

PRESS RELEASE
SWASTH BHARAT YATRA PAN INDIA CYCLOTHON
(16TH OCT TO 27TH JAN 2019)

The Food Safety Standards Authority of India has organised **Swasth Bharat Yatra** Cyclothon (Relay Cycle Rally) to commemorate 150th Birth Anniversary of the “**Mahatma Gandhi**” a pan India Cyclothon, to reach the message of Eat Right, Eat Safe and Eat Healthy from October 2018 to January 2019.

Yatra has been inspired by Gandhiji's Salt Satyagraha- The Dandi March in 1930. With a grain of salt Gandhiji changed the course of India's future. With a grain of salt fortified with iodine and iron, India will begin its march to be a healthier nation by eating right, eating safe and eating healthy. The Focus will be on the following :

1. Eat Healthy (to prevent NCDs)
2. Eat Safe (to prevent food borne illnesses)
3. Eat Fortified (to prevent micronutrient deficiencies)

On 16th October, 2018 the “World Food Day”, Cycle Rally will be flagged off from six different locations of the country and will reach at New Delhi on 27th January, 2019. The Cyclists will pass through villages, towns and cities across the country to engage, excite and enable citizens to eat right and improve their health and well-being. 'Swastha Melas'(Health Camps), conventions and outreach through mobile units along the way would spark dialogue and create local champions for 'Eat Right India'.

There will be six tracks and two tracks (Track III and Track IV) will be passing through Tamil Nadu.

Track III – The Starting point is Tiruvandrum in Kerala state. The rally was flagged off on 16.10.18 and will be received at Thuckalay in Kanyakumari District on 17.10.2018. The relay cycle rally will be passing via Tirunelveli, Kovilpatti, Sivakasi, Madurai, Dindigul, Karur, Erode, Salem, Dharmapuri and Krishnagiri and reach Bangalore on 10.11.2018.

Track (IV) – The starting point is Puducherry state. The cycle rally was flagged off yesterday and will be received at Mahabalipuram in Kanchipuram District on 17.10.18. The relay cycle rally will pass through Mahabalipuram, Chennai, Thiruvallur & Tiruttani and reach Tirupati on 25th October.

The Tamil Nadu Food safety Department has made elaborate arrangements to organise this event successfully in Tamil Nadu to create awareness among all stakeholders Eat Right – Eat Safe, Eat Healthy and Eat Fortified.

Event Day 1 – Events are arranged in the Track Route & also throughout the District to create awareness on Eat Safe, Eat Healthy & Eat Right to students, SHG women, food business operators & consumers.

In the district, all departments viz. Health, Social Welfare, Revenue, School & Higher Education, Highways, Police, NSS and NCC are actively involved in this activity.

The following activities are proposed in the Districts on the Event Day:

- Morning walks, walkathons and awareness activities
- Talks by celebrity chefs, nutritionists and dignitaries
- Cultural programmes by college and school students
- Traditional cultural programmes like Thapattam, Mylattam, Karakattam.

- Competition like painting, drawing and cooking
- Eat Right India -Pledge by students and public
- Health camps/ Swasth Mela- testing for vital parameters BMI and HB% for children and Adolescents.
- IEC activities with important food safety messages through Banners, posters and through local Cable TV
- SNF@School are organized in the district on the National Highways or close to the National Highways
- Food Safety information kiosks
- Safe and healthy food exhibitions
- Awareness and testing of food through Mobile Food Testing Laboratories.

Cycling Day -2 - The relay cycle rally will have 50 -75 cyclists from the District participating in the event. They will drive from flag off point in their district to reception point in the next district covering 50-60 kms. NCC cadets, students and other youth will be participating in the cycle rally. Two to three Pitstops/ refreshment points has been identified for each leg on the track at a distance of 15-10kms. Refreshment for cyclists and events promoting the message of Eat right, Eat safe and Eat healthy will be organised.

In all Districts, receiving the team in their district and flagging of Cyclists to the next district and inauguration of events will be done by Local Minister, MP/ MLAs along with the District Collector and other important officials and partners (.

Chennai the track IV

On 19.10.18 - Cyclists coming from Kanchipuram District will be received at Gandhi Mandapam, Chennai on 19.10.18 evening around 4.00pm. The Hon'ble Health Minister will receive the cyclists and ceremonial baton from the team. The Principal Secretary Health and family welfare, Commissioner of food safety, Commissioner of police and other senior officials from various departments will participate.

On 20.10.2018 – At Stella Maris College – Cultural programmes, Eat right movement activities, Food safety information kiosks etc., Various events conducted by food safety department from 16th World food day will be given prizes by Dignitaries.

On 21.10.18 - Flagging off Cyclists from Elliots Beach at Besant Nagar by Hon'ble Minister for Fisheries, Commissioner of Food Safety, Commissioner of Police and other senior officials.

The Pan India Cyclothon has been organised by FSSAI to promote **Eat right – Less Salt, Less Sugar and Less fat among all citizens to make a healthy India.**

*The Food safety department has taken all efforts to join hands with FSSAI, Partners, Food Business operators, other departments and stakeholders to create awareness to all through the various events organised along relay cycle rally in Tamil Nadu. The Commissioner of food safety requests all youngsters, children, adults and women to participate in the events and gain knowledge and information on **'Eating right for a healthy life'.***

Principal Secretary /Commissioner of Food Safety

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