

## Swasth Bharat Yatra Program

The Swasth Bharat Yatra was an inspiring and impactful initiative to promote public health and bring to life Mahatma Gandhi's dream of a healthy and productive India. With the increase in food borne disease, unsafe food and poor diets, a large number of citizens today are suffering from micronutrient deficiencies, even as obesity and non-communicable diseases are rising at an alarming rate. In this backdrop, the Food Safety and Standards Authority of India (FSSAI), under the Ministry of Health and Family Welfare is steering the "Eat Right India" Movement. This is a collective effort of key stakeholders and citizens and is aligned to Government's recent focus on public health through its three key programmes 'Ayushman Bharat', 'Swachh Bharat Mission', and 'POSHAN Abhiyaan'.



### Hotel Sea Palace

Leveraging the 150th Birth Anniversary of Mahatma Gandhi, a Pan-India cyclothon called Swastha Bharat Yatra, an outreach of 'Eat Right India' movement was organized. This All India Cyclothon was used as a vehicle to promote public health through creation of community champions and ambassadors at the grassroots levels. 150 'Volunteer-Cyclists' and a convoy including the 'Eat Right Mobile Unit' and "Mobile Food Testing Unit" would travel across the country every single day for 100 days to build awareness around food safety, combating food adulteration and healthy diets. The cyclothon was flagged off on 16th October, 2018 (World Food Day) from six different locations. After covering almost all States/UTs, it will culminate at New Delhi on 27th January, 2019. There would be 'stop-overs' and 'transit halts' on the way, where awareness building activities would be taken up. Such activities are planned at about 2000 locations. I am happy to share with you that this cycle yatra

has been included in the official commemoration programme, '150 Years of Celebrating the Mahatma' ([www.gandhi.gov.in](http://www.gandhi.gov.in)).



### Hotel Marine Plaza

Our Association had decided to support this important initiative through active participation of all its members. Hotel and Restaurant Industry is a key stakeholder and plays an instrumental role in determining the health and wellness of the nation by offering healthy menu choices to citizens. It is crucial for the industry to be a part of this important milestone in shaping the health of our nation.



### Hotel Diplomat