



The **Eat Right India Movement**, launched by the **Food Safety and Standards Authority of India (FSSAI)**, is a flagship initiative aimed at transforming India's food systems to ensure safe, healthy, and sustainable diets for all. This movement aligns with global health and sustainability goals, such as the UN's **Sustainable Development Goals (SDGs)**, particularly SDG 2 (Zero Hunger) and SDG 3 (Good Health and Well-being).

Key Objectives

1. **Promote Healthy Eating Habits:** Encouraging citizens to adopt balanced diets rich in nutrients and minimize the consumption of unhealthy foods.
2. **Ensure Food Safety:** Strengthening regulations to maintain high standards in food production, packaging, and distribution.
3. **Sustainability:** Promoting environmentally friendly practices in food production and reducing food waste.
4. **Awareness and Education:** Increasing awareness about the impact of food choices on health and the environment.

Core Components

Eat Safe:

- Ensuring compliance with food safety standards.
- Training food handlers and vendors through initiatives like *Clean Street Food Hubs* and *Hygiene Rating Schemes*.
- Strengthening food testing infrastructure.



Eat Healthy:

- Encouraging the reduction of salt, sugar, and fat in processed foods.
- Promoting front-of-pack labeling for better consumer awareness.
- Initiatives like *Fortification of Staple Foods* (e.g., rice, wheat flour, edible oil).

Eat Sustainable:

- Advocating sustainable diets that focus on locally sourced and seasonal foods.
- Campaigns to reduce food waste, such as *Save Food, Share Food*.
- Promoting plant-based and diverse food systems.

Key Initiatives Under the Movement

- **The Yellow Book:** A guide for children to promote safe and healthy eating habits in schools.
 - **Aaj Se Thoda Kam Campaign:** Aimed at reducing excessive salt, sugar, and fat intake.
 - **Safe and Nutritious Food Initiative (SNF):** Focused on creating awareness at workplaces, schools, and homes.
 - **Food Fortification:** Introduction of fortified foods to address micronutrient deficiencies like iron, vitamin A, and iodine.
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Outcomes and Benefits

- Improved public health by tackling non-communicable diseases (NCDs) like obesity, diabetes, and heart ailments.
 - Better awareness of food safety and hygiene practices.
 - Contribution to sustainable food systems and reduced environmental impact.
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Global Recognition and Way Forward

The Eat Right India Movement has been acknowledged by the **World Health Organization (WHO)** as a model initiative for improving food systems. Moving forward, the movement focuses on collaboration with stakeholders, technological interventions, and rigorous monitoring to ensure long-term impact.