



हिन्दी का मान : राष्ट्र का सम्मान

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](http://www.fssai.gov.in)

Helpline No:- 1800112100

L. No. 1/53/School Project/2017/FSSAI-pt  
Dated, the 27<sup>th</sup> November, 2018

To,

**The Secretary/Special Chief Secretary/ Vice-Chancellor/  
Chief Executive Officer/Commissioner/Registrar/Director of  
Department of State Education Boards**

Dear All,

FSSAI has initiated the Eat Right India Movement in July 2018, to nudge the citizens of India to Eat Healthy, Eat Safe and Eat Fortified. The focus of Eat Right India Movement is on young people, especially children as they are the agents of change and are able to influence entire family. In this context, it is pertinent to mention that FSSAI had already launched SNF (Safe and Nutritious Food) @ School initiatives in 2017 for long-term engagement with the schools.

Against the above backdrop and as part of the celebration of the 150<sup>th</sup> Year of Mahatma Gandhi's birth anniversary, the Eat Right Creativity Challenge has been launched, from 14<sup>th</sup> November – 31<sup>st</sup> December 2018. Through this Competition, we envisage unleashing creative talent of our young people and enabling them to inculcate healthy dietary habits aligned with Gandhiji's thoughts on food and nutrition.

As a part of this nationwide initiative towards safe and wholesome food, you are requested to issue instructions to the schools under your jurisdiction to disseminate information about Eat Right Creativity Challenge in schools of your State. Further, kindly spread the message in your states to all citizens and to participate actively in the Eat Right Creativity Challenge. **The winners of the competition (at city and national level) will be recognized and rewarded at the grand finale celebration on 27<sup>th</sup> January, 2019.**

Further, schools also may be guided to take up SNF@School activities. The schools that sign up for the Eat Right Creativity Challenge will automatically be signed up for SNF@School program. **The school that conducts the maximum activities, along with proof will also be recognized and rewarded nationally by FSSAI under the aegis of Ministry of Health & Family Welfare, Government of India, on 27<sup>th</sup> January, 2019.**

All resources for the challenge are available on the website and schools can register for the **Eat Right Creativity Challenge** at <https://fssai.gov.in/CreativityChallenge/>. For any clarification, you may contact Namrata Khanna (Email: [snfatschool@fssai.gov.in](mailto:snfatschool@fssai.gov.in) /[creativity.challenge@fssai.gov.in](mailto:creativity.challenge@fssai.gov.in)) (Phone: 09810833743)

We look forward to your whole hearted participation and support for the Eat Right Creativity Challenge.

**Enclosures:**

(1) Flyer, (2) Poster, (3) Guidelines, (4) Activity Book

With regards,

Yours sincerely,

(Pawan Agarwal)

Secretary (GoI) & Chief Executive Officer