



F.1004/Acad Inti/2018

Date: 26-11-2018

Notification: 'Eat Right Creativity Challenge'

Food Safety and Standards Authority of India (FSSAI), Ministry of Health and Family Welfare, Govt. of India 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, FSSAI had 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 150th Year of Mahatma Gandhi's birth anniversary, the '**Eat Right Creativity Challenge**' has been launched on 14th November, 2018. Through this, FSSAI 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. Please note that the **the schools that sign up for the Eat Right Creativity Challenge will also be automatically signed up for SNF@School, for long term engagement.**

The winners of the challenge, as per guidelines, will get National recognition and attractive cash rewards on a national platform at the grand finale celebration on 27th January, 2019 by FSSAI under the aegis of Ministry of Health & Family Welfare, Government of India.

For more details you may visit: <https://fssai.gov.in/CreativityChallenge/>
and for any clarification you may send an email to: creativity-challenge@fssai.gov.in

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