



Celebrating

50
Days

of mass public participation

Swasth Bharat Yatra

led by *fssai* under Ministry of Health & Family Welfare, Government of India

16th to **27th**
Oct. 2018 Jan. 2019



At a Glance »



www.fssai.gov.in/swasthbharatyatra



@fssaiindia



FSSAI

Swasth Bharat Yatra



100+
Days



6 tracks



18000
Kms



7500+
Eat Right
Champions




2000+
Activations



300+
Stopovers

Yatra so far

16th Oct. 2018  04th Dec. 2018

50
days

10,000+
km covered

26
States/UT
activated

1,000+
activations

3,750+
Eat Right
Champions

2,25,000+
people
direct participation

12,000+
volunteer cyclists
registered on
the portal

1 Crore+
people
Community outreach



Highlights

- ▶▶ Enthusiastic participation from every nook and corner of the country, where monks took to cycling at Leh and locals gathered up in Kanyakumari to spread message of Eat Right India.
- ▶▶ Local women participated by displaying indigenous varieties of millets and vegetables that should be a part of a healthy balanced diet. The women also spread knowledge about the diet of pregnant and lactating women, adolescent girls to meet their iron needs to prevent anaemia.
- ▶▶ A movement of general public where armed forces, police, politicians, tribal, Divyaangjans, transgender, School children, Students, Professionals etc. joined hands to take it forward.
- ▶▶ Unique activities like formation of square by more than 5000 students, Human chain made by more than 600 participants to welcome cyclist, Cultural performances [Lezim, Dandia, Naga, Santhali, Bharat Natyam dance etc., Brass Band and Flute recital, Yoga & Aerobics performances, Skit and Mime performances etc].
- ▶▶ Swasth Bharat Yatra drew whole hearted participation across all age groups. Eat Right Champions of 7 to 82 years of age vowed to spread messages of eat healthy.

Dignitaries

Chief Minister in Agartala, Lt. Governor in Puducherry, Health Minister in Chennai, Imphal, Mumbai, Ranchi and Thiruvananthapuram and, Union Minister of State for Shipping at Kanyakumari and many ministers, MPs, MLAs, Senior Army Officers including Maj. Gen, Senior Officers of State Govts. at various places.

Cyclists and Participants

Local community leaders, NCC cadets, NYK Volunteers, Teachers, Independent professionals, Swachagrahis, NSS, Scouts and Guides, Frontline workers (ICDS+MDM), doctors, school children and the common masses etc.

Partners

Indian Medical Association (IMA), Association of Food Scientists and Technologists (AFSTI), Indian Dietetic Association (IDA), Consumer Organisations, Training Partners and Industry Associations (ICC, CII etc), National Restaurant Association of India in addition to State Government and Municipal Bodies.



Convoy on the move | Chaibasa (Jharkhand) | 23 Oct.



Prabhat Pheri | Bengaluru | 11 Nov.



Promoting indigenous food | Mahabalipuram | 18 Oct.



Eat Right Pledge | Leh | 16 Oct.



Track 1



North Track (T1)

Leh (J&K, PB, HR, HP, UK, UP)

Places covered so far:

Leh, Sonmarg, Kangan, Ganderbal, Sopore, Kupwara, Baramulla, Uri, Tunmarg, Sri Nagar, Badgaon, Awantipora, Anantnag, Banihal, Ramban, Chenani, Udhampur, Katra, Domel, Jammu, Ghagwal, Kathua, Gurdaspur, Batala



With full enthusiasm, cyclists are ready to paddle from Banihal to spread the message of Eat Right



Against those beautiful hills in the backdrop in Leh, the monks cycled through to spread message of Healthy Eating



Cyclists in Sonmarg ready to peddle to spread the message of Eat Right throughout the valley



The joy of cycling for a cause is reflected on the happy faces of cyclists in Ganderbal



Cyclists geared up in their safety gear, ready to kick start the cycle rally in Sri Nagar



Cyclist taking refreshments at the intransit halt near Kangan



Women gathered up ahead of the Prabhat pheri in Uri near Baramulla, J&K getting sensitized about eat healthy, eat safe and eat fortified



Prabhat Pheri activation undertaken on the lake in a shikara spreading the message of Eat Right India in Sri Nagar



Locals taking the "Aaj Se Thoda Kam" pledge and vowing for a better tomorrow



Undeterred by the testing weather, monks in Leh took to pledging for Eating Right & spreading the message of health & nutrition to others.



Military officers on their patrolling duty stopped by to understand about "Aaj Se Thoda Kam"



School Children, NCC cadets, local participants came together for Eat Right Movement at Sonmarg

राष्ट्रपिता महात्मा गांधी की 150 वीं जयंती पर केंद्र सरकार ने भारतीय खाद्य संरक्षा एवं मानक प्राधिकरण द्वारा "ईट..."

Dainik Bhaskar

Oct 26, 2018, 05:06 AM IST

Replay

राष्ट्रपिता महात्मा गांधी की 150 वीं जयंती पर केंद्र सरकार ने भारतीय खाद्य संरक्षा एवं मानक प्राधिकरण द्वारा "ईट राइट मूवमेंट" के बैनर तले "स्वस्थ भारत यात्रा" (लौह यात्रा) की शुरुआत की है। 16 अक्टूबर को इसकी शुरुआत विश्व खाद्य दिवस से की गई।

समान 27 जनवरी को दिल्ली में होगा। इस यात्रा का मार्ग लगभग 18,000 किलोमीटर होगा। यह यात्रा साइकल चालक दल के माध्यम से संपूर्ण देश में करीब 17,000 से अधिक साइकिलिस्ट द्वारा संपन्न की जाएगी। मध्य प्रदेश में यह यात्रा 11 दिसंबर से 9 जनवरी तक प्रस्तावित है। साइकल सवार अपनी साइकल पर प्रैक्टर स्वरूप भारत यात्रा संपन्न करेंगे। इस यात्रा के साथ दो

Swasth Bharat Yatra consisting of 15 volunteers cyclists arrives Banihal

TNN REPORT

RAMBAN : Swasth Bharat Yatra, an outreach of 'Eat Right India' movement consisting of 15 'Volunteer-Cyclists' besides several locals along with the 'Eat Right Mobile Unit' and 'Mobile Food Testing Unit', spreading awareness about healthy eating and adulteration in food items, organized by Food Safety and Standards Authority of India (FSSAI), entered in district Ramban today. Eat Right India movement being organized by the Government of India (FSSAI) in collaboration with State Government kick started from Leh from October 16, 2018

Swasth Bharat Yatra reaches Banihal



JL NEWS SERVICE
RAMBAN, Nov 16: Swasth Bharat Yatra, an outreach of 'Eat Right

Delhi) headed by Deputy Director & trainer FSSAI, Prita Gosh and Shantalu Gupta, reached in District Ramban by crossing



INB NEWS J&K
Home Jammu Kashmir National International Sports JK Tourism

COMMISSIONER FOOD SAFETY FLAGS-OFF SWASTH BHARAT YATRA, ASKS STUDENTS TO CULTIVATE THE HABIT OF CONSUMING FRESH AND DRY FRUITS AS PART OF A BALANCED DIET FOR PROPER MENTAL HEALTH

By: J&K News Service Published on: 21 Oct 2018



SOPORE : Commissioner Food Safety, J&K, Abdul Karim Qureshi, flagged off a city-wide Swasth Bharat Yatra from Ramban. The city comprising students from various educational institutions of Ramban, government officers, cycling enthusiasts, and society members and their parents passed through various markets of the town to promote correct eating habits. The event was organized by the Food Safety, Department Ramban under the aegis of the Ministry of Health and Family Welfare, Government of India. On the occasion, Commissioner said that the aim of the tour is to create awareness about healthy food choices among people, particularly youth to avoid adulterated and fake products. He emphasized that fresh fruits, like citrus amongst a balanced diet, making it important to follow the advice of experts and also understand the message of food safety across the villages. He also said that the tour is a healthy initiative, with the aim of spreading awareness among people to eat healthy.

Swasth Bharat Yatra flagged off at Sopore

inbnewsreader.com/2018/10/20/swasth-bharat-yatra-flagged-off-at-sopore/

October 25, 2018

16 Shares

BARAMULLA: A part of the national campaign 'Eat Right India' started by the Govt's Ministry of Health and Family Welfare, which is aimed at sensitising people about eating safe food and be healthy, 'Swasth Bharat Yatra' comprising about 30 cyclists was on Monday flagged off by District Social Welfare Officer Syed Showket Ahmad. Pertinently, the Food Safety and Standards Authority of India (FSSAI) is leading the campaign wherein about 7500 cyclists are participating in about 18000km cycle rally (travelling across every state of the country over 100 days to propagate a powerful message of 'Eat Right India'. The Cyclathon which started on October 16 will culminate in the national capital on 27 January 2019. On the occasion, Syed Showket said that the campaign will mobilise the people and create

Home

Added on October 27, 2018

KL News



BARAMULLA, OCTOBER 26: In Continuation of Swasth Bharat Yatra, the Cyclathon today was flagged-off by ADDC Commissioner A.A. Buzo alongwith ADD Commissioner Nayeen Ahmad, West and SSP Baramulla, Kullu Ahmad Buzar at Muz Ganderbal, Ganderbal.

The Cyclathon was Organized by the Commissioner of Food Safety, J&K under the overall Supervision of Dr. Ab. Kabir Dar, Commissioner of Food Safety in Collaboration with Food Safety Standards Authority of India, which started from Leh & will culminate at New Delhi on 1,27,2018. The aim of the-cyclathon was to sensitize the general public about the safety of food and to slogan to "eat right eat safe and eat fortified".

Among others, Assistant Commissioner Food Safety, Ganderbal, Kullu Gantam, training consultant FSSAI, Inspectors Food Safety, food processing association Kashmir, and other officials of the department were also present on the occasion.

KL News

Kashmir Images is an English language daily newspaper published from Srinagar (J&K), India. The newspaper is one of the largest circulated English

Delhi
27 Jan

Track 2

Jaipur
2 Jan

Gandhinagar
7 Dec

Mumbai
11 Nov

Panaji (T2)
16 Oct



West Track (T2)

Panaji (MH, D&H, DD, GJ, RJ, HR)

Places covered so far:

Panaji, Sawantwadi, Malvan, Devgarh, Rajapur, Ratnagiri, Sanghmeshwar, Chiplun, Khed, Poladpur, Goregaon, Pen, Vashi, Mumbai, Manor, Silvasa, Daman, Dandi, Surat, Bharuch, Vadodara, Godhara, Santrampur, Balasinor, Nadiad, Ahmedabad



Actress Varsha Usgoankar joined as Eat Right Campaign, flagging of the Cycle rally at Mumbai



Team Swasth Bharat Yatra receiving a grand welcome at Godra, Gujarat



Students formed a human chain representing the initials of Swasth Bharat Yatra



Young torch bearers of Eat Right messages at Dhamapur, Maharashtra



Students and Cadets in Mumbai carrying banners and placards to spread the message of Eat Right India



Volunteers from NCC taking part in Prabhat pheri from Kala Academy, Goa



Cyclists gesture for AajseThodaKam (reducing salt, fat and sugar) in Dandi, the iconic place where Gandhiji ended his Salt March



Young school students form a human chain to express their support for fortified foods during city activation in Balasinor, Gujarat.



Vibrantly dressed up women dance to the drum beats and welcome the Swasth Bharat Yatra Team ahead of the Prabhat pheri in Thane, Maharashtra



Cultural dance performance at Navsari depicting Mahisasur Mardini



Eat Right Champions receiving their certificates at Vashi



Miss and Master Sehat joined at Navsari to encourage the participants

Swasth Bharat Yatra brings the message of Eat Right India to Mumbai

By Payal Gwalani, Mumbai Mirror | Nov 10, 2018, 05.09 PM IST



Looking at the epidemic of lifestyle diseases causing large scale obesity as well as nutritional deficiency, Family Welfare started an awareness campaign called Eat Right India, and awareness about it is being behind this yatra is the Dandi March undertaken by Mahatma Gandhi in 1930.

The yatra was flagged off from six different cities - Panaji, Leh, Thiruvananthapuram, Pondicherry, A October 16. More than 7500 volunteers will cover over 1800km and assemble in New Delhi on January coming to Mumbai.

"Participants will help spread our message of "Eat right, Eat safe, Eat Healthy and Eat Fortified". Oil and salt that they consume. There will also be demonstrations on moving labs called food safety on rice, oil, milk, flour and salt at home," informed Shailesh Adhao, Joint Commissioner of Mumbai FD

Participants of the various activities under this awareness programme range from school kids to food colony, Vikhroli and Vasantdada Patil engineering college, Chembur on Saturday; at Institute of Chiropractic and Lekhandwata complex, Andheri on Sunday, and FDA office in BKC, NESCO exhibit Monday.

Giving an example of why it is important to educate the countrymen about the right kind of good to concluded that 80 per cent Indians had a portion deficient diet. "Though there are no studies to give a and minerals in their diet as well. In fact, iron deficiency is so common here that more than 50 per cent

Fortified food, he added, is a great way to deal with such dietary deficiencies. "We are in the process terms of how they can boost the nutritional value of their products through fortification. For example also issue an SOP regarding reused oil on Monday as the yatra ends," he said.

Bharat swasthya Yatra from 18 in Gujarat

patnika.com/shimobadad-news/bharat-swasthya-yatra-in-gujarat-from-18-3719642/



अहमदाबाद, महात्मा गांधी की १५०वीं जयंती के उपलक्ष्य में देश में आयोजित होने वाली स्वस्थ भारत यात्रा रविवार से गुजरात में प्रवेश करेगी। ईट राइट इंडिया कार्यक्रम के अंतर्गत देश में जागरूकता फैलाने के लिए १६ अक्टूबर २०१८ से शुरू हुई स्वस्थ भारत साइकिल यात्रा अहमदाबाद में ५ दिसम्बर में प्रवेश करेगी। उस दौरान कांकरिया में भव्य जागरूकता कार्यक्रम का भी आयोजन किया जाएगा।

इस संबंध में राज्य के स्वास्थ्य एवं परिवार कल्याण विभाग के अतिरिक्त मुख्य सचिव पूनमचंद परमार ने बताया कि महात्मा गांधी के जीवन संदेश से स्वस्थ जीवन की प्रेरणा लेकर प्रधानमंत्री नरेन्द्रमोदी प्रेरित स्वस्थ भारत यात्रा गुजरात में चौबीस दिन रहेगी। गुजरात यात्रा के दौरान स्वस्थ भारत और ईट राइट का संदेश फैलाया जाएगा। यह यात्रा दंडी, सुरत भरुच, वडोदरा, गंधार, संतरामपुर, बालासिनेर, नडियद, अहमदाबाद, गांधीनगर, महेसाणा और बनासकांठा के पालनपुर समेत बारह जिलों में भ्रमण करेगी। १२ जिलों में से गुजरात के बाद यात्रा राजस्थान के लिए खाना होगी। देशभर में भ्रमण करने वाली यह साइकिल यात्रा २० जनवरी को दिल्ली पहुंचेगी। यह यात्रा अहमदाबाद में ५ दिसम्बर को प्रवेश करेगी। उस दौरान शाम पांच बजे

दानह पहुंचने पर स्वस्थ भारत यात्रा का हुआ भव्य स्वागत



सिलवासा। गोवा से निकली स्वस्थ भारत यात्रा आज शाम सिलवासा पहुंची। इस अवसर पर सिलवासा स्थित रास रिसोर्ट

एसोसिएशन से महेन्द्र कटारिया, फूड इस्पेक्टर प्रती टाकोर सहित अन्य लोगों ने स्वस्थ भारत यात्रा का स्वागत किया।

यह सभी साइकिल चालक तीन दिनों तक विभिन्न कार्यक्रमों के जरिये लोगों को जागरूक करेंगे। इसके बाद दमण के

यह यात्रा एफएसएसएआई द्वारा पूरे देश में निकाली गयी है और वसई से यह सभी साइकिल चालक सिलवासा पहुंचे

'Swasth Bharat' cyclists pedal their way through Kashmirira



By Suresh Golani

The local administration led by Mira Bhaiyandar Municipal Corporation (MBMC) chief Balaji Khatgaonkar greeted cyclists participating in the 'Swasth Bharat Yatra', as their convoy crossed the Dahisar checkpoint yesterday.

A team of around 50 'volunteer-cyclists' accompanied by a convoy comprising an 'Eat Right Mobile Unit' and a 'Mobile Food Testing Unit' made a brief stopover at the entrance of the twin-

city. Assistant Director (Regulatory Compliance) Akhilesh Gupta, along with his subordinates in the Food Safety and Standards Authority of India (FSSAI), along with Assistant Police Inspector (Traffic) Sanjay Bangar, registered their presence at the event. The convoy is scheduled to have a transit halt in Vasai.

Flagged off on October 16, 2018 (World Food Day) from different locations, the pan-India Cyclothon organised by the FSSAI, under the aegis of the Ministry of Health and

Family Welfare, will culminate at New Delhi on January 27, 2019.

'Eat Right India' is the soul of 'Swasth Bharat Yatra', which consists of three components - Eat Healthy, Eat Safe and Eat Fortified - aimed at overcoming malnourishment, micro-nutrient deficiency and lifestyle diseases like obesity, diabetes and heart diseases.

The core elements during the yatra include public meetings for awareness building, recognition of participants, and mass mobilisation.

Thane welcomes Swasth Bharat Yatra

unindia.com/thane-welcomes-swasth-bharat-yatra/west/news/1401045.html

States > WestPosted at: Nov 9 2018 7:29PM < Share Thane, Nov 9 (UNI) The 'Swasth Bharat Yatra,' which started on World Food Day on October 16, was accorded a warm welcome in this Maharashtra district on Friday.

Addressing the gathering, Thane District Collector Rajesh Narvekar on Friday asked the citizens to change their food habits and lifestyle, for a healthy life.

Welcoming the Swastha Yatra contingent, Food and Drug Administration (FDA) Konkan Division Joint Commissioner Shivaji Desai said, "The Yatra, which has a total of around 405 cyclists, has covered 625 km, held 14 Prabhat Feris, visited 84 places and 48 activation points, and witnessed participation of 15,000 people."

The event also marked several activities, including flagging off of a cycle rally by Thane Guardian Minister Eknath Shinde, as well as display of Yoga by a teenage girl, who is learning the art for the last 10 years.

स्वस्थ भारत यात्रा से सुधरेगा आमजन का स्वास्थ्य

आयुक्त पल्लवी दराडे ने हरी झंडी दिखाकर साइकिल यात्रा को किया खाना



अभिषेक गुजरात का स्वागत किया। साथ में सहायक आयुक्त शोभा अग्रवाल ने निदेशानुसार यात्रा को सही दिशा में आगे बढ़ाने के लिए यात्रा के सदस्यों को सलाह दी।

 **Delhi**
27 Jan

Track 3

Thiruvananthapuram (T3)
16 Oct



South West Track (T3)

Thiruvananthapuram (KL, TN, KA, MH, MP, RJ, HR)

Places covered so far:

Thiruvananthapuram, Thuckalay, Kanyakumari, Tirunelveli, Kovilpatti, Sivakasi, Madurai, Dindigul, Karur, Erode, Salem, Dharmapuri, Krishnagiri, Bengaluru, Tumakuru, Sira, Chitradurga, Davanagere, Haveri, Hubballi, Belgaum, Sankeshwar, Kolhapur, Karad, Satara, Bhor



A mini Mahatma himself leading the Prabhata Pheri at Tirunelveli



Divyang people traveled with the convoy at Krishnagiri to spread the message of Eat Right



More than 100 cyclists took to the highway at Kovilpatti to join the movement as Eat Right Champions



Children from various schools took on to the road for the Prabhata pheri in Erode, Tamil Nadu



Ceremonial flag-off of yatra from Sivakasi by Scouts band



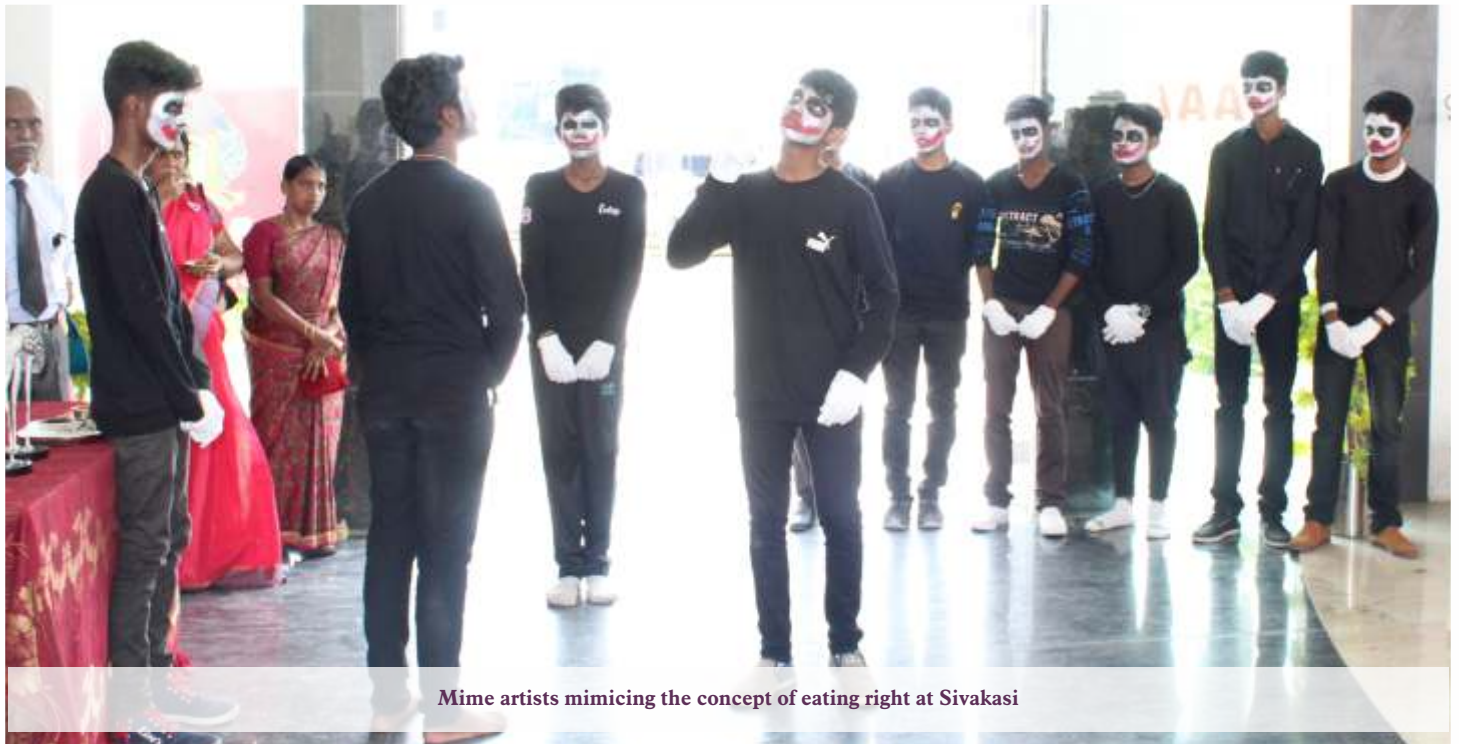
More than 100 students taking pledge to follow 'Aaj se thoda kam' for a healthy life



Cultural performances to welcome cyclists from Dharmapuri at Krishnagiri



Stealth walkers, marching bands, dancers & costumed performers etc took active part in spreading the message of the yatra



Mime artists mimicing the concept of eating right at Sivakasi



Informative display highlighting what kind of food one must consume for a healthy body at Dharmapuri



People line up outside the Food Safety on Wheels with food products for testing in Sivakasi



Scouts and NCC volunteers of Swasth Bharat Yatra exchange buddy bands encouraging each other in the journey of eating safe, healthy and fortified.

ಸ್ವಸ್ಥ ಭಾರತ ಯಾತ್ರಾ ಸೈಕಲ್ ಜಾಗೃತಿ ಜಾಥಾಕ್ಕೆ ಶಾಸಕ ಓಲೇಕಾರ ಚಾಲನೆ ಆರೋಗ್ಯ ರಕ್ಷಣೆಗೆ ಆದ್ಯತೆ ನೀಡಿ



ಮಾಡರಾಯತು. ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ, ತಾಲೂಕು ಆರೋಗ್ಯಾಧಿಕಾರಿ ಡಾ. ಪ್ರಭಾಕರ ಕುಂದೂರ, ಕೆಂಪ್ಪೇ ಸರ್ಕಾರದ ಜ್ಞಾನಾ ಸಂಪನ್ಮೂಲ ಆಯೋಗಕುಮಾರ್ ಮಿಸ್ಟರ್, ರಾಜ್ಯ ಸಂಪನ್ಮೂಲ ಕೆ.ವಿ. ತ್ರಿನಿಧಿ, ಅಂಚೆ ಆಧಿಕಾರಿ ಡಾ. ಜಗದೀಶ್‌ಬಾಬು, ಆಹಾರ ಸುರಕ್ಷತಾ ಅಧಿಕಾರಿ ಗಂಗು ರಾಜೇಶ್, ಕುಂದೋಳ, ಭಾರತೀಯ ವೈದ್ಯಕೀಯ ಸಂಸ್ಥೆಯ ಜಿಲ್ಲಾ ಶಾಖೆಯ ಕಾರ್ಯದರ್ಶಿ ಡಾ. ಬಸವರಾಜ ಕೊಳ್ಳೆ, ಡಾ. ವಿನಯಕುಮಾರ್ ಬಳಾರ, ಆರೋಗ್ಯ ಇಲಾಖೆಯ ಕಂಠ ಸುರೇಶ್ ರವರು ಇದ್ದರು.

ಜಾಗೃತಿ ಜಾಥಾಕ್ಕೆ ಚಾಲನೆ: ನವದೆಹಲಿಯ ಆಹಾರ ಸುರಕ್ಷತೆ ಮತ್ತು ಗುಣ ಮಟ್ಟ ಪ್ರಾಧಿಕಾರಕ್ಕೆ ರಾಷ್ಟ್ರಪತಿ ಮಹಾತ್ಮಾ ಗಾಂಧೀ ₹ 50ನೇ ಜನ್ಮದಿನಾಚರಣೆ ಹಾಗೂ ಸ್ವಾಸ್ಥ್ಯ

ಮಧುಮೇಹ ಹಾಗೂ ರಕ್ತದ್ರವ್ಯದ ಅಂಶ ಕಡಿಮೆಗೊಳಿಸುವ ಉದ್ದೇಶದಿಂದ ಆರೋಗ್ಯ ಚಳವಳಿ ನಡೆಸಲಾಯಿತು.

• ಕಳೆದವು ಫೆಬ್ರವರಿ ತಿಂಗಳಲ್ಲಿ ಆರೋಗ್ಯ ರಕ್ಷಣೆ ದಿನದ ರೋಡ್ ಶೋ ಮತ್ತು ಸೈಕಲ್ ರೈಡ್ ನಡೆಯಿತು. ಈ ಸಂದರ್ಭದಲ್ಲಿ ಸುಮಾರು 150ಕ್ಕೂ ಹೆಚ್ಚಿನವರು ಪಾಲ್ಗೊಂಡರು.

Swasth Bharat Yatra for food safety reaches Madurai from Virudhunagar
timesofindia.indiatimes.com/city/madurai/swasth-bharat-yatra-for-food-safety-reaches-madurai-from-virudhunagar/articleshow/66396256.cms
October 27, 2018

MADURAI: The Swasth Bharat Yatra, an initiative of the Food Safety and Standards Authority of India where volunteers cycle to create awareness on healthy food and food adulteration, reached Madurai district from Virudhunagar on Saturday afternoon. Revenue minister R B Udayakumar and Madurai district collector S Natarajan along with the officials from food safety department of Madurai welcomed the cyclists.

A special event is scheduled to be conducted on Sunday afternoon. Officials from food safety department said that health minister C Vijayabaskar, revenue minister R B Udayakumar, health secretary J Radhakrishnan and principal secretary and food safety commissioner P Amudha along with district officials are likely to participate in the event. A large number of students, NSS and NCC volunteers would also participate in the event, officials added.

"Sunday will see an array of events including a yoga camp at Sundaram park, exhibition to inform about inferior quality edible oil and pulses, a flute performance by visually challenged students, performance of folk artists, magic show and exhibition to showcase things good and bad for health," an



Swasth Bharat Yatra reaches Dindigul after its 3-day programme in Madurai
timesofindia.indiatimes.com/city/madurai/swasth-bharat-yatra-reaches-dindigul-after-its-3-day-programme-in-madurai/articleshow/66422104.cms
October 29, 2018

TNN | Oct 30, 2018, 00:35 IST
Madurai: The Swasth Bharat Yatra cycle rally, an initiative to spread awareness about healthy eating and adulteration in food items, which was going on in Madurai since Saturday, was flagged off for Dindigul district on Monday.

Revenue minister R B Udayakumar and district collector S Natarajan took part in the function organized at PKN School in Tirumangalam and sent off the rally to the neighbouring district. They also took part in the rally and cycled for some distance. The minister distributed prizes to the students, who won in the various competitions conducted on the sidelines of the yatra.

Officials from food safety and standards authority of india, which is conducting the yatra, said that Dindigul will witness the sensitization programme for three days, starting from Monday. The convoy was received by the officials from Dindigul district at Madurai-Dindigul border at around 11 am, they added.

An array of events including competitions for school and college students, exhibitions, awareness rallies, cultural programs have been planned over the course of the next three days, a food department official said.

Swasth Bharat Yatra is a nation-wide awareness event which started on October 6, simultaneously at six places in different parts of the country. It is

உணவுப் பாதுகாப்பு விழிப்புணர்வு அனைவரிடமும் ஏற்பட வேண்டும்

பொன்.ரா.தா.கிருஷ்ணன்

உணவுப் பாதுகாப்பு ஆரம்பித்து கொடுக்கப்பட்டது. இது மத்திய இலாப அமைச்சர் பொன்.ரா.தா.கிருஷ்ணன் கன்னியாகுமரி மீன் சந்தைக்கு வருகை செய்த போது.

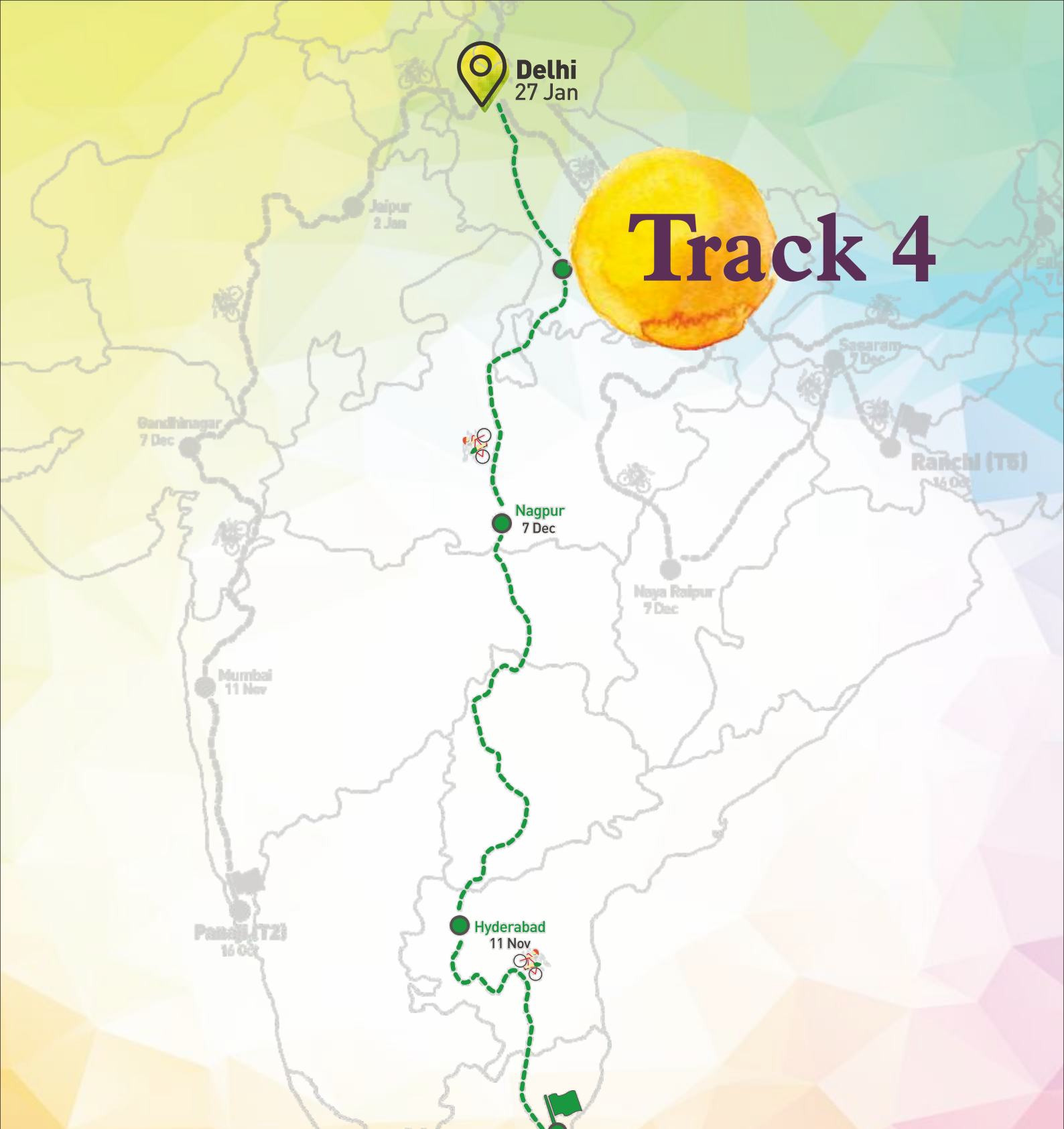
உணவுப் பாதுகாப்பு ஆரம்பித்து கொடுக்கப்பட்டது. இது மத்திய இலாப அமைச்சர் பொன்.ரா.தா.கிருஷ்ணன் கன்னியாகுமரி மீன் சந்தைக்கு வருகை செய்த போது.

साइकिल यात्रा से दंगे सेहत का संदेश

खाद्य सुरक्षा नियामक प्राधिकरण की टीम इंदौरवासियों को साइकिल यात्रा से सेहत का संदेश देगी। टीम 30 दिसंबर को मानपुर से इंदौर आएगी। 1 जनवरी को उज्जैन जाएगी।

डीपी स्टार. इंदौर

एवं औषधि विभाग के मुख्य सुरक्षा अधिकारी मनीष स्वामी ने बताया कि यात्रा 28 दिसंबर को मानपुर पहुंचेगी। 30 दिसंबर



Track 4



South Central Track (T4)
Puducherry (TN, AP, TS, MH,
MP, UP, RJ, HR)

Places covered so far:
Puducherry, Mahabalipuram, Chennai, Thiruthani, Tirupati, Nellore, Kavali, Ongole, Guntur, Vijayawada, Jaggyapeta, Suryapeta, Nalgonda, Hyderabad, Bhuvanagiri, Jangaon, Warangal, Huzurabad, Karimnagar, Korutla, Nirmal, Adilabad, Pandharkawada, Hinganghat, Wardha, Buti Bori



The Governor of Pondicherry, Kiran Bedi, flagging off the cycle yatra outside Rajnivas in Puducherry



The NCC band marching with the convoy at the Prabhat Pheri at Guntur



Minister of Fisheries Mr. Jayakumar along with 170 Cyclist participating in Swasth Bharat Yatra in Chennai



Padding through the narrow lanes of Nellore, yatri are "Cycling for a cause"



Cyclists ready to be flagged off from Thiruthani with a zeal to spread the messages of eating safe and eating healthy



Cyclists padding in Kavali to make community aware of eating safe, healthy and fortified



Salad spread put together by the State Food Safety authority with messages of eat Right India carved on fruits and vegetables



A vegetable vendor at Puducherry supporting the Eat Right Movement



A food Rangoli prepared by students of Home Science college at Jangaon to communicate the benefits of balanced diet



Local support on display at Mahabalipuram. The quintessential firework display showcased to the cyclists



Local women in Warangal displaying indigenous foods and local produces that should be a part of a healthy balanced diet



Intransit welcome of the convoy by beating drums leading the way while students from a local school created human chains

A cyclothon for healthy eating

thehindu.com/todays-paper/tp-national/tp-tamilnadu/a-cyclothon-for-healthy-eating/article25267859.ece

Fifty cyclists, who were part of the 'Swasth Bharat Yatra', a pan India cyclothon, reached Chennai on Friday.

The relay cycle rally was organised by the Food Safety Standards Authority of India to commemorate the 150th birth anniversary of Mahatma Gandhi to take forward the message — Eat Right, Eat Safe and Eat Healthy — from October 2018 to January 2019.

Health Minister C. Vijaya Baskar greeted the cyclists and launched a signature campaign. He flagged off two "No Food Waste" vehicles on the occasion. J. Radhakrishnan, Health Secretary and P. Amudha, Commissioner of Food Safety were present.



PUDUCHERRY

Rally for healthier lifestyle flagged off



SPECIAL CORRESPONDENT

PUDUCHERRY, OCTOBER 18, 2018 09:56 IST
UPDATED: OCTOBER 18, 2018 09:56 IST

SHARE ARTICLE | f 50 | | | | | 0 | PRINT | A | A | A



నియోజకవర్గంలో కుంభి: సంకీర్ణ
కేవలం నియమి చెప్పివారు



మాట్లాడుతున్న దుక్లం
వేదిక ప్రజాతవార్ల!

ఆరోగ్య భారత్ కోసమే స్వస్థ్ భారత్ యాత్ర
పట్టణంలో ఆహారాహార కార్యక్రమం



ఆహారాహార కార్యక్రమం ప్రారంభమవుతున్న దుక్లం
మాట్లాడుతున్న దుక్లం

జనగామకు చేరిన ఆరోగ్య భారతావని సైకిల్ యాత్ర

జనగామలో, నవంబర్ 14 : మహాత్మాగాంధీ 150వ జయంతిని పురస్కరించుకుంటూ జిల్లా కేంద్రంలో గురువారం నుండి 16వ తేదీ వరకు ఆరోగ్య భారతావని సైకిల్ యాత్ర ఉండనుంది జిల్లా ఆహార భద్రత అధికారి జ్యోతిర్మయి తెలిపారు. దీనిలో మంచి ఆరోగ్య భారతావని సైకిల్ యాత్ర బృందం ముడ వారం సాయంత్రం జనగామకు చేరుకోగా ఎన్.సీసీ విద్యార్థులతో మన స్వాగతం వదిలారు. ఆనంతరం పట్టణంలోని సాయిబాగ్, ఇందిరమ్మ గ్రాండ్లో ఆహార భద్రత అంశా లపై ఆహారాహార సదస్సులను నిర్వహించారు. పట్టణంలోని సాయంత్రం సందర్భంగా

లోని హోటల్ యాజమాన్యాలు, ప్రజలు అధిక సంఖ్యలో పాల్గొని విజయవంతం చేయాలని, ఆరోగ్యవంతమైన దేశం కోసం పాటుపడాలని విజయవంతం చేశారు. ఈ కార్యక్రమంలో ఎన్.సీసీ విద్యార్థులు అసైనిక్ డైరెక్టర్ మేజర్ ముఖా, తెలంగాణ డిప్యూటీ ఛీఫ్ కంట్రోల్ సీ విజయ కుమార్, ఇతర అధికారులు పాల్గొన్నారు.



జిల్లాకు చేరిన 'స్వస్థ్ భారత్' సైకిల్ యాత్ర

జనగామలో, నవంబర్ 14 : మహాత్మాగాంధీ 150వ జయంతిని పురస్కరించుకుంటూ జిల్లా కేంద్రంలో గురువారం నుండి 16వ తేదీ వరకు ఆరోగ్య భారతావని సైకిల్ యాత్ర ఉండనుంది జిల్లా ఆహార భద్రత అధికారి జ్యోతిర్మయి తెలిపారు. దీనిలో మంచి ఆరోగ్య భారతావని సైకిల్ యాత్ర బృందం ముడ వారం సాయంత్రం జనగామకు చేరుకోగా ఎన్.సీసీ విద్యార్థులతో మన స్వాగతం వదిలారు. ఆనంతరం పట్టణంలోని సాయిబాగ్, ఇందిరమ్మ గ్రాండ్లో ఆహార భద్రత అంశా లపై ఆహారాహార సదస్సులను నిర్వహించారు. పట్టణంలోని సాయంత్రం సందర్భంగా



మాట్లాడుతున్న దుక్లం
వేదిక ప్రజాతవార్ల!

Track 5

 **Delhi**
27 Jan

Ranchi (T5)
16 Oct

Naya Raipur
7 Dec

Sasaram
7 Dec

Kanpur
2 Jan

Jhansi
2 Jan

Lucknow
2 Jan

Jaipur
2 Jan

Shimla
2 Jan


Amritsar
7 Dec

Mumbai
11 Nov

Nagpur
7 Dec

Hyderabad
11 Nov

Panaji (T2)
16 Oct

 **East Track (T5)**
Ranchi (JH, BR, CG, MP, UP)

Places covered so far:

Ranchi, Khunti, Chakradharpur, Chaibasa, Jamshedpur, Ghatshila, Baharagora, Hazaribagh, Nawada, Bihar Shariff, Jehanabad, Gaya, Aurangabad, Sasaram, Bhabua, Chandauli, Mirzapur, Robertsganj, Renukoot, Ambikapur, Korba, Bilaspur, Baloda Bazar, Mahasamund, Patan, Bhilai



Cyclist spreading 'Aaj se thoda kam' from Robertsganj to Renukoot



More than 2000 participants echoing 'Eat right India' at Chaibasa



DM Pankaj Dixit, NCC CO Col R.K. Singh joining the pedals with cyclist at Sasaram, Bihar



Caravan of cyclist cycling from Chakradharpur to Chaibasa



Canter activation being done at Chandauli, U.P to sensitize students



At the Ghat of Surya Mandir, Jehanabad participants gathered to spread the word of Eat Right India



Folk Dance performed at Khunti to welcome Cyclist



Vibrant colors during city activation at Jehanabad, Nalanda where learned about the importance of healthy eating



Chau Nritya performed at Jamshedpur to welcome the cyclist



City activation done at Post office road at Chandauli



Kasturba Gandhi Balika Vidyalay at Bharagoda performing in Prabhat Pheri



School Band performing at inaugural ceremony at Ranchi

कार्यक्रम / 'स्वस्थ भारत यात्रा' की प्रभातफेरी के साथ शुरुआत, मुख्य सचिव करेंगे साइकिलिस्ट को रवाना

bhaskar.com/jharkhand/ranchi/news/swasth-bharat-yatra-with-prabhat-ferry-in-ranchi-01058777.html

October 16, 2018

Dainik Bhaskar

Oct 16, 2018, 06:26 PM IST

रांची. महात्मा गांधी के 150वें जयंती के अवसर पर फूड सेफ्टी एंड स्टैंडर्ड्स अथॉरिटी ऑफ इंडिया (एफएसएसआई) द्वारा साइकिल चालक दल के माध्यम से 'स्वस्थ भारत यात्रा' कार्यक्रम की शुरुआत मंगलवार को प्रभातफेरी से हुई। स्वास्थ्य मंत्री रामचंद्र चंद्रवंशी ने मोरहाबादी हॉकी स्टेडियम में कार्यक्रम की शुरुआत की। इस दौरान स्कूली बच्चों के साथ एनसीसी कैडेट्स एवं साइकिलिस्ट ने प्रभातफेरी निकाली।

एसडीओ ने हरी झंडी दिखाकर प्रभातफेरी को किया रवाना

जनजागरूकता के लिए निकाली स्वस्थ भारत यात्रा

ajgram.com/uttar-pradesh/muzapuri-health-yatra-extracted-for-public-awareness-18650450.html

Publish Date:Sun, 18 Nov 2018 11:21 PM (IST)



भारतीय खाद्य संस्का एवं मानक प्राधिकरण के तत्वावधान में स्वस्थ भारत यात्रा की टीम साइकल 'लग' करते हुए रविवार को बरकछा, राजगढ़ होते हुए सोनभद्र के लिए रवाना हो गई। इसके पूर्व बरकछा औ

जागरण संबादादाता, मीरजापुर : भारतीय खाद्य संस्का एवं मानक प्राधिकरण के तत्वावधान में स्वस्थ भारत यात्रा की टीम साइकल 'लग' करते हुए रविवार को बरकछा, राजगढ़ होते हुए सोनभद्र के लिए रवाना हो गई। इसके पूर्व बरकछा और राजगढ़ में अभियान चलाकर लोगों को जागरूक किया गया। रविवार को जिलाधिकारी अनुराग पटेल ने फ्लैग ऑफ करते हुए सोनभद्र के लिए रवाना किया। कहा कि स्वस्थ रहने के लिए संयमित व संतुलित भोजन करें।

राष्ट्रपिता महात्मा गांधी के 150 वें जयंती पर भारतीय खाद्य संस्का एवं मानक प्राधिकरण नई दिल्ली के

स्वस्थ भारत यात्रा पर निकले साइकिलिस्टों का जहानाबाद में स्वागत



जहानाबाद की सीमा में पहुंचने पर साइकिलिस्टों का पूरा-पूरा स्वागत और त्रिभुज लक्षकन स्वागत किया गया.



संस्था भगत वासुदेव निकले साइकिलिस्टों का जहानाबाद में स्वागत किया गया.

काको में पहुंचने पर अभिनंदन



काको में पहुंचने पर साइकिलिस्टों का पूरा-पूरा स्वागत और त्रिभुज लक्षकन स्वागत किया गया.

अधिकार ने आरंभिक मंगल कर तथा करवृत्त की शराबाजों ने टैक्सनी बना किया स्वागत

राजकी के साथ स्वागत किया गया. 'स्वस्थ भारत यात्रा' की शुरुआत में साइकिलिस्टों को साइकिल के साथ आरंभिक मंगल कर तथा करवृत्त की शराबाजों ने टैक्सनी बना किया स्वागत किया. इसके बाद आरंभिक मंगल कर तथा करवृत्त की शराबाजों ने टैक्सनी बना किया स्वागत किया. इसके बाद आरंभिक मंगल कर तथा करवृत्त की शराबाजों ने टैक्सनी बना किया स्वागत किया.

अधिकार ने आरंभिक मंगल कर तथा करवृत्त की शराबाजों ने टैक्सनी बना किया स्वागत किया. इसके बाद आरंभिक मंगल कर तथा करवृत्त की शराबाजों ने टैक्सनी बना किया स्वागत किया.

जहानाबाद में पहुंचने पर साइकिलिस्टों का पूरा-पूरा स्वागत और त्रिभुज लक्षकन स्वागत किया गया. इसके बाद आरंभिक मंगल कर तथा करवृत्त की शराबाजों ने टैक्सनी बना किया स्वागत किया.

मखदमपुर में तैयारी
मखदमपुर प्रखंड के टोटा में साइकिलिस्टों का स्वागत किया गया. इसके बाद आरंभिक मंगल कर तथा करवृत्त की शराबाजों ने टैक्सनी बना किया स्वागत किया.



जहानाबाद में साइकिलिस्टों का पूरा-पूरा स्वागत और त्रिभुज लक्षकन स्वागत किया गया.

स्वस्थ भारत यात्रा के तहत निकाली गई जागरूकता रैली

ajgram.com/jharkhand/west-singbhum-health-awareness-rally-18558769.html

Publish Date:Mon, 22 Oct 2018 08:39 PM (IST)



स्वस्थ भारत यात्रा को लेकर नेशनल कैडेट कोर (एनसीसी 37 जमशेदपुर) के तत्वावधान में सोमवार को स्थानीय पोस्ट ऑफिस चौक से शहर में जागरूकता रैली निकाली गई।

संवाद सहयोगी, चाईबासा : स्वस्थ भारत यात्रा को लेकर नेशनल कैडेट कोर (एनसीसी 37 जमशेदपुर) के तत्वावधान में सोमवार को स्थानीय पोस्ट ऑफिस चौक से शहर में जागरूकता रैली निकाली गई। जागरूकता रैली में एनसीसी के सदस्यों के साथ-साथ विभिन्न स्कूलों के बच्चों द्वारा स्वास्थ्य के प्रति नारे लगाकर लोगों को जागरूक किया गया। इस संबंध में एलआरडीसी विनय मनीष लकड़ा ने कहा कि स्वच्छता के लिए हमें सचेत रहना चाहिए। हम अगर अपने शरीर के लिए समय नहीं दे पाते हैं यह सोचने की बात है। हमें अपने देश को स्वस्थ रखना है तो सुबह व शाम में कुछ समय अपने लिए जरूर देना चाहिए। इसके अलावा खान-पान में भी बदलाव कर अपने शरीर के मुताबिक ही सेवन करना चाहिए। कम से कम दिन में अपने लिए एक घंटा पूरा जरूरी है। जिससे हम अपने शरीर को स्वस्थ रख सकें। हम स्वस्थ रहेंगे तो देश स्वस्थ रहेगा। इस अवसर पर मुख्य रूप से एनसीसी रवि कुमार, सदर अस्पताल के चिकित्सा पदाधिकारी डॉ. दिलीप सिन्हा, डॉ. संजय कुजूर, डॉ. जगन्नाथ हेंब्रम, नगर परिषद चाईबासा के स्वच्छता मित्र अधिवक्ता राजाराम गुप्ता, झारखंड शिक्षा परियोजना के अमित मुखर्जी, यूनिसेफ के समन्वयक बासिल टोपो, समेत अन्य विभागों के प्रतिनिधि मौजूद थे।

Posted By: Jagran

जहानाबाद प्रभात

स्वस्थ भारत यात्रा की टीम ने दिया स्वस्थ जीवनशैली का संदेश

जहानाबाद प्रभात में साइकिलिस्टों का स्वागत किया गया. इसके बाद आरंभिक मंगल कर तथा करवृत्त की शराबाजों ने टैक्सनी बना किया स्वागत किया.

स्वस्थ भारत यात्रा की टीम ने दिया स्वस्थ जीवनशैली का संदेश. इसके बाद आरंभिक मंगल कर तथा करवृत्त की शराबाजों ने टैक्सनी बना किया स्वागत किया.

साइक्लोयॉन के जत्थे ने दिया स्वस्थ भारत का संदेश

स्वस्थ भारत यात्रा की टीम ने दिया स्वस्थ जीवनशैली का संदेश. इसके बाद आरंभिक मंगल कर तथा करवृत्त की शराबाजों ने टैक्सनी बना किया स्वागत किया.

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Track 6



North East Track (T6)

Agartala (TR, MZ, MN, NL, AS, AR, ML, WB, SK, BR, UP)

Places covered so far:

Agartala, Te Liamura, Aizawl, Kolasib, Vairengte, Jiribam, Nungba, Noney, Imphal, Kangpokpi, Kohima, Dhimapur, Karbi Anglong, Hojai, Tezpur, Itanagar, Nagaon, Jagiroad, Shilong, Guwahati, Nalbari, Bogaigaon, Alipurduar, Dhupguri, Gangtok, Kalimpong



Assam Rifles at Kohima with their band to flag off the cyclist



Come rain, come shine, come chilling cold, our cyclists defy all odds, Riding through extreme conditions from Kangpokpi to Kohima



Youth of Dhimapur- Nagaland ready to spread the message of Eat right!



Major General M S Ghur greeting the cyclists before they set off on the cycle rally covering 46 kilometres between Vairengte to Jiribum



Kohima- The ceremonial baton passing which is carved out of wood, engraved with the message of Eat Right India



NCC Cadets displaying the Eat Right Posters in Prabhat Pheri in Agartala



Itanagar - Young Eat right Champions exchanged the Buddy Band



Enthusiastic locals learning about basic test that can detect adulteration in Kohima



Imphal participants performing the traditional Manipuri dance as a gesture of welcome for the convoy and the cyclists



Children during Prabhat Pheri at Kangpokpi, spreading the message of Eating Fortified



Locals took to road in large numbers at Kangla Fort, Imphal during Prabhat Pheri to spread the message of Eat Right



Eat Right Champions from Dimapur, Cyclist who spread the message from Dimapur to Karbi Anglong

Swasth Bharat Yatra team reaches Shillong

theshillongtimes.com/2018/11/21/swasth-bharat-yatra-team-reaches-shillong/

SHILLONG: The Swasth Bharat Yatra team on 'Eat Right India' which started in Agartala reached Shillong on Tuesday.

The team was welcomed by the Joint Commissioner of Food Safety, Meghalaya, S. N. Sangma at Polo Parking Lot, who received the baton on behalf of the State Government. The team will organise various activities during their three-day stay in the city.

Swasth Bharat Yatra was initiated by the Food Safety and Standards Authority of India with an objective to propagate the message to the people on the importance of eating right in order to stay healthy.

Pan India Cyclothon team reaches Dimapur

panindiacyclothon.com/panindiacyclothon-reaches-dimapur/

November 6, 2018

Covering a distance of around 75 km, 25 cyclists from National Cadet Corps Nagaland arrived here from Kohima in little over eight hours on Tuesday evening as part of the Pan India Cyclothon relay, spreading awareness on healthy food habits among the local populace.

DIMAPUR, November 6, 2018 7:45 am



File photo of cyclothon team in Dimapur.

Covering a distance of around 75 km, 25 cyclists from National Cadet Corps Nagaland arrived here from Kohima in little over eight hours on Tuesday evening as part of the Pan India Cyclothon relay, spreading awareness on healthy food habits among the local populace.

Nagaland minister of health and family welfare G. Pangogu Phoin flagged off the cyclothon at War Cemetery, Kohima at 8 am. The cyclothon, accompanied by two officials from Food Safety and Standards Authority of India and officials of the state health and family welfare department, was received at Hotel Saramati, a state government-run hotel, campus by the state food safety officials led by Director Food Safety & Public Health, Dimapur.

Meghalaya: Swasth Bharat Cyclothon Rally at USTM

nenow.in/north-east-news/meghalaya-swasth-bharat-cyclothon-rally-at-ustm.html

November 22, 2018



Prabhat Kumar Mishra, Assistant Director (Regulatory Compliance), FSSAI and Dr PK Goswami, VC, USTM flagging off the Swasth Bharat Yatra cycle rally from USTM on Nov 22, 2018. Image - Northeast Now

A team of 70 cyclists who are a part of the Government of India's 'Swasth Bharat Yatra' campaign, rallied at the University of Science & Technology, Meghalaya (USTM) Campus on Thursday and addressed and interacted with hundreds of youths.

Cyclothon, mela under Swasth Bharat Yatra spread food safety awareness in Kohima

theshillongtimes.in/regional/cyclothon-mela-under-swasth-bharat-yatra-spread-food-safety-awareness-in-kohima/



DIMAPUR, Nov 5: Twenty-nine cyclists from Manipur and officials from the Food Safety and Standards Authority of India (FSSAI) officials from the North East chapter of Pan India Cyclothon under Swasth Bharat Yatra arrived in Kohima to spread awareness on food safety.

The team was received by Nagaland advisor to law and justice, border affairs, treaties and accounts Dr Lengrinika in police headquarters and accorded a warm welcome by the Khiamnigun Mga tribe.

A "Swasth Bharat Mela" on the theme "Eat Right India" was organized by the FSSAI in association with the food safety wing of Nagaland health and family welfare department at Kohima local ground on Monday after cyclothon team's arrival on Sunday.

Flagging in the cyclothon, Longrimok said the Swasth Bharat Yatra aims to ensure zero-fat free India by 2022. He said the North East chapter of the cyclothon started from Tripura and has crossed Mizoram, Manipur before reaching Nagaland, creating awareness on eating healthy and safe food for healthy living.

According to him, the yatra was more ambitious than the World Health Organization's call for zero-fat free nations by 2022.

The legislator called upon every citizen of Nagaland to reduce intake of salts, sugar and control one's diet and participate actively in this noble mission to achieve the goal of a healthy nation.

Expressing his excitement to receive the young cyclists from Manipur, Longrimok called upon them to keep the friendship and relationship between Nagaland and Manipur in order to make the entire Northeast healthy.

At the Swasth Bharat Mela, master ceremony Chandrika Das highlighted the importance of the Swasth Bharat Yatra. She said the yatra is a part of the Government of India's 'Swasth Bharat Yatra' campaign, which started in Agartala and has crossed Mizoram, Manipur before reaching Nagaland, creating awareness on eating healthy and safe food for healthy living.

Swasth Bharat Yatra cyclists leave for Diphu

nagalandpost.com/swasth-bharat-yatra-cyclists-leave-for-diphu/184768.html



(L-R) Albert Ezung handing over the relay baton to lead cyclist Asenla Imsong. The cyclists begin their leg of the journey from Hotel Saramati, Dimapur. (NP)

Staff Reporter DIMAPUR, NOV 7 (NPN) | Publish Date: 11/8/2018 11:47:10 AM IST

The PAN India Cyclothon, an initiative under the central government's Swasth Bharat Yatra to promote healthy eating and living that reached Dimapur from Kohima on Tuesday, left for its next stop, Diphu, at 7 a.m. on Thursday from Hotel Saramati, Super Market, Dimapur.

Right eating campaign brings Nagaland a message to chew on

eastermirror.nagaland.com/right-eating-campaign-brings-nagaland-a-message-to-chew-on/



Participants take a pledge to eat right, at the Swasth Bharat fair in Kohima on Mon, Nov. 5

Our Correspondent

Kohima, Nov. 5 (EMN): The eat-right and food standards campaign 'Swasth Bharat Yatra,' a pan India cycle rally, has reached Nagaland propagating the message of consumer awareness—among other likened concepts—food safety and food processing, transportation storage handling, packaging, and distribution.

Nagaland state received Food Safety and Standards Authority of India (FSSAI) officials and 29 cyclists from Manipur. The team was accorded a warm welcome by members of the Khiamnigun Mga. The 'cyclothon' is organised by the FSSAI of the ministry of Health & Family Welfare in association with the state's Health & Family Welfare unit.

The three basic principles of the campaign's 'eat safe, eat healthy, and eat fortified.' The platform, it informed, will also lead the nation to 'freedom from diseases' by sending the message of right food habits to every corner of the country.

During a programme that themed on the campaign, which was held Monday morning, Nov. 5 in Kohima, the Kohima Municipal Council (KMC) administrator Kovi Meyse said that although people are well informed, there are times when reminders are needed for the citizens to live a healthy lifestyle.

In the context of Nagaland, he was of the view that it was easy for the people to practice healthy food habits as they have easy access to organic foods. He expressed hope the campaign would be the beginning of a culture of healthy lifestyle.

The participants also took a pledge to eat right, which was followed by a simple food testing demonstration; and a discourse about food safety by a team of food safety members. The pledge to 'eat healthy, eat safe' was administered by Master of Ceremony, Chandrika Das. The officials explained that a simple food test to check adulterated food products of salt, chili powder, honey, tea leaves etc can be done at home.

Swasth Bharat Yatra, a pan India cycle rally, is said to be inspired by Mahatma Gandhi's Dandi March and Salt Satyagraha of 1930. The campaign was flagged off on World Food Day, Oct. 16, with the objective slogan 'Eat Right India,' on six tracks from six different locations. The rally covers almost all states and union territories and shall be culminating at New Delhi on Jan. 27, 2019.



**“ Be aware , stay alert. staying alert is in our own hands is eating the right food at the right time & in the right amount and the right quality and quantity... we are what we eat
-Kiran Bedi (LT Governor Puducherry)**

”

“

इस देश में कई बच्चे ऐसे हैं जो कुपोषण ग्रस्त हैं, खाने पीने की जो आदतें हैं उसमें प्रोटीन युक्त आहार लेना चाहिए, योग करना चाहिए और अपना स्वास्थ्य अच्छा रखना चाहिए। इसी भावना से लोगों को जगाने के लिए इस यात्रा की शुरुवात की गयी है।
-नितिन गडकरी (सड़क परिवहन और राजमार्ग मंत्री, भारत सरकार)

”



**“ Start reducing your intake of Salt, Sugar and Fat today. Aaj se thoda kam.
-Rajkumar Rao (Film actor)**

”

“

Start reducing your intake of sugar, salt and oil from today and enjoy life to the fullest”
-Pavan Malhorta (Film actor)

”



**“ Better nutrition for better life!
Start using product with +F logo from today.
-Sakshi Tanwar (TV Actress)**

”



1st National Eat Right Mela

10th National Street Food Festival

14-16, DEC. 2018 **11 AM** **PM**

at
Indra Gandhi National Centre for Arts,
India Gate, New Delhi

MELA HIGHLIGHTS:

Engage

In dialogues and conversations with food visionaries and experts, participate in poster making competing and quiz sessions.

Embrace

Mahatma Gandhi's thoughts and philosophy on food and nutrition.

Energize

Your body and mind through activities like yoga, running and cycling

Explore

Interesting food pavilions around food safety, health and nutrition and innovations.

Educate

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Enjoy

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www.fssai.gov.in/EatRightMela

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