

# Non-lending Technical Assistance to Assam: Improving Nutrition and Development Outcomes in Early Years

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## Report on 'Eat Right Mela' – Knowledge Sharing Activity in Barpeta District

Output submitted to the World Bank by The Coalition for Food and Nutrition  
Security

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The World Bank supported Government of Assam to organise an ‘Eat Right Mela’, the first of its kind in any districts of India, at Barpeta, one of the seven Aspirational Districts of Assam, on 14th of June, 2019. The objective of mela was to sensitize people of Barpeta regarding safe and healthy eating habits and to engage and enable them to improve their health and well beings.

The preparation for the mela started with the press conference being organized in district HQ on 12th of June, 2019 which was attended by 20 personnel from print and mass media to send the word around “Eat Right Mela” to public and ensure larger participation. Press conference was followed by training of street food vendors on food safety on 13th June, 2019 in which a total of 70 street food vendors were trained by FSSAI trainers. The trainers were identified by the Food Inspector, food Safety Unit, Health Department, Barpeta.

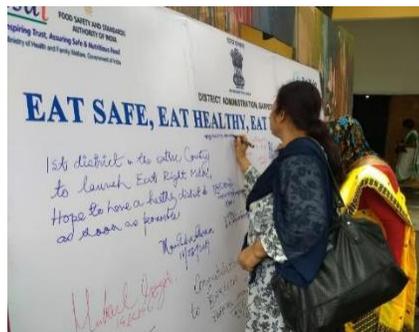


The Eat Right Mela started on 14th June, 2019 with the cycle rally in the morning followed by yoga session. The cycle rally was attended by more than 150 cyclists and yoga session was attended by more than 100 people. Through cycle rally the key messages of eating right and eating healthy were communicated to larger masses in Barpeta.



Signature campaign inaugurated by DC, Barpeta followed by other participants was one of the other highlights of the event. The mela saw the activities like ‘nukkad natak’( street plays) to mobilize people and sensitize them on key issues like anaemia, menstrual health and consumer rights. Poster competition was also organized for the school children around eat right messages. Health camps were organized for basic health check-ups and counselling. To sensitize the people and build awareness on safe food and healthy diets numerous activities from pop up quiz to exhibitions to infotainment programs like audio visual

and local youth band giving the messages on eat right in local languages formed part of the mela. Around 2000 people turned up for the events.



The Eat Right Mela provided opportunity to reach to large number of people ranging from government officials of concerned departments, school going students, women, other family members, civil society organizations with key message of safe and healthy eating. The women who turned up for health check-ups were sensitized of all health issues like anaemia, consumption of IFA tablets, ANC check-ups, etc. The stalls by Social Welfare Department, Agriculture Department and Assam State Rural Livelihood Mission sensitized people of all the government schemes and benefits linked to nutrition. It was decided that Food Inspector will monitor the street food vendors on regular basis to ensure they are following the food safety norms discussed in the trainings and district administration will organise a refresher course with support from FSSAI at no cost.

## Conclusion

1. **Monitoring street food vendors and carrying out quality checks through the food safety unit of the district:** In this process, it can be checked whether they are utilizing the knowledge gained through the training as well as adhering to the safe and healthy food preparation.
2. **Refresher Training for Street Food Vendors after 6 months:** The refresher training can be carried out with the help of FSSAI without any cost.

# Standard Operating Procedure: Eat Right Mela

## What is Eat Right India Movement?

The Eat Right India Movement, led by the Food Safety and Standards Authority of India (FSSAI) under the Ministry of Health and Family Welfare (MoHFW) was launched on 16 October 2018 on World Food Day as an effort to address the triple burden of malnutrition (under nutrition, micronutrient deficiencies and over nutrition) in India. It centres around three key themes: **Eat safe, eat healthy and eat fortified foods**. The movement targets both the demand and supply side that is to citizens and food businesses. On the supply side, the movement is focused on nudging businesses to promote healthier food options, reduce the amount of salt, sugar and fat, especially trans-fat in their products, reformulate their products to healthy ones and adopt good retail practices. On the demand-side, this movement is focused on engaging, exiting and enabling people to make the right food choices.

## Why Eat Right Mela should organize:

Eat Right Mela is envisioned as a massive outreach to citizens to build awareness on safe food and healthy diets through an interactive and informative model. It will be an effort to address the triple burden of malnutrition (under nutrition, micronutrient deficiencies and over nutrition) in India.

This is aimed at promoting key messages around following three key themes in an infotainment model. Three key themes:

1. **Eat safe**
2. **Eat healthy**
3. **Eat fortified foods**

It would reach out to both the demand and supply side that is to citizens and food businesses. On the supply side, the movement would reach out to business people to draw their attention to:

1. **Promote healthier food options,**
2. **Reduce the amount of salt, sugar and fat, especially trans-fat in their products, reformulate their products to healthy ones and adopt good retail practices.**
3. **On the demand-side, the focus would be on engaging, exiting and enabling people to make the right food choices.**

Eat Right Mela is an innovative concept to engage and educate citizens through various activities like poster competitions, quiz, street plays, talks, panel discussions, workshops, performances, shows and film screenings. These are in lines with the National Mela. The district-level Eat Right Mela should be planned to nudge citizens to choose healthy and safe food.

## Tentative Key Activities time line based outcomes:

Sl.No	Key Activities	Process	Outcome	Date
1	Finalisation of the date for the Eat Right Mela in the district	Meeting with the Deputy Commissioner & sharing of the objective of organising the Eat Right	The date & Guest need to be finalised for the meeting.	

		Mela in the district & identify a suitable date from the Deputy Commissioner for the event.		
2	Identification of key stakeholders and organisations	Listing of the all the departments and CSOs working in the in the district	List of participants and experts need to be finalised.	
3	Inter Sectoral Coordination meeting with all the all departments & listing of the activities to be conducted	All the departments including the CSOs need to be invited and briefed about the need of the mela in the district and distribute their role and responsibility as per the planned activities.	All stakeholders need to be agreed for the proposed activities.	
4	Identification of suitable venue	Different place should be explored keeping on mind of the different aspects like meeting place, parking, toilet, drinking water,electricity etc.	A suitable venue should be identified to organise the Mela	
5	Approval of plan from DC	The detail plan need to be shared with the Deputy Commissioner for approval.	Plan updated and approved	
6	Issue of the letter to the line departments and key stakeholders on the date and plan of Eat Right Mela in the district by the DC	The letter sent to line departments from the DC indicating the venue and date of the Mela consist of their department wise role		
7	Experts contacted to join and facilitate the session		Finalising the expert and getting their confirmation facilitate and coordinate their activities	
8	Identification of suitable vendors for providing different support like tent, electricity, sound systems, food etc	Explore the different vendors, collect the quotations, negotiate the price and finalise the entire plan as per the requirement.		
9	Publicity of the Mela	By engaging the District Information & Public Relation department, Print & electronics Media, leaflets, poster, Banner, Making announcement, Eat Right Ratha and engaging the student bodies, Women federations,Eldely Citizen Groups and Resident Welfare Associations etc.	More Number of people need to know about the date and venue and activities planned	
10	Invitations to all the Departments and Guest	Invitations to all the Departments and Guest by personal visit		
11	Distribution of role of each coordinator for management of each event			
12	Stage Arrangement, Anchoring etc			
13	Press meet	All the representatives from different print and electronic media need to be invited and briefed about the mela by the Deputy Commissioner and implementing agency.	Media House need to be sensitised and help to publicity.	

14	Press Briefing	All the representatives from different print and electronic media need to be invited and briefed what happened during the mela by the Deputy Commissioner and implementing agency.	Media House needs to be sensitised and help to publicity for post activities .	
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### Suggested Activities for pre event Eat Right Mela

It is suggested to carry out two activities prior to the main Eat Right Mela to mobilise people and campaign for the main mela. This can be organised a week prior or 2-3 days' prior to the main event. The table below shows the activity list.

#### Activities relating to Pre event Eat Right Mela

Name of the activity	How to execute	Key Stake holders	Tentative Budget required (Rs.)
Poster making competition on the theme of #EatRight in any high school with prize money or gift.	<ul style="list-style-type: none"> <li>Identify a high school</li> <li>Talk to the school management about the Eat right India movement</li> <li>Plan and organise the poster making competition</li> <li>The results can be announced in the mela with the paintings as an exhibition and prize distribution with a certificate can be given to the student winners</li> </ul>	Government High School and Colleges	Budget shared below
Quiz competition for students	<ul style="list-style-type: none"> <li>Identify a high school</li> <li>Talk to the school management about the Eat right India movement</li> <li>Organise a quiz competition with the students through a local quiz master.</li> </ul>	Government High School College	Budget shared below

#### Proposed activities for Eat Right Mela (Main event)

Name of the activity	How to execute	Key Stake Holders	Budget required
<b>Exhibitions</b> These are government department stalls to showcase the public health programmes in the state by the Government including FSSAI. These can include: POSHAN Abhiyaan and Anaemia Mukta Bharat, Ayushman Bharat Yojana, Swachh Bharat Abhiyaan.	Letters to the Deputy Commissioner, Joint director Health, District Social Welfare Officer and Executive Engineer PHED by CFNS, CSDG	Health department (NHM), Social Welfare and PHED	Stalls budget shared below

<p><b>Food Stalls</b></p> <p>Food Stalls can be setup by the Self Help Groups (SHGs) focussing on the local food system and traditional cuisines. The stalls can be set up with the purpose to show the diversity of food groups available in the area and varied local recipes to promote safe eating and avoid processed and junk foods.</p>	<p>Letters to the Deputy Commissioner, Mission Director ASRLM at state level, DPM ASRLM at district level, Chief Executive Officer Zila Parishad Barpeta dist.</p>	<p>ASRLM and PRI for mobilisation of the SHG women</p>	<p>Stalls budget shared below</p>
<p><b>Street play highlighting the issues of Food safety:</b></p> <p>a street play to highlight the issues of Food safety and Healthy eating in the household level and the implication of bad food choice.</p>	<p>Letters to Mission Director ASRLM at state level, DPM ASRLM at district level</p>	<p>ASRLM. The street play can be presented by any SHG</p>	<p>Stalls budget shared below</p>
<p><b>Health Check-up and Counselling camps:</b></p> <p>Organise parallel health camps on anaemia check-up, BMI camps and free medical check-up. This will help in quick assessment of the health and nutritional status of the community.</p>	<p>Letters to Joint Director Health and CSOs working on Health</p>	<p>NHM, CSOs</p>	<p>Stalls budget shared below</p>
<p><b>Signature Campaign:</b></p> <p>Signature campaigns to pledge for health and safe food choices.</p>	<p>All the dignitaries, guest and the participants can sign or put hand prints to a common consensus on the importance of Eating Healthy and Eating Right. The mode of collecting signature can be in a big blank canvas (flax) or Cloth. The same can be kept in a public place to reinforce the messages of Eat right.</p>	<p>All the dignitaries, guests and participants present in the mela.</p>	<p>Budget shared below</p>
<p><b>Awareness building session for the Street vendors and hawkers:</b></p> <p>Awareness creating session for the street vendors of Barpeta town on the importance of clean handling of food, hygiene and healthy street food choice.</p>	<ul style="list-style-type: none"> <li>• Mobilising the street vendors to attend the event</li> <li>• Allocating stalls for their business</li> <li>• Recognising a clean and hygiene stall and appreciating the efforts and setting an example for other street vendors.</li> </ul>	<p>Municipal Committee</p>	<p>Stalls budget shared below</p>

<p><b>Distribution of Merchandise:</b></p> <p>Printing handouts and leaflets with the importance of Eat right messages in local (Assamese) languages and distributing it to the participants to take home. Printing caps and t shirts with messages on Eat right. The merchandise will also act as a token or memento of the event which will reinforce the key messages whenever someone use it.</p>	<ul style="list-style-type: none"> <li>• Approval of the design and content to be printed in the merchandise</li> <li>• Find a merchandise printing agency</li> <li>• Place a bulk order to the agency</li> <li>• Distribute it in the event.</li> </ul>	<p>Implementing Agency and CSDG</p>	<p>Budget shared below</p>
<p><b>Yoga Session:</b></p> <p>A Yoga Session by a famous yoga Master may be incorporated in the series of activities to attract young Mass and home makers (house wife) to disseminate information on how to eliminate extra fat from body through simple Yogas.</p>	<p>Pre distribution of Leaflets at every door steps to make aware of all house hold member across the District.</p>	<p>All the dignitaries, guests and participants present in the mela.</p>	<p>Budget shared below</p>
<p><b>Cycle Rally /Marathon</b></p> <p>Cycle Rally/Marathon may be one of the best idea to encourage and involve school and college students to make the EAT Right Mela a Grand Success</p>	<p>Dissemination of information through Media beforehand and prior information to Department of Education to give instruction to educational Institution is the best way to encourage students.</p>	<p>All the dignitaries, guests and students of Std 9 to 12<sup>th</sup> of nearest school .</p>	<p>Budget shared below</p>

### Key stake holders for the event:

Government officers	Civil Society Organisations	Academic institutions	Media
<ul style="list-style-type: none"> <li>• Dept. of Health &amp; Family Welfare</li> <li>• Dept. of Social Welfare</li> <li>• Dept. of Food &amp; Civil Supplies</li> <li>• Dept. of Agriculture</li> <li>• Dept. of Education</li> <li>• Dept of Sports &amp; youth Affairs</li> <li>• Public Health Engineering Department</li> <li>• Assam State Rural Livelihood Mission</li> <li>• Panchayat &amp; Rural Development</li> <li>• Transformation &amp; Development Dept.</li> <li>• Nehru Yuva Kendra</li> <li>• National Social Service &amp; NCC</li> <li>• FSSAI</li> </ul>	<p>Local NGOs</p>	<p>Degree Colleges of the district</p> <p>Secondary and Higher Secondary schools in the district</p>	<p>Both electronic and print media houses</p>

# Media Coverage of Eat Right Mela

Date : 14<sup>th</sup> June 2019

Barpeta , Assam

## Media Coverage

**বৰপেটাত দেশৰ প্ৰথম জিলাভিত্তিক ভোজন অধিকাৰ মেলা সম্পন্ন**

**‘পৰিৱৰ্তিত খাদ্যাভ্যাসে স্বাস্থ্যজনিত সমস্যাৰ সৃষ্টি কৰিছে’**



**Dainik Janambhumi, 16<sup>th</sup> June, 2019**

**ভোজন অধিকাৰ মেলা উদ্বোধন জিলা উপায়ুক্তৰঃ থলুৱা খাদ্যলৈ উভতি যোৱাৰ আহ্বান**



**Dainik Jan Adhikar, 15<sup>th</sup> June, 2019**

**বৰপেটাত দেশৰ ভিতৰত প্ৰথম জিলাভিত্তিক ভোজন মেলা অনুষ্ঠিত**



**Dainik Jan Adhikar, 15<sup>th</sup> June, 2019**







**Key highlights from the Mela**

# Eat Right Mela

14th June, 2019  
Barpeta District, Assam

GOVERNMENT OF ASSAM  
OFFICE OF THE DEPUTY COMMISSIONER,  
BARPETA DISTRICT

**Eat Right Mela**  
June 14th, Friday, 2019

**Highlights**  
Cycleathon-Food Quiz- Food Demonstration-Capacity Building of Street Vendors -Health checkups- Attractive handicrafts- Food- Live Band - Nukkar Natak and many more...

**Venue : District Library Premises, Barpeta**  
**Time: 7am -7pm**

Centres for SUSTAINABLE DEVELOPMENT GOALS, COUSITION Food & Nutrition SECURITY, WORLD BANK GROUP

## Background

### Eat Right Meal - Barpeta, 14<sup>th</sup> June, 2019

- ▶ The first of its kind in any district of India
- ▶ Organised by Coalition for food and Nutrition Security in Collaboration with District Administration and Center for SDGs
- ▶ Objective is to sensitize people of Barpeta on safe and Healthy Eating habits & Communicate key messages of
  - ▶ Eat Safe
  - ▶ Eat Healthy &
  - ▶ Eat Fortify



## Activities - 12<sup>th</sup>, 13<sup>th</sup> June, 2019

### 12<sup>th</sup> June, 2019- Press Conference at DC Office

- Attended by - 20 people from print and electronic media
- Organised to create awareness for the mela & ensure larger participation

### 13<sup>th</sup> June - Training of Street food vendors on food Safety by FSSAI & Nukkad Natak

- 70 Street food vendors trained on Food Safety and Hygiene by FSSAI
- Street Play was organised along the themes of eat right to create awareness

## Few Glimpses of Press Conference, Food Safety Training & Street Play



## Eat Right Mela- 14<sup>th</sup> June - Activities

Cycle Rally & Yoga Session

Signature Campaign

Quiz & Poster Competition

Health camps & Counselling sessions

Audio Video Educational Sessions

Food Stalls

Infotainment-Band Performance

Street Plays

Balanced Diet Demonstration

Indigenous Item demonstration by SHGs

## Cycle Rally & Yoga Session



Inaugural  
Session &  
Signature  
Campaign



Health Camps  
& Food and  
Counselling  
Stalls



Infotainment  
Activities- Band  
Performance,  
Quiz  
Competition,  
Poster  
Competition