



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



**Eat Right  
SCHOOL**  
सही भोजन. बेहतर जीवन.



**Eat Right  
India**  
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# EAT RIGHT Creativity Challenge

POSTER | PHOTOGRAPHY  
ONLINE COMPETITION

**16** October to  
December **2020**



## BACKGROUND

The 'Eat Right India' movement, a flagship program of FSSAI aims to ensure health and well-being of people through its safe food, healthy and sustainable diets by a coordinated multi-sectoral approach. Given that food habits are formed early in life and difficult to change thereafter; the focus of 'Eat Right School' program is on young people. A school is an obvious place where healthy eating habits may form. The Eat Right School program of FSSAI uses food as a pedagogical tool to bring in a sustainable change in the dietary habits of children. Young people are agents of change and their potential to influence entire families could be leveraged to change the way people eat.

The '*Eat Right Creativity Challenge*' (ERCC) phase one was planned as a part of celebrations of the 150<sup>th</sup> year of Mahatma Gandhi's birthday from 14<sup>th</sup> Nov'18 –17<sup>th</sup> Jan'19 to inculcate healthy eating habits through the creativity of an individual. Over 75100 students participated through 3621 schools in Phase 1, making it a huge success.

The Second Eat Right Creativity Challenge aims to tap the creative talent of students and enable them to inculcate healthy dietary habits starting young. The competition aims to encourage schools to create an environment of healthy and safe food to engage, excite and enable students to inculcate habits on food and nutrition. The competition will be from 16<sup>th</sup> Oct – 16<sup>th</sup> Dec 2020. All schools affiliated to recognized education boards are eligible for participation.

## THEME

The theme of the competition is

1. '**Eat Safe, Eat Healthy**' includes healthy balanced diet, eating local seasonal foods, minimizing consumption of foods high in fat, salt and sugar, eliminating trans fats from our diet, prevent food loss and food waste, conserve water, use of safe and sustainable packaging.
2. '**Food Safety during COVID 19**' include personal and surrounding hygiene, hygienic and sanitary practices, food safety and nutrition to prevent spread of Covid-19 disease.

***Participation guidelines available @ ([fssai.gov.in/Creativity Challenge](https://fssai.gov.in/CreativityChallenge))***

- 1) Schools that wish to participate for the school level competition must register online. Further details may be obtained from ([fssai.gov.in/Creativity Challenge](https://fssai.gov.in/CreativityChallenge)).
- 2) All registered schools will be automatically enrolled under Eat Right School to gain access to relevant information on food safety.
- 3) All entries must come through the respective school. Individual entries will not be entertained.
- 4) Last date for all entries is on or before 16<sup>th</sup> Dec 2020.
- 5) All entries will be the property of FSSAI to use, as FSSAI sees fit, in public interest. Best entries will be showcased on the Eat Right School website and other media channels.
- 6) Any work using inappropriate images and/or language regarding religion, region, community, age, gender etc. will be disqualified.
- 7) All schools must fill up the undertaking (Annexure 1) uploaded on the website.
- 8) FSSAI or any of the other organizers take no responsibility for plagiarism or any copyright violations. In case of any discrepancy found, the school will forfeit the prize/award/certificate.
- 9) The competition will be held at school level and judged at Regional and National Level. The state & national level winners would be advised through email. The final reward ceremony will be held in March 2021.
- 10) The top 3 entries per level in poster competition and top 5 entries in photography competition uploaded will be judged at the Regional Level and National Level by a jury in each of the categories.
- 11) Regional Level winning entries will be judged by a National Level Jury constituted by FSSAI.
- 12) Consolation prizes may also be given at the discretion of the jury.
- 13) The decision of the judges for all levels will be final.

## ***THE CHALLENGE***

***'Eat Right Creativity Challenge'*** comprises of competitions to be held for school students in two categories, namely **Eat Right Poster Competition** and **Eat Right Photography Competition**.

The schools that wish to participate in this competition must register online on [www.fssai.gov.in/CreativityChallenge](https://www.fssai.gov.in/CreativityChallenge).

## A. Eat Right Poster Competition

- 1) Competition to be held at 2 levels,
  - a. Level 1: Class 3-5
  - b. Level 2: Class 6-8
- 2) School will conduct the competition and will upload their top 3 entries per level on the website.
- 3) The size of the paper should be **A4**. The students may create a poster on '**Themes mentioned above**'. The poster may be coloured or black and white. Any type of colour may be used, pastels, water paints, crayons, sketch pens, pencil etc.
- 4) The participants are encouraged to use tagline/slogan/text and numbers, but this should not exceed 30% of the paper space.
- 5) All entries would be required to mention creative title, entrant's name, Parents/Guardian email ID, mobile contact number, account details (name of bank, account number, IFSC code, branch), State, city on the online submission form. All entries to be uploaded by 16<sup>th</sup> Dec, 2020.
- 6) The winning poster may be used to represent Eat Right School across India acknowledging the student.

## RECOGNITION & REWARDS

Poster Competition		
	No. of Prizes	Prize
Regional Level		
	Level 1- 40 Level 2- 40 Total- 80 per Region	Cash ₹1,000/ and Certificate for shortlisted entries
National Level		
First	Level 1-10 Level 2- 10 Total- 20	Cash ₹10,000/ and Certificate
Second	Level 1-10 Level 2- 10 Total- 20	Cash ₹7500/ and Certificate
Third	Level 1-10 Level 2- 10 Total- 20	Cash ₹5000/ and Certificate
Consolation Prizes	Level 1-15 Level 2- 15 Total- 30	Cash ₹2,000/ and Certificate
Participation	All	Certificate from FSSAI (To be downloaded by individual from <a href="http://fssai.gov.in/CreativityChallenge">fssai.gov.in/CreativityChallenge</a> )

## B. Eat Right Photography Competition

- 1) Competition to be held at one level,
  - a) Level 1: Class 9-12
- 2) The photograph may be in JPEG, JPG, PNG, with a maximum size of 3MB, in colour or black and white.
- 3) Schools will upload their top 5 entries per level on the website [fssai.gov.in/CreativityChallenge](http://fssai.gov.in/CreativityChallenge).
- 4) All entries would be required to mention creative title, entrant's name, Parents/Guardian email ID, mobile contact number, account details (name of bank, account number, IFSC code, branch), State, city on the online submission form.
- 5) All entries to be uploaded by 16<sup>th</sup> Dec, 2020.

## RECOGNITION & REWARDS

Photography Competition		
	No. of Prizes	Prize
<b>Regional Level</b>		
	Total- 80 per Region	Cash ₹1,000/ and Certificate
<b>National Level</b>		
First	Total 40	Cash ₹5,000/ and Certificate
Second	Total- 40	Cash ₹3000/ and Certificate
Third	Total- 40	Cash ₹2000/ and Certificate
Consolation Prizes	Total- 40	Cash ₹1,000/ and Certificate
Participation	All	Certificate from FSSAI (To be downloaded by individual from <a href="http://fssai.gov.in/CreativityChallenge">fssai.gov.in/CreativityChallenge</a> )

**Eat Right Creativity Challenge Phase II  
Undertaking**

**School Details:**

School Name: .....

School Address: .....

City.....State.....Pin Code.....

Email..... Contact Number.....

**Type of School:**

School Board Affiliation.....Affiliation Number/Code.....

Primary..... Secondary/Middle..... Senior Secondary.....

**Competition Details:**

Number of students participated..... Poster .....Photography.....

Challenge	Name of Student with best entry	Class	Father/Guardian name	Father/Guardian/Student Email	Father/Guardian/Student Phone	Bank Account Details of Father/Guardian
Poster Level 1						
1.						
2.						
3						
Level 2						
1.						
2.						
3						
Photography Competition						
1.						
2.						
3.						
4.						
5.						

This is to certify that the Eat Right Creativity Challenge was held in our school in a fair manner. The above information is true to the best of my knowledge. The names mentioned above are bonafide students of the school. FSSAI may use any/all of the entries as deemed fit.

Principal Name.....

Signature and School

Stamp.....

Date.....

*fssai*



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[creativity-challenge@fssai.gov.in](mailto:creativity-challenge@fssai.gov.in)