

Concept Note: Eat Right Walkathon and Mela

Introduction

In line with the directive of the Hon'ble Union Minister of Health and Family Welfare during his visit on July 15, 2024, a nationwide initiative is being launched to sensitize and empower consumers regarding food safety and healthy eating. The **Eat Right Walkathon** and **Eat Right Mela** aim to engage people from all sections of society, promoting the importance of making informed, healthier food choices. These events are part of a broader strategy to ensure that **India Eats Right**, highlighting key messages such as the consumption of fortified foods and millets. The dual focus of these initiatives is on creating awareness, celebrating healthy living, and providing interactive learning platforms.

Eat Right Walkathon

Concept and Objective

The **Eat Right Walkathon** is envisioned as a symbolic celebration of **freedom from diseases** and the **freedom to make healthier food choices**. It aims to raise awareness about the benefits of nutritious and safe food. Participants from various walks of life will come together to promote the idea of "Eating Right," a central message of the broader *Eat Right India* campaign.

Execution Plan

The Walkathon may consist of a **2-kilometer walk**, held in selected cities across States. The event may take place on a **weekend morning**, with activities planned for a total suggested duration of around 2 hours. Prominent personalities from the respective cities may be invited to **flag off and conclude** the event, drawing media attention and public participation. The Walkathon will serve as a platform to promote key messages, including the importance of **fortified foods** and **millets**. By involving people from all sections of society, the Walkathon seeks to create a sense of collective responsibility towards healthier eating.

Eat Right Mela

Concept and Objective

The **Eat Right Mela** is conceived as a **fun, educational fair** aimed at spreading the message of **Eat Right, Eat Healthy, and Eat Sustainable**. The Mela may feature a range of interactive activities that encourage participants to learn about nutritious food choices, food safety, and sustainability in an engaging and enjoyable manner. The initiative may also highlight the cultural significance of **millets** and other traditional, nutritious foods.

Key Activities

- **Exhibitions** showcasing various food-related themes, such as the benefits of **millets** and other sustainable food choices.
- **Cultural shows** and games, along with **healthy recipe demonstrations**, particularly featuring millets.
- **Talks and panel discussions** by food safety and nutrition experts, focusing on the health benefits of traditional foods.
- **Award ceremonies** recognizing champions and initiatives under the *Eat Right* programs in various cities.

The Mela aims to make learning about food safety and nutrition fun and accessible to all age groups, engaging participants through innovative methods like **street plays (Nukkad Natak)** on *Eat Right* themes, audience **quizzes**, and creative competitions such as **poster-making** and **slogan-writing**.

Execution Strategy for the Eat Right Mela

Mandatory Elements

- **Millet promotion:** A minimum of 5 stalls may be dedicated to showcasing different varieties of millets, emphasizing their health and sustainability benefits.
- **FoSTaC training** for vendors to ensure that food safety standards are maintained across all stalls.
- An **Eat Right India stall**, featuring banners, posters, and standees to educate the public on the campaign's objectives.

Optional Elements

- **On-the-spot quizzes** for the audience to engage with key concepts of food safety.

- **Instant licensing and labelling awareness** stalls to educate food vendors and businesses on compliance with regulatory standards.
- **Collaborations** with stakeholders like the **Ministry of Consumer Affairs** and **Food and Public Distribution** to further broaden the scope of the event.

Social Media and Publicity

To maximize the impact of the Eat Right Mela and Walkathon, states are encouraged to actively engage on social media by:

- Posting **at least 5 high-quality images** from the event on their **Eat Right social media handles**.
- Creating a **short video** (teaser) highlighting key moments and the overall theme of the event.

Tagging the **Ministry of Health and Family Welfare (MoHFW)** and **FSSAI** on platforms like **Twitter, Instagram, and Facebook** will further amplify the event's reach and encourage broader public participation.

Budget Allocation

For conducting both the **Eat Right Walkathon** and **Mela**, a budget of up to **₹5 lakh per city** will be allotted. This budget may be sourced from the **IEC head** of the Memorandum of Understanding (MoU) between the respective State and FSSAI. States are expected to organize the events in **at least two cities**. In cases where additional funds are necessary, a higher budget may be approved by competent authorities.

Conclusion

The **Eat Right Walkathon** and **Eat Right Mela** are integral components of the *Eat Right India* movement, designed to create mass awareness and foster collective action towards healthier, more sustainable food choices. These events not only celebrate the importance of eating right but also serve as powerful platforms to educate, engage, and empower consumers across the country. Through a combination of interactive activities, expert discussions, and community participation, the Walkathon and Mela will inspire individuals to take responsibility for their food choices, contributing to a healthier and more informed India.