



**R.C. MEENA**  
**Joint Secretary (EE.I)**  
**Tel: 011-23389247**



भारत सरकार  
शिक्षा मंत्रालय  
स्कूल शिक्षा और साक्षरता विभाग  
शास्त्री भवन  
नई दिल्ली - 110 115  
GOVERNMENT OF INDIA  
MINISTRY OF EDUCATION  
DEPARTMENT OF SCHOOL EDUCATION & LITERACY  
SHASTRI BHAVAN  
NEW DELHI-110 115

D.O. No. 4-10/2018-MDM- 1-1 (EE.5) (Pt.1)

Dated the 08<sup>th</sup> October, 2020

*Dear Sir / Madam,*

As you are aware that Food Safety & Standard Authority of India (FSSAI) initiated the 'Eat Right School' programme under 'Eat Right India' movement in July 2018 for children to inculcate amongst them, the habit of eating safe, healthy and sustainable. In this regard, to spark their creativity and disseminate knowledge in children, the first Eat Right Creativity Challenge was held from 14<sup>th</sup> November-31<sup>st</sup> December, 2018. Over 75,100 students participated through 3,621 schools.

2. This year, the Second Eat Right Creativity Challenge is to be conducted from 16<sup>th</sup> October 2020-16<sup>th</sup> December, 2020 to encourage the creative talent of school going children and enable them to develop healthy dietary habits by FSSAI. The competition will be conducted for following two categories:

- i. Poster making
- ii. Photography competition

3. The challenge will be digital and has cash rewards for students and will be launched on 16<sup>th</sup> October, 2020 on World Food Day. In this regard, a DO letter dated 23<sup>rd</sup> September, 2020 from FSSAI along with the detailed document for above mentioned competition is enclosed herewith for reference.

4. I would, therefore, request you to ensure that the above activities may be carried out in schools during the 16<sup>th</sup> October 2020-16<sup>th</sup> December, 2020 in your respective State/UT.

With regards.

Encl: as above

Yours sincerely,

**(R.C. MEENA)**

The Education Secretaries/ Nodal Officer for Mid Day Meal in all the States/UTs.



**ARUN SINGHAL**  
Chief Executive Officer



**fssai** FOOD SAFETY AND STANDARDS  
AUTHORITY OF INDIA  
*Inspiring Trust, Assuring Safe & Nutritious Food*  
Ministry of Health & Family Welfare, Government of India



D.O. No. 1(53)/ Project-SNF@School/IEC/FSSAI-2016-17 (Part File)

Dated, the 23<sup>rd</sup> September, 2020



As you are aware that FSSAI initiated the 'Eat Right School' programme under 'Eat Right India' Movement in July 2018 for children to inculcate amongst them, the habit of eating safe, healthy and sustainable. The focus is on young people, especially children as they are the agents of change and are able to influence the entire family. In this regard, to spark their creativity and disseminate knowledge in children, the first Eat Right Creativity Challenge was held from 14<sup>th</sup> November – 31<sup>st</sup> December 2018. Over 75,100 students participated through 3,621 schools.

2. This year, the second Eat Right Creativity Challenge is to be conducted from 16<sup>th</sup> October 2020 – 16<sup>th</sup> December 2020 to encourage the creative talent of our school going children and enable them to develop healthy dietary habits. The competition will be conducted for two categories: (1) Poster making (2) Photography competition. The challenge will be digital and has cash rewards for students. The detailed document is enclosed for reference.

3. The challenge will be launched on 16<sup>th</sup> October on World Food Day. In this regard, an orientation workshop is scheduled on 6<sup>th</sup> October 2020 at 3:00 PM IST, to sensitize all stakeholders on their role in implementation of the challenge.

For this, link of the webinar is:

<https://attendee.gotowebinar.com/register/1845740683741415180>

4. We thank you for extending your support during the last ERCC and hope that this time you will support with the same vigor. It is requested that you may direct the various education bodies and boards under your Ministry to nominate a Nodal Officer to attend the webinar and disseminate this information to the various schools under them for maximum participation.

5. We look forward to your whole-hearted participation and support for Eat Right Creativity Challenge.

With regards,

Yours Sincerely,

(Arun Singhal)

Ms. Anita Karwal  
Secretary (Department of School Education and Literacy), MHRD  
124-C, Shastri Bhawan  
New Delhi- 110001



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Please circulate

24/9/20  
JS (care)