

fssai



**Eat Right
India**
सही भोजन. बेहतर जीवन.

EATSMART CITIES CHALLENGE

An Introduction



What is EatSmart Cities Challenge?

A competition to motivate Smart Cities to develop and execute a plan that supports a healthy, safe and sustainable food environment for adoption and scaling up of various initiatives under the Eat Right India program



Eat Right India Movement – 3 Pillars



Eat Safe

Safe Food 'not safe' is not food

- Personal/surrounding hygiene
- Hygiene/sanitation in food value chain
- Combating adulteration
- Eliminate toxic residues in food
- Prevent hazards of used cooking oil



Eat Healthy

Diets not only for the palate, but for body and mind

- Balanced diet: less and timely
- Diet Diversification – eat variety
- Eliminate industrial trans-fats
- Reduce salt, sugar and saturated fats
- Eat fortified staples



Eat Sustainable

Sustainable Diets good for both people and planet

- Eat local and seasonal
- No food waste
- Reduce, recycle plastics
- Conserve water in food processing
- Reduce chemicals in food chain



FOOD SYSTEMS APPROACH



Whole of Government Approach

- Inter-ministerial engagement
- Eat Right Challenge for Districts and Cities
- Eat Right Creativity Challenge for schools



Whole of Society Approach

- Professionals in food and Nutrition
- Industry & Consumer Associations
- Development Agencies
- Social Media Influencers



Eat Right India: 5 Key Actions



01

Regulatory
Framework



02

Training
&
Capacity
Building



03

Food Safety
Rating &
Certification



04

Nudging
Food
Businesses



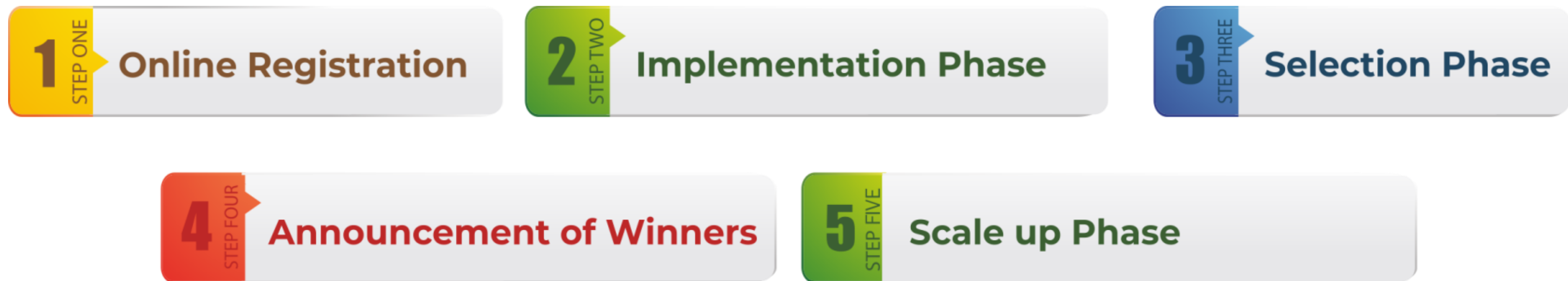
05

Social &
Behaviour
Change

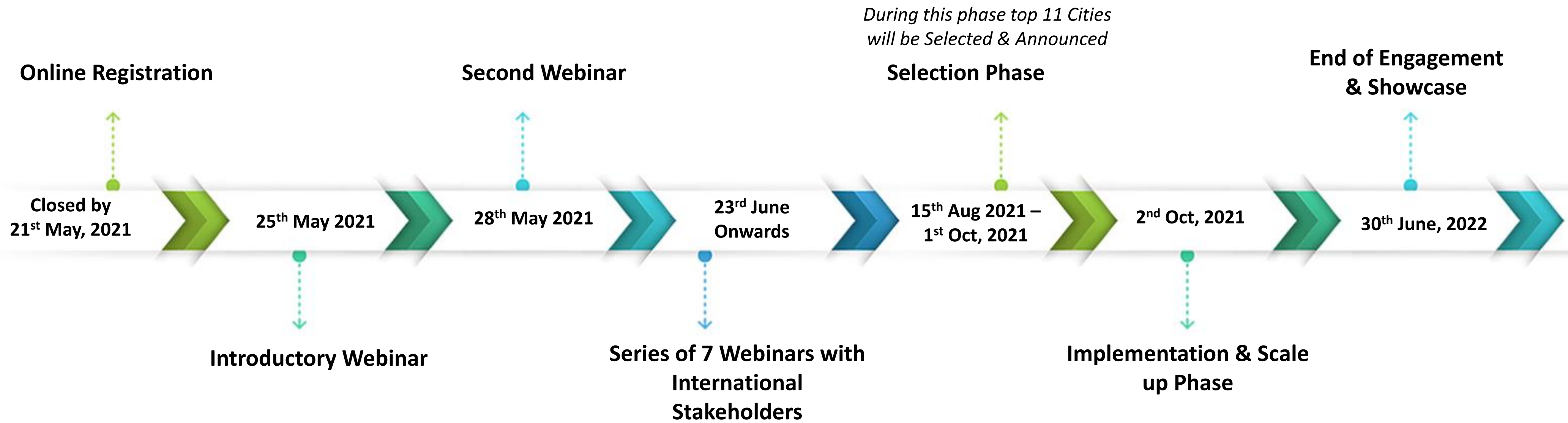
EatSmart Cities Challenge: Participation

The challenge was open to all major Cities (141 cities) in India. Cities are required to develop an EatSmart Vision detailing how they will adopt Eat Right India initiatives.

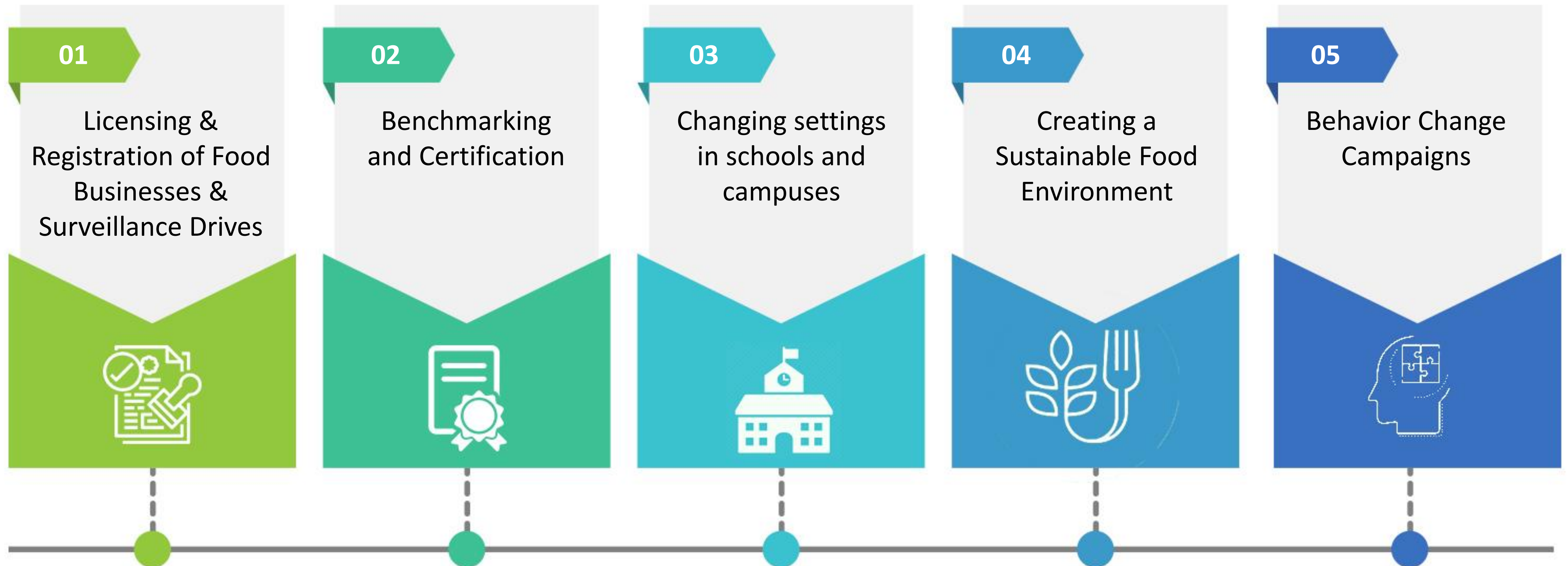
Steps for the Challenge:



Timelines and Important Dates



Implementation Plan – 5 Key Areas of Action



What's in it for Cities ?

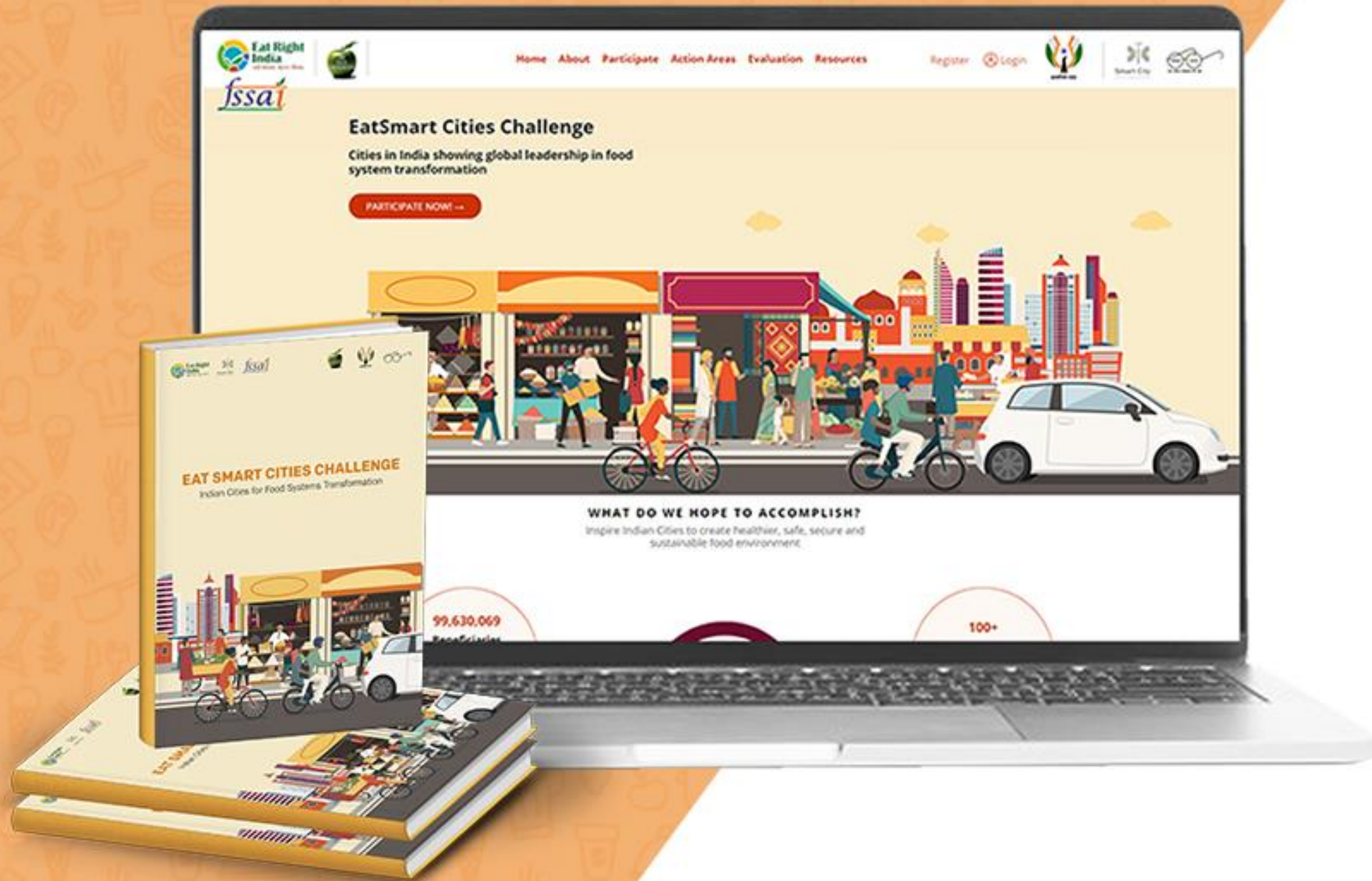
- Opportunity to become an EatSmart City
- Virtual Learning Platform
- Post Prize Support
- Global Experience Sharing



<https://eatrightindia.gov.in/eatsmartcity/>

Resources Available

- EatSmart Cities Website
- Detailed List of Activities for implementation
- EatSmart Cities Guidance Document
- Eat Right India Handbook
- EatSmart Vision Form
- EatSmart Score Card



Evaluation Process & Final Deliverables

Each participating city will submit an:

- **Eat Smart Score Card** post implementation phase
- **Eat Smart vision Form**, which will include 5 key areas of action to promote Eat Right India

1. EATSMART SCORECARD

| S.No. | Numbers targeted | As on 31.12.2020 | Action Phase T+3 | Marks obtained |
|---|--|------------------|------------------|----------------|
| A. Licensing and Registration of Food Businesses and Surveillance Drives | | | | |
| 1 | Food Businesses Licensed/Registered | | | |
| 2 | Special Surveillance Drives Conducted* | | | |
| B. Benchmarking and Certification | | | | |
| 1 | Clean Street Food Hubs | | | |
| 2 | Clean and Fresh Fruit and Vegetable Markets | | | |
| 3 | Places of Worship under BHOG (Blissful Hygienic Offering to God) | | | |
| 4 | Eat Right Stations | | | |
| 5 | Restaurants/Hotels/Food Service establishments Hygiene rated | | | |
| 6 | Sweet shops/bakeries Hygiene rated | | | |
| 7 | Meat shops Hygiene rated | | | |
| C. Changing food settings | | | | |
| 1 | Eat Right Campus certifications | | | |
| 2 | Eat Right School registered | | | |

2. EATSMART VISION FORM

Please answer the following questions in as much detail as possible. Maximum marks are indicated with each question.



- Summarize the key ideas and aspirations to achieve your city's Vision to become an EatSmart City. (upto 500 words) (10 Marks)
- If you already have experience in implementing any of the Eat Right initiatives before entering this challenge, please describe it in a few sentences. (upto 250 words) (05 Marks)
- Please describe your achievements during the implementation phase in each of the five areas of action. Upload option* (upto 250 words) (05 Marks)
- Please upload a detailed implementation and scale up plan to achieve your Vision. 1000 words (upto 500 words) (10 Marks)
- What additional innovative measures do you plan to implement to ensure a safe, healthy & sustainable food environment at the city level? (upto 500 words) (05 Marks)
- Please describe how you plan to engage various stakeholders in implementing your vision over the next one year. (upto 500 words) (05 Marks)
- Have you identified a monitoring mechanism to measure the success of your programmes? Please describe. (upto 500 words) (05 Marks)
- How much money does your team anticipate to use to implement your Vision over the next one year? Have you already secured grants, funding, or investment other than the prize money that you might be awarded upon selection? (upto 500 words) (05 Marks)

*Please upload supporting documents such as reports, photographs & any other material for evidence for this question.

Final Scoring:

1. Maximum score that can be obtained for the EatSmart Vision is 50 marks.
2. Maximum score that can be obtained in the EatSmart Score card is 50 marks.
3. The total combined score that can be obtained is 100 marks. Bonus points will be added to this score.

Evaluation Process

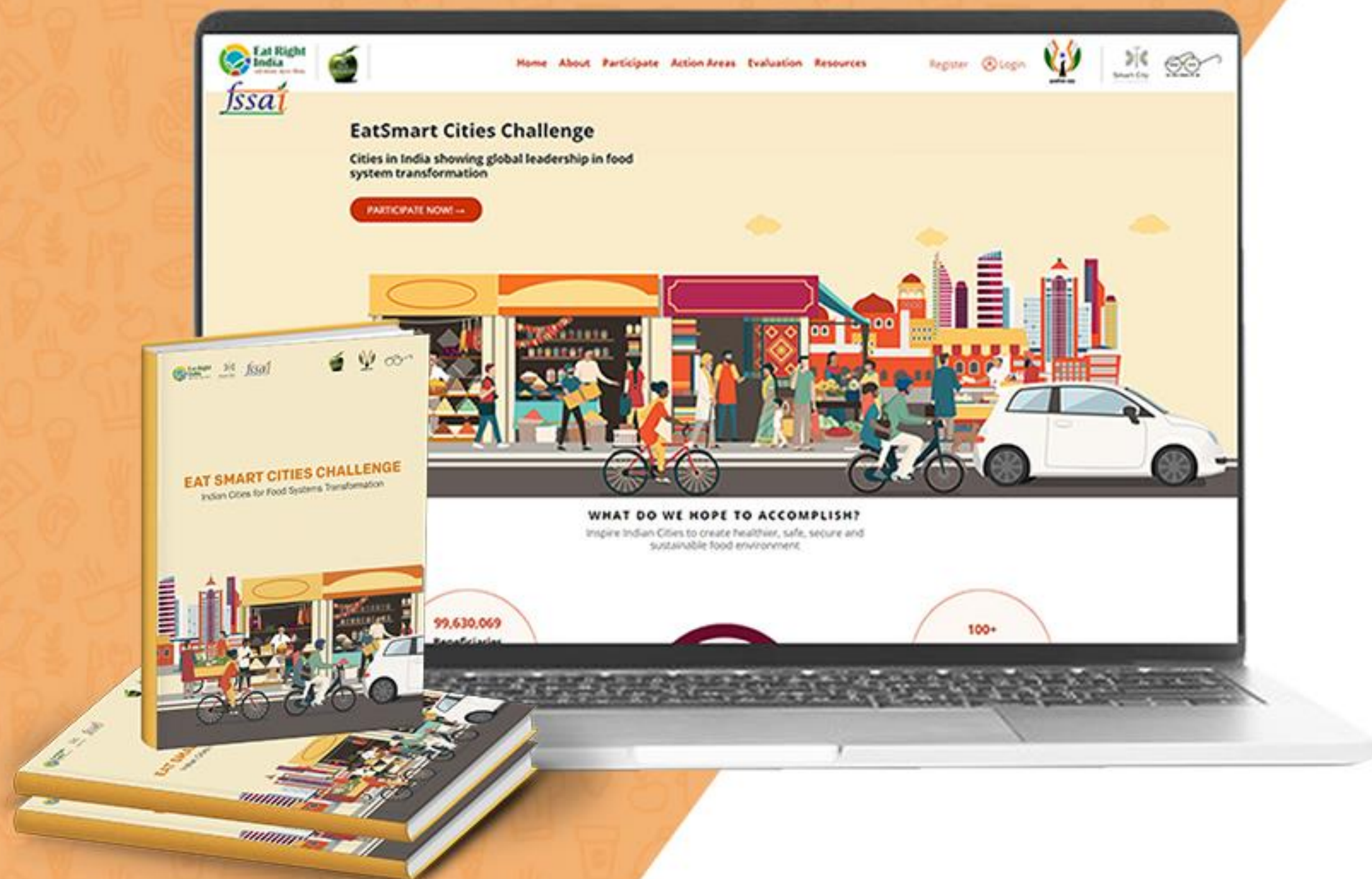
Eat Smart vision & Score Card, will be evaluated on the following Criteria

1. Any one activity under each of the 5 Areas of Action
2. Conceptual city-level scale up plan of Eat Right India initiatives
3. Additional innovative measures to ensure a safe, healthy and sustainable food environment at the city level
4. Stakeholder and citizen engagement in development of the vision
5. Strategies for funding the implementation of the vision

Reach Out to us

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- eatsmartcities@gmail.com
- Join us on Whatsapp Group
 - Eat Smart Cities
<https://chat.whatsapp.com/DM2RAAUyv86AKD3WCI94TV>

- Scan QR Code from Whatsapp Camera




EatSmart Cities Challenge
WhatsApp group





THANK YOU