food environments
- 4) Behavior Change Campaigns

For Innovative Activities, districts will be given marks on a scale of 1-10 depending upon the ideas submitted during the period of 5 months.

On culmination of the Challenge i.e., 30th September, 2022, the performance of all districts will be assessed on the basis of activities conducted during the implementation phase and the top 150 (hundred and fifty) districts or half (50%) of the total participating districts, whichever is minimum, will be announced as winners with a prize money of INR 5 Lacs. The guidance document containing all details about the Challenge is attached for your reference.

You are requested to kindly direct all Designated Officers across Districts in the respective States/ UTs to ensure registration in the Challenge starting from April 04, 2022 onwards.


Yours sincerely,

Encl: As above.

(Inoshi Sharma)

To,
Commissioners of Food Safety, States and UTs

CC:
Regional Directors, FSSAI