



केन्द्रीय माध्यमिक शिक्षा बोर्ड
(शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन)
CENTRAL BOARD OF SECONDARY EDUCATION
(An Autonomous Organisation under the Ministry of Education, Govt. of India)



No.F.85/CBSE/ACAD/DIR./2020/

Date: 08.10.2020

Notification: 'Eat Right Creativity Challenge'

Food Safety and Standards Authority of India (FSSAI), Ministry of Health and Family Welfare, Government of India initiated the *Eat Right India Movement* in July, 2018. The Eat Right India Movement focuses on young people, especially, children as they are the agents of change and are able to influence entire family. In this context, to spark their creativity and disseminate knowledge in children, the Second Eat Right Creativity Challenge is to be conducted from 16th October 2020 – 16th December 2020. This will encourage the creative talent of our school going children and enable them to develop healthy dietary habits. The competition will be conducted for two categories: (1) Poster making (2) Photography competition. The challenge will be digital and has cash rewards for students.

For more details you may refer to Annexure 1/or visit:
<https://fssai.gov.in/CreativityChallenge/> and for any clarification you may send an e.mail to: creativity-challenge@fssai.gov.in

(Dr. Joseph Emmanuel)
Director (Academics)



'शिक्षा सदन', 17 राऊज़ एवेन्यू, इंस्टीटूशनल एरिया, नई दिल्ली-110002
'ShikshaSadan', 17, Rouse Avenue, Institutional Area, New Delhi – 110002





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Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18-Institutional Area, Shaheed Jeet Singh Marg, New Delhi-16.
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida 201309
3. The Secretary School Education, Special Project Director-SSA /Directorate of Education/Director (SCERT) – Govt. of NCT of Delhi.
4. The Secretary School Education, Special Project Director-SSA /Directorate of Education /Director SCERT – UT Chandigarh.
5. The Secretary School Education, Special Project Director-SSA / Director of Education/Director (SCERT), Govt. of Sikkim, Gangtok.
6. The Secretary School Education, Special Project Director-SSA / Director of Education/Director (SCERT), Govt. of Arunachal Pradesh, Itanagar.
7. The Secretary School Education, Special Project Director-SSA / Director of Education/Director (SCERT), Govt. of A&N Islands, Port Blair.
8. Director Schools, IAF Educational Cultural Society Air Headquarters (RKP) West Block-VI, R. K. Puram New Delhi – 110066
9. The Principal Director, Director of Naval Education (Navy Education Society) H.Q. MOD (NAVY) West Block-V, II Floor, R.K. Puram New Delhi – 110066
10. The Additional Director General of Army Education, A – Wing, Sena Bhawan, DHQ, PO, New Delhi-110001
11. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt-110010
12. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini
13. All Regional Directors/Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions
14. All Heads/ In-Charges, COEs of the Board with request to disseminate the information
15. All Joint Secretary/Deputy Secretary/Assistant Secretary, CBSE
16. In charge IT Unit with the request to put this circular on the CBSE Academic website
17. The Head Public Relations Unit, CBSE
18. EO to Chairman, CBSE
19. SPS to Secretary, Director (IT), Director (Academics), Controller of Examinations, Director (SE&T) and Director (PE), CBSE

Director (Academics)



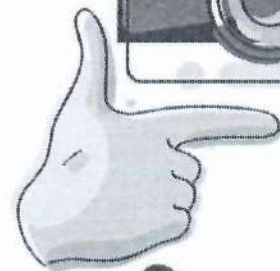
‘शिक्षा सदन’, 17 राऊज़ एवेन्यू, इंस्टीटूशनल एरिया, नई दिल्ली-110002
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EAT RIGHT
Creativity
Challenge

POSTER | PHOTOGRAPHY
ONLINE COMPETITION

16 October to
December **2020**



BACKGROUND

The 'Eat Right India' movement, a flagship program of FSSAI aims to ensure health and well-being of people through its safe food, healthy and sustainable diets by a coordinated multi-sectoral approach. Given that food habits are formed early in life and difficult to change thereafter; the focus of 'Eat Right School' program is on young people. A school is an obvious place where healthy eating habits may form. The Eat Right School program of FSSAI uses food as a pedagogical tool to bring in a sustainable change in the dietary habits of children. Young people are agents of change and their potential to influence entire families could be leveraged to change the way people eat.

The '*Eat Right Creativity Challenge*' (ERCC) phase one was planned as a part of celebrations of the 150th year of Mahatma Gandhi's birthday from 14th Nov'18 –17th Jan'19 to inculcate healthy eating habits through the creativity of an individual. Over 75100 students participated through 3621 schools in Phase I, making it a huge success.

The Second Eat Right Creativity Challenge aims to tap the creative talent of students and enable them to inculcate healthy dietary habits starting young. The competition aims to encourage schools to create an environment of healthy and safe food to engage, excite and enable students to inculcate habits on food and nutrition. The competition will be from 16th Oct – 16th Dec 2020. All schools affiliated to recognized education boards are eligible for participation.

THEME

The theme of the competition is

1. '**Eat Safe, Eat Healthy**' includes healthy balanced diet, eating local seasonal foods, minimizing consumption of foods high in fat, salt and sugar, eliminating trans fats from our diet, prevent food loss and food waste, conserve water, use of safe and sustainable packaging.
2. '**Food Safety during COVID 19**' include personal and surrounding hygiene, hygienic and sanitary practices, food safety and nutrition to prevent spread of Covid-19 disease.

Participation guidelines available @ ([fssai.gov.in/Creativity Challenge](http://fssai.gov.in/CreativityChallenge))

- 1) Schools that wish to participate for the school level competition must register online. Further details may be obtained from ([fssai.gov.in/Creativity Challenge](http://fssai.gov.in/CreativityChallenge)).
- 2) All registered schools will be automatically enrolled under Eat Right School to gain access to relevant information on food safety.
- 3) All entries must come through the respective school. Individual entries will not be entertained.
- 4) Last date for all entries is on or before 16th Dec 2020.
- 5) All entries will be the property of FSSAI to use, as FSSAI sees fit, in public interest. Best entries will be showcased on the Eat Right School website and other media channels.
- 6) Any work using inappropriate images and/or language regarding religion, region, community, age, gender etc. will be disqualified.
- 7) All schools must fill up the undertaking (Annexure 1) uploaded on the website.
- 8) FSSAI or any of the other organizers take no responsibility for plagiarism or any copyright violations. In case of any discrepancy found, the school will forfeit the prize/award/certificate.
- 9) The competition will be held at school level and judged at Regional and National Level. The state & national level winners would be advised through email. The final reward ceremony will be held in March 2021.
- 10) The top 3 entries per level in poster competition and top 5 entries in photography competition uploaded will be judged at the Regional Level and National Level by a jury in each of the categories.
- 11) Regional Level winning entries will be judged by a National Level Jury constituted by FSSAI.
- 12) Consolation prizes may also be given at the discretion of the jury.
- 13) The decision of the judges for all levels will be final.

THE CHALLENGE

'*Eat Right Creativity Challenge*' comprises of competitions to be held for school students in two categories, namely **Eat Right Poster Competition** and **Eat Right Photography Competition**.

The schools that wish to participate in this competition must register online on www.fssai.gov.in/CreativityChallenge.

A. Eat Right Poster Competition

- 1) Competition to be held at 2 levels.
 - a. Level 1: Class 3-5
 - b. Level 2: Class 6-8
- 2) School will conduct the competition and will upload their top 3 entries per level on the website.
- 3) The size of the paper should be **A4**. The students may create a poster on '**Themes mentioned above**'. The poster may be coloured or black and white. Any type of colour may be used, pastels, water paints, crayons, sketch pens, pencil etc.
- 4) The participants are encouraged to use tagline/slogan/text and numbers, but this should not exceed 30% of the paper space.
- 5) All entries would be required to mention creative title, entrant's name, Parents/Guardian email ID, mobile contact number, account details (name of bank, account number, IFSC code, branch), State, city on the online submission form. All entries to be uploaded by 16th Dec, 2020.
- 6) The winning poster may be used to represent Eat Right School across India acknowledging the student.

RECOGNITION & REWARDS

Poster Competition		
	No. of Prizes	Prize
Regional Level		
	Level 1- 40 Level 2- 40 Total- 80 per Region	Cash ₹1,000/ and Certificate for shortlisted entries
National Level		
First	Level 1-10 Level 2- 10 Total- 20	Cash ₹10,000/ and Certificate
Second	Level 1-10 Level 2- 10 Total- 20	Cash ₹7500/ and Certificate
Third	Level 1-10 Level 2- 10 Total- 20	Cash ₹5000/ and Certificate
Consolation Prizes	Level 1-15 Level 2- 15 Total- 30	Cash ₹2,000/ and Certificate
Participation	All	Certificate from FSSAI (To be downloaded by individual from fssai.gov.in/CreativityChallenge)

B. Eat Right Photography Competition

- 1) Competition to be held at one level,
 - a) Level 1: Class 9-12
- 2) The photograph may be in JPEG, JPG, PNG, with a maximum size of 3MB, in colour or black and white.
- 3) Schools will upload their top 5 entries per level on the website fssai.gov.in/CreativityChallenge.
- 4) All entries would be required to mention creative title, entrant's name, Parents/Guardian email ID, mobile contact number, account details (name of bank, account number, IFSC code, branch), State, city on the online submission form.
- 5) All entries to be uploaded by 16th Dec, 2020.

RECOGNITION & REWARDS

Photography Competition		
	No. of Prizes	Prize
Regional Level		
	Total- 80 per Region	Cash ₹1,000/ and Certificate
National Level		
First	Total 40	Cash ₹5,000/ and Certificate
Second	Total- 40	Cash ₹3000/ and Certificate
Third	Total- 40	Cash ₹2000/ and Certificate
Consolation Prizes	Total- 40	Cash ₹1,000/ and Certificate
Participation	All	Certificate from FSSAI (To be downloaded by individual from fssai.gov.in/CreativityChallenge)

Annexure I

**Eat Right Creativity Challenge Phase II
Undertaking**

School Details:

School Name:

School Address:

City.....State.....Pin Code.....

Email..... Contact Number.....

Type of School:

School Board Affiliation.....Affiliation Number/Code.....

Primary..... Secondary/Middle..... Senior Secondary.....

Competition Details:

Number of students participated..... PosterPhotography.....

Challenge	Name of Student with best entry	Class	Father/Guardian name	Father/Guardian/Student Email	Father/Guardian/Student Phone	Bank Account Details of Father/Guardian
Poster Level 1						
1.						
2.						
3						
Level 2						
1.						
2.						
3						
Photography Competition						
1.						
2.						
3.						
4.						
5.						

This is to certify that the Eat Right Creativity Challenge was held in our school in a fair manner. The above information is true to the best of my knowledge. The names mentioned above are bonafide students of the school. FSSAI may use any/all of the entries as deemed fit.

Principal Name.....

Signature and School Stamp..... Date.....

fssai

FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA

Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India

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fssai.gov.in/CreativityChallenge



creativity-challenge@fssai.gov.in