



10th October, 2018

All India Cycle Relay - 'Swasth Bharat Yatra'
A Jan-Bhaagidaari Movement to promote Safe and Healthy Eating

Dear Members of Hotel and Restaurant Association of Western India,

Greetings in the 68th year of the Hotel & Restaurant Association Western India!

I write to invite your support and participation in an inspiring and impactful initiative to promote public health and bring to life Mahatma Gandhi's dream of a healthy and productive India. With the increase in food borne disease, unsafe food and poor diets, a large number of citizens today are suffering from micronutrient deficiencies, even as obesity and non-communicable diseases are rising at an alarming rate. In this backdrop, the Food Safety and Standards Authority of India (FSSAI), under the Ministry of Health and Family Welfare is steering the "Eat Right India" Movement. This is a collective effort of key stakeholders and citizens and is aligned to Government's recent focus on public health through its three key programmes 'Ayushman Bharat', 'Swachh Bharat Mission', and 'POSHAN Abhiyaan'.

Leveraging the 150th Birth Anniversary of Mahatma Gandhi, a Pan-India cyclothon called Swastha Bharat Yatra, an outreach of 'Eat Right India' movement is being organized. This All India Cyclothon will be used as a vehicle to promote public health through creation of community champions and ambassadors at the grassroots levels. 150 'Volunteer-Cyclists' and a convoy including the 'Eat Right Mobile Unit' and "Mobile Food Testing Unit" would travel across the country every single day for 100 days to build awareness around food safety, combating food adulteration and healthy diets. The cyclothon will be flagged off on 16th October, 2018 (World Food Day) from six different locations. After covering almost all States/UTs, it will culminate at New Delhi on 27th January, 2019. There would be 'stop-overs' and 'transit halts' on the way, where awareness building activities would be taken up. Such activities are planned at about 2000 locations. I am happy to share with you that this cycle yatra has been included in the official commemoration programme, '150 Years of Celebrating the Mahatma' (www.gandhi.gov.in).



Our Association has decided to support this important initiative through active participation of all its members. Hotel and Restaurant Industry is a key stakeholder and plays an instrumental role in determining the health and wellness of the nation by offering healthy menu choices to citizens. It is crucial for the industry to be a part of this important milestone in shaping the health of our nation.

1. **Support for the initiative** - by participating at various related platforms (e.g. as Volunteer cyclists, Prabhat Pheris, etc) along with your employees, distributors, retailers as the Yatra enters your Region/ States, printing and displaying banners etc., to welcome cyclists and support the cycling tracks.
2. **Food** - Make appropriate arrangements for food and refreshments to core cyclist groups and officials during their stay and wherever the rally passes across various locations.
3. **Boarding and Lodging** - Provide boarding and lodging support to core cyclist group and team of officials.
4. **Hygiene Rating and Healthy Menu Labelling** - To be adopted by our members as per FSSAI's guidelines.
5. **Communication** - Promote and publicize this initiative on your individual magazines, websites and social media as well as in all your marketing campaign.

Please find enclosed details of Cyclothon, route/time schedule and of related events and a copy of the Partnership brochure. Ms. Heena Yadav from FSSAI can be contacted for any further clarifications or assistance at heena.fssai@gmail.com / +91 9811991914.

Best regards,

**Mr. Gurbaxish Singh Kohli
President**

Links:

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