

## 2. 'Eat Right India' Campaign

**Prelims:** Governance- Policies, Schemes

**Mains:**

**GS-II- Government policies and interventions for development in various sectors and issues arising out of their design and implementation.**

**GS-II- Issues relating to development and management of Social Sector or Services relating to Health, Education, Human Resources.**

### Why in News?

- ▶ Government of India launches 'Eat Right India' to tackle lifestyle diseases.

### Need for Such Campaign:

- ▶ India is passing through an epidemiological shift from communicable to non-communicable diseases, and the burden of diet-related diseases such as diabetes, hypertension, and obesity is rising rapidly.
- ▶ The new "food systems approach" judiciously combines the regulatory and capacity building measures with consumer empowerment initiatives

### About Eat Right India:

- ▶ 'Eat Right India', built on **two broad pillars** of 'Eat Healthy' and 'Eat Safe', aims to engage, excite and enable citizens to improve their health and well-being.
- ▶ **Led by FSSAI**, it is a collective effort to make both the demand and supply-side interventions through the engagement of key stakeholders.
- ▶ It is a part of the vision of the Hon. Prime Minister Shri Narendra Modi, that the **month of September is being celebrated all across the country as "Poshan Maah" (Nutrition Month)** to sensitize the public towards healthy eating, address the twin issues of malnutrition/undernutrition and problem of obesity in some sections of the population, and also **intensifying the campaign towards a 'Malnutrition Free India**.
- ▶ This movement is aligned with the Government's flagship public health programmes such as POSHAN Abhiyaan, Ayushman Bharat Yojana and Swachh Bharat Mission to lead us to the New India, which our Prime Minister wishes to deliver to all citizens by 2022.

### Aim:

- ▶▶ To improve public health in India and combat negative nutritional trends to fight lifestyle diseases.

### Features:

- ▶▶ 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.
- ▶▶ **Social and behavioural change:** Eat Right India movement is a crucial trigger for the much needed social and behavioural change.

### The Eat Right Movement' brings together three ongoing initiatives of FSSAI:

1. Safe and Nutritious Food Initiative, focused on social and behavioural change around food safety and nutrition at home, school, workplace and on-the-go;
2. The Eat Healthy Campaign focused on reduction of high fat, sugar and salt foods in the diet; and
3. Food Fortification, focused on promoting five staple foods-wheat flour, rice, oil, milk and salt that are added with key vitamins and minerals to improve their nutritional content.

### Other Measures:

- ▶▶ Government has prescribed **a limit for Total Polar Compounds (TPC) at 25%** in cooking oil to avoid the harmful effects of reused cooking oil.
- ▶▶ **Standards for five fortified staples -wheat flour, rice, oil, milk and salt** to reduce large-scale deficiencies of vitamins and minerals have been notified, in addition to standards for health supplements, nutraceuticals, prebiotics and probiotics products.
- ▶▶ To facilitate informed consumer choices Regulations on Advertising and Claims and mandatory menu labelling has been notified.
- ▶▶ In addition, labelling provisions have been made for appropriate use of sweeteners for children and pregnant women.
- ▶▶ To **reach the target of Trans-fat Free India by 2022**, regulations to reduce trans-fat to less than 2% in all oils, fats and food products are in place.
- ▶▶ Robust material in the form of a **Pink Book, Yellow Book, DART Book, informative videos** etc., are in place, and can be accessed through a video library on FSSAI's website.

- ▶▶ **First ever state-of-the-art National Food Laboratory of Delhi, NCR** and to strengthen the Eat Right Movement a network of food testing laboratories is being establish.

### WHO on Eat Right India:

- ▶▶ The Eat Right campaign is a true example of multi-sectoral collaborative approach that WHO has been advocating for to address non-communicable diseases such as heart diseases, high blood pressure, diabetes, obesity, malnutrition.

### About FSSAI:

- ▶▶ Food Safety and Standards Authority of India (FSSAI) is an **autonomous statutory body** established under **Food Safety and Standards Act, 2006** which consolidates various acts & orders that have hitherto handled food related issues in various Ministries and Departments.
- ▶▶ FSSAI has been created for **laying down science-based standards for articles of food** and to regulate their manufacture, storage, distribution, sale and import to ensure availability of safe and wholesome food for human consumption.
- ▶▶ Establishment of the Authority
- ▶▶ **Ministry of Health & Family Welfare**, Government of India is the Administrative Ministry for the implementation of FSSAI.

