

GOVT. launches campaign to promote “Eat Right Movement”

To improve public health in India and combat negative nutritional trends to fight lifestyle diseases, FSSAI launched 'The Eat Right Movement' on 10th July, 2018. The food industry, public health professionals, civil society and consumer organizations, influencers and celebrities came together on a common platform and pledged to take concrete steps to amplify 'The Eat Right Movement' in the country. The strength of the 'The Eat Right Movement' lies in its holistic and collaborative approach, with stakeholders on both the demand and supply-side joining to make a difference through some clearly identified steps.

- On the demand side, the Eat Right Movement focuses on empowering citizens to make the right food choices.
- On the supply side, it nudges food businesses to reformulate their products, provide better nutritional information to consumers and make investments in healthy food as responsible food businesses.

Leading with a tweet-a-day focusing on a weekly theme of eating right for the next 365 days, Dr. Vardhan also launched the new Eat Right India logo that represents a healthy plate, an online eat right quiz and online course for frontline health workers.

As part of 'Eat Right India' campaign, the central food regulator - Food Safety and Standards Authority of India (FSSAI) has trained over 1.7 lakh food safety supervisors who will spread awareness and sensitise people and food vendors on food safety. Launching the campaign on Thursday, Union health minister Harsh Vardhan emphasised upon the need for a "public movement" to spread awareness. The Eat Right India movement with the collaboration of FSSAI will play a crucial role in preventive healthcare", said Harsh Vardhan. He added that we have to reach the target of trans-fat free India by 2022. "Hence, regulations to reduce trans-fats to less than 2 percent in all oils, fats and food products are in place". FSSAI has put in place robust regulatory measures under three major pillars: eat safe, eat healthy and eat sustainably.