



Date : 6th September, 2018

Sub.-: “Eat Right Movement: Engagement with stakeholders for participation in Salt Satyagraha (Lauh Yatra)”.

Dear Members of Hotel & Restaurant Association Western India,

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

To commemorate Gandhiji's 150th Birth Anniversary, the FSSAI have launched a Nationwide Jan Bhagidari Movement” to free India from Iron Deficiency Anaemia.

The “Salt Satyagraha – Lauh Yatra” a part of the Eat Right Movement, supported by Government Partners, Industry Partners with HRAWI, aims to free India from Iron – Deficiency Anaemia. India, has a very high burden of Micro Nutrient Deficiencies and over half of the Indian population particularly women and children, suffer from Anaemia today. To free India, from the clutches of Iron Deficiency through Double Fortified Salt (DFS), a “Karyanjali” along the lines of the Satyagraha – Dandimarch will kick start on 02nd October, 2018 - Gandhiji's 150th Birth Anniversary.

Therefore, this would be a wonderful opportunity for individuals to participate, not only to be Leaders in Social Change, but also to be seen as a socially responsible Business or Organization. This prestigious collaboration would also provide Pan – India and global visibility and help build networks and partnerships with a wide range of stakeholders, during this four month long campaign and beyond. This platform would be an optimal utilization of CSR or donor funds for a Public Health cause.

On 02nd October, 2018, Cylothons will be flagged off from six different locations in the Country. Led by 150 cyclist covering more than 18,000 km., these rallies will pass through 350 different locations spreading awareness about:

- a) Eat Right
Focusing on Hygiene and Sanitation which links to Swach Bharat Abhiyan.
- b) Eat Healthy
Adopting healthy eating habits.
- c) Eat Fortified
Addressing Micro Nutrient Deficiencies like Iron Deficiency Anameia.

On 27th January 2019, the last batch of each relay will reach Nehru Stadium, New Delhi to participate in a commemorative event hosted by Honorable Prime Minister of India, Shri Narendra Modi.

Your Association fully supports this Nationwide Movement and requests, Members to actively participate in large numbers.

The below mentioned attachments, gives you a comprehensive insight about this Mega Event:

- a) Activity Plan.
- b) PowerPoint Presentation on Eat Right India.
- c) Lauh Yatra – Details of six location regarding the Cylothon routes.
- d) EOI form to provide necessary details for supporting the 'Lauh Yatra' campaign, with a request to kindly submit the form at the earliest.

The above is for your information and necessary action.

Best Regards,

Aspi Nallaseth
Secretary General