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प्रो. रजनीश जैन  
सचिव

Prof. Rajnish Jain  
Secretary



बिश्वविद्यालय अनुदान आयोग  
University Grants Commission

(मानव संसाधन विकास मंत्रालय, भारत सरकार)  
(Ministry of Human Resource Development, Govt. of India)

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D.O. No.14-13/2018 (CPP-II)

15<sup>th</sup> October, 2018

Dear Madam/Sir,

As you are aware that Government of India is commemorating 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi for a period of two years from 2<sup>nd</sup> October, 2018 to 2<sup>nd</sup> October, 2020 both at National and International Level. 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'.

Leveraging the 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi, a Pan-India cyclothon called Swastha Bharat Yatra an outreach of 'Eat Right India' movement is being organized. This All India Cyclothon will be 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 about food safety, combating food adulteration and healthy diets. The cyclothon will be flagged off on 16<sup>th</sup> October, 2018 (World Food Day) from six different locations. After covering almost all States/UTs, it will culminate at New Delhi on 27<sup>th</sup> 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)).

In order to make this ambitious outreach programme a success, your University/Colleges can play a pivotal role by involving students of your University/Colleges. They may be encouraged to participate in the 'Eat Right India National Poster Competition' being organized as part of this mega event. Wherever feasible, grounds may be provided for arranging the Melas and activations, along with volunteers for organizing/managing the events. Active participation of Bharat Scouts and Guides and NSS as volunteer cyclists and community ambassadors spreading the message of 'Eat Right India' is also requested.

You are requested to kindly ensure that these activities are undertaken in your university and in the colleges affiliated with your esteemed university. The details of the program may be intimated to [daya.shankar@nic.in](mailto:daya.shankar@nic.in) and uploaded on UGC University Activity Monitoring Portal (<https://www.ugc.ac.in/uamp/>).

With regards,

Yours sincerely,

(Rajnish Jain)

To the Vice Chancellors of all Universities.

Circulate to all  
Raji  
23-10-18

