

Eat Right India campaign forges collaboration between the agriculture, health, industry and envt. ministry over respective food related issues. Explain (200 words).

Eat Right India is a mass media Pan Indian campaign launched by Food Safety and Standards Authority of India in 2018.

Aim : * It aims to engage and enable citizen to improve their health and well being by making right food choice

* To cut down the sugar/salt/oil consumption by 30% in 3 years.

Three Pillars of Eat Right India

→ Safe food - food focusing on personal and overall hygiene, sanitary practices through supply chain, combatting adulteration

→ healthy diet - Eating less / timely promoting balanced diet and reduction in consumption of salt, sugar and fat.

→ Sustainable diet - promote local/seasonal food
prevent local food waste, conserve water
in value chain, reduce the use of chemical
preservation.

Collaborative motive

They build synergies between various
health and sanitary programme like
Ayushman bharat, Swachh bharat Abhiyan,
Poshan, Abhiyan and Fit India which
fall under various ministries like Health,
Sanitation etc.

Way forward

This pandemic time is a right
time to ~~galvanise~~ galvanise the movement
and make it reach to every corner of the
country make this whole government approach
a success. It can reveal a path to
nourishing, resilient, ^asustainable and equitable
food system to 1.64 billion in 2050.