

**GOVT. OF NATIONAL CAPITAL TERRITORY OF DELHI
DIRECTORATE OF EDUCATION: PHYSICAL EDUCATION BRANCH
CHHATRASAL STADIUM: MODEL TOWN: DELHI – 110009**

No. F.42/DE/PE/2020/ 2391-2440

Date:- 12/11/2020

CIRCULAR

Sub-Second Eat Right Creativity Challenge-regarding.

'Eat Right School' Programme, under 'Eat Right India Movement' was initiated by FSSAI in July 2018 for children to inculcate amongst them, the habit of eating safe, healthy and sustainable. The focus is on young people, especially children as they are the agents of change and are able to influence the entire family.

Ref. to D.O.No.1(53)/Project-SNF@School/IEC/FSSAI-2016-17(Part File) dated 24th September, 2020.

This year, the second Eat Right Creativity Challenge is to be conducted from 16th October 2020 to 16th December 2020 to encourage the creative talent of our school going children and enable them to develop healthy dietary habits. The competition will be conducted for two categories:- Poster Making and Photography.

THEME

The theme of the competition is (The Theme is common to all the Competitions)

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.

Category	Competition	Level	Class	Size	Medium
1	Poster	a	3 to 5	A4	Any type of colour-or Black and White pastels/W/C/Black & White/Crayons, Sketchpens, pencil etc.
		b	6 to 8	A4	
2	Photography	-	9 to 12	3mb, max	JPEG/JPG.PNG, Coloured or B/W

Important Instructions-

- Link for online registrations:-www.fssai.gov.in/creativity/challenge.
- Last Date for submission of entries is on or before 16th December 2020.
- Schools will conduct the competition and will upload their top 3 entries per level in Poster Making Competition.
- Schools will upload their Top 5 entries per level on the website in Photography competition.
- Tagline/Slogan/Text/Numbers should be used but should not exceed covered 30% of the paper space.
- All entries would be required to mention creative title, entrant's name, Parents/Guardian email ID, mobile number, account details (name of bank , account number, IFSC code, branch) State, city on the online submission form.
- All entries to be uploaded by 16th Dec, 2020.

The competition will be digital and has cash rewards for students. The detailed document is enclosed for reference.

All the District DDEs and HOS are directed to ensure maximum participation from their schools. The related Letters & Annexure are attached herewith.

We look forward to your whole hearted participation and support for Eat Right Creativity Challenge.

This issues with the prior approval of the Competent Authority.

Pushpa Ratnam
12/11/2020

PUSHPA RATNAM

Asstt. Director of Education (PE & NI)

Heads of all Govt., Govt. Aided and Unaided Recognized Schools under Directorate of Education, GNCT Delhi through DEL-E

No. F.42/DE/PE/2020-21/ 2391-2440

Dated:- 12/11/2020

Copy to:-

1. PS to Secretary (Education)/Chairman.
2. PS to Director (Education)/Vice Chairman
3. PA to SPD-SS
4. DDE-SS
5. All DDEs Districts, Zones, SPES
6. All HOS of Govt., Govt. Aided an Pvt. Schools of DOE
7. OS (IT) with request to place the circular on website.

Pushpa Ratnam
12/11/2020

PUSHPA RATNAM

Asstt. Director of Education (PE & NI)

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

1. Schools that wish to participate for the school level competition must register online. Further detail may be obtained from ([fssai.gov.in/Creativity Challenge](http://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 16th 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

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 color 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 number, account details (name of bank, account number, IFSC Code, branch), State, city on the online submission form. All entries to be uploaded by 16th Dec, 2020.
6. The winning poster may be used to represent Eat Right School across India acknowledging the student.

RECOGNITION & REWARDS

	No. of Prizes	Prize
Regional Level		
	Level 1-40 Level 2-40 Total-80 per Region	Cash Rs.1000/- and Certificate for shortlisted entries
National Level		
First	Level 1-10 Level 2-10 Total-20	Cash Rs.10,000/- and Certificate
Second	Level 1-10 Level 2-10 Total-20	Cash Rs.7500/- and Certificate
Third	Level 1-10 Level 2-10 Total-20	Cash Rs.5000/- and Certificate
Consolation Prizes	Level 1-15 Level 2-15 Total-30	Cash Rs.2000/- and Certificate
Participation	All	Certificate from FSSAI (To be downloaded by individual from fssa.gov.in/Creativity Challenge)

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.
4. All entries would be required to mention creative title, entrant's name, Parents/Guardian email ID, mobile 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 16th Dec, 2020.

RECOGNITION & REWARDS

Photography Competition		
	No.of Prizes	Prize
Regional Level		
	Total-80per Region	Cash Rs.1000/- and Certificate
National Level		
First	Total 40	Cash Rs.5000/- and Certificate
Second	Total 40	Cash Rs.3000/- and Certificate
Third	Total 40	Cash Rs.2000/- and Certificate
Consolation Prizes	Total 40	Cash Rs.1000/- and Certificate
Participation	All	Certificate from FSSAI (To be downloaded by individual from fssai.gov.in/CreativityChallenge)

Annexure-I

Eat Right Creativity Challenge Phase II

Undertaking

School Details:-

School Name:.....

School Address:.....

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

Email ID.....

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 Detail 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.....