

'Eat Right India' Movement

The Eat Right India movement is an initiative of the Government of India and the Food Safety and Standards Authority of India (FSSAI) to transform the country's food system in order to ensure safe, healthy and sustainable food for all Indians.

Eat Right India is aligned to the National Health Policy 2017 with its focus on preventive and promotive healthcare for all citizens of the country. Given below are the key features of the Eat Right movement campaign:

Year of Launch	2018
Led By	Food Safety and Standards Authority of India (FSSAI)
Official Website	https://eatrightindia.gov.in/
Tagline	'Sahi Bhojan. Behtar Jeevan'
Logo	

About the Eat Right Movement

As per the Food Safety and Standards Act, 2006, FSSAI is the body that is expected to ensure the availability of safe and wholesome food for the people in India. Thus, the Eat Right India movement is a large-scale effort to transform the country's food system into safer and healthier eating habits.

Given below are a few important points about the 'Eat Right India' Movement:

- It is a Pan-India cycle movement aimed to create consumer awareness about eating safe and nutritious food
- 'Eat Right India', is built on three broad pillars of 'Eat Healthy', 'Eat Safe' and 'Eat Sustainably'
- Foodborne illnesses and various diet-related diseases cut across all age groups and all sections of the society it also adopts a 'whole of society' approach, bringing all stakeholders together on a common platform
- It is a flagship programme in line with other initiatives including
 - Ayushman Bharat
 - POSHAN Abhiyaan
 - Anemia Mukht Bharat
 - Swachh Bharat Mission

Eat Right Movement - Significance & Objective

This campaign holds importance as it not just aims at good food habits for the people of the country but also promotes food that is good for the planet. It adopts a judicious mix of regulatory, capacity building, collaborative and empowerment approach to ensure that both the parameters are followed.

The movement also adopts an integrative or 'whole of the government' approach since the movement brings together food-related mandates of the agriculture, health, environment and other ministries.

Mission of the Eat Right India Campaign

- Eat Right India's vision for 2050 is about creating a culture of safe, healthy and sustainable food for all
- Making Indian food Trans fat free by 2022
- It aims to cut down salt/sugar and oil consumption by 30% in three years

In-Line Initiatives of Eat Right India Movement

To promote the Eat Right Movement in India and make people aware of its objectives and the importance of eating healthy food, various initiatives have been introduced by the Union Ministry for Health and Family Welfare. These include:

- **Eat Right India Handbook** - It has been created as a guide for various stakeholders to implement Eat Right initiatives at the ground level and scale up the Eat Right India movement
- **Poshan Maah** - Introduced in September 2019
- **Eat Right Mela** - In 2018 and 2019, this infotainment model is being implemented to engage, excite and enable citizens to eat right. They are an easy source for massive outreach to build awareness on safe food and healthy diets

Other Related Questions on Eat Right India Movement

Q 1. What is the theme for Eat Right India Movement?

Ans. The Eat Right movement campaign is based on three key themes:

1. **Eat Safe** - Ensure personal and surroundings hygiene
2. **Eat Healthy** - Promoting diet diversity and balanced diets
3. **Eat Sustainable** - Promote local and seasonal food, prevent food loss

Q 2. What does the Eat Right India logo represent?

Ans. The Eat Right India Logo represents a healthy 'Indian thali' (plate). It shows the division of a balanced diet in terms of quantity and food groups. The six colours also signify the six tastes as per Ayurveda that is necessary for energetic effects on the mind and body as suggested in Charaksamita. The distribution of food groups as per the logo is as follows:

- Yellow represents pulses and cereals
- Green is for fruits and vegetables
- Brown represent poultry, fish and meat

- The blue part is for milk and milk products
- Purple is for food and drinks high in fat or sugar

The part denoted by each colour showcases the quantity of consumption. Yellow, i.e., pulses, and green, which denotes fruits and vegetables must be consumed abundantly. On the other hand, purple, i.e., fat-based products must be consumed the least.

Q 3. Is FSSAI a Government body?

Ans. The Food Safety and Standards Authority of India (FSSAI) is an autonomous statutory body that maintains food safety and standards in India. It is administered by the Ministry of Health and Family Welfare.