



**P.V.P.P.C.O.E.**  
 Inward No. 538  
 Date 17/10/2018



स्वास्थ्य एवं परिवार कल्याण  
 श्रेष्ठ संघर्ष  
 Minister of Health & Family Welfare  
 Government of India

जगत प्रकाश नड्डा  
 Jagat Prakash Nadda

शतमेव जयते

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10/10/18

Secy (HE)  
 Secy (SEW)



Dear Shri Prakash ji:

F-44/Salt Satyagraha/FFRC/FSSAI  
 October 2018

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 deficiency. 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 of India's 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 Swachh Bharat Yatra an outreach of 'Eat Right India' movement is being organized. This All India Cyclothon will be a vehicle to promote public health through creation of community champions and ambassadors at the grass levels. 150 'Volunteer-Cyclists' and a convoy including the 'Eat Right Mobile Unit' and "Mobile Food 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 16<sup>th</sup> October, 2018 (World Food Day) from six different locations. After covering almost all States/UTs, it will culminate at New Delhi on 15<sup>th</sup> 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 cyclothon has been included in the official commemoration programme, '150 Years of Celebrating the Mahatma' ([www.gandhi.gov.in](http://www.gandhi.gov.in)).

You will agree that to make this ambitious outreach programme a success, your Ministry can play a key role by involving state education departments, schools, colleges, educational institutions etc. I would request you to encourage volunteers for cycling and participating in Prabhat Pheri from colleges and universities. The schools may be encouraged to participate in the "Eat Right India National Poster Competition" being organized as part of this event. Where feasible, grounds may be provided for arranging the Melas and activations, along with volunteers organizing/ managing the events. Active participation of Bharat Scouts and Guides and NSS as volunteers and community ambassadors spreading the message of Eat Right India is also requested.

Ultimately, to sustain the message of Eat Right India, school and college students would be our most powerful and effective local champions and change agents. I shall therefore be grateful if you could kindly take personal interest and instruct the officials of the Ministry and the State Governments to wholeheartedly extend support to the events. I also request you to kindly nominate a senior level officer from your Ministry to coordinate with FSSAI and the State Governments for effective implementation, details may kindly be intimated ([daya.shankar@nic.in](mailto:daya.shankar@nic.in)).

With regards

Yours sincerely

(Jagat Prakash Nadda)

DS (P)  
 Prakash Javadekar

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