Madam/Sir,

On the commemoration of 150th birth anniversary of Mahatma Gandhi, it has been decided to organize a Lauh Yatra to bring about sustainable social change as an outreach for Eat Right India movement led by Food Safety and Standard Authority of India (FSSAI). The focus on eating right is critical in the backdrop of India’s high burden of under-nutrition, micronutrient deficiencies and growing incidence of obesity and non-communicable diseases such as diabetes and cardiac diseases.

2. The ‘Lauh Yatris” 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’, conventions and outreach through mobile units along the way would spark dialogue and create local champions for ‘Eat Right India’. This would be the beginning of a revolution for healthy diets and focus on preventive healthcare. Lauh Yatra would be flagged off from six locations across the country on 16th October, 2018, the World Food Day and culminate in a grand finale at New Delhi on 27th January, 2019. Lauh Yatra will also be a vehicle for promoting messages on preventive healthcare being delivered through flagship public health programmes like Swachh Bharat Mission, Ayushman Bharat and Poshan Abhiyaan.

3. In this connection, all States and ULBs, are requested to organize activities during the Lauh Yatra in the right earnest. The following activities may be taken up, which would help further the objectives of the Lauh Yatra.
   • Participation of Swacchagrahis, local workers and SHGs.
   • Use the yatra for messaging/ showcasing Swachh Bharat Mission (Urban) – videos and pamphlets/other material for distribution
   • Mobilize 30 - 40 cities to become Food Smart Cities with particular focus on revamping subzi mandis, street food hubs and slaughter houses.

Contd....
• All the States/ULBs are also requested to share all material-videos, posters, pamphlets, etc that can be disseminated through Lauh Yatra by 5th October, 2018 directly to FSSAI under intimation to this Ministry. The key contact persons from FSSAI are Ms. Ruchika Sharma (sharmaruchika.21@gmail.com) and Ms. Rijuta Pandav (rijuta23@yahoo.com).
• A copy of the d.o. letter dated September, 2018 from the Chief Management Service Officer, FSSAI, New Delhi is enclosed for your ready reference.

With regards,

Yours sincerely,
(Sanjay Kumar)

Enc: As above.

To

The Principal Secretary/Secretary, Urban Development/LSG Departments of all States and UTs.
Dear Sir,

The Minutes of the 1st meeting of Inter Ministerial Advisory Committee held on 6th September 2018, under Chairmanship of Member (Health) NITI Aayog on ‘Lauh Yatra’ are enclosed.

As discussed in the meeting, this Lauh Yatra will also be a vehicle for promoting messages on preventive healthcare being delivered through flagship public health programs like POSHAN Abhiyaan, Ayushman Bharat and Swacch Bharat mission. In this regard, it is requested to please share all material-videos, posters, pamphlets, etc., that can be disseminated through Lauh Yatra by September 30th 2018. The key contact persons from FSSAI are Ms. Ruchika Sharma (sharmaruchika.21@gmail.com) and Ms. Rijuta Pandav (rijuta23@yahoo.com).

With regards,

Yours sincerely,

(Madhavi Das)

Shri Sanjay Kumar
Joint Secretary (IC-NULM)
Ministry of Housing and Urban Affairs,
Room No.102
C – Wing,
Nirman Bhawan,
New Delhi.
Minutes of the Advisory Committee Meeting on Lauh Yatra
NITI Aayog, Yojana Bhawan
6th September 2018, 12-1:30pm

The first meeting of the Advisory Committee on Lauh Yatra was convened at NITI Aayog, Yojana Bhawan on 6th September 2018 and chaired by Dr. Vinod Paul, Member (Health), NITI Aayog. A list of participants is enclosed in Annexure 1.

At the outset, Mr. S.C. Burmma, JS, Culture informed that the Ministry of Culture, the Nodal Ministry for commemoration of 150th Year of Gandhiji’s birth anniversary has included Lauh Yatra and related events as a part of the overall commemoration.

A presentation was made on Lauh Yatra and related events and the Advisory Committee endorsed the programme. It was unanimously felt that these events and programmes have the potential to reach out to citizens around the country on eating healthy, eating safe and eating fortified staples to over two thousand cities and towns across the country. It was also highlighted that the Lauh Yatra was a part of the larger focus on preventive healthcare and aligns with the key flagship programmes of the Government on public health namely, Ayushman Bharat/National Health Mission, Swacch Bharat Abhiyaan and POSHAN Abhiyaan.

Following views emerged in the Advisory Committee meeting for better coordination amongst key ministries and agencies.

1) It was decided that the key messages of the three flagship programmes- Ayushman Bharat/National Health Mission, Swach Bharat Abhiyaan and POSHAN Abhiyaan- could be highlighted in the programme. The citizen-facing communication of these programmes could also be delivered. The respective ministries were advised to share details with FSSAI.

2) Mr. S.C. Burmma, JS, Culture agreed that the Ministry of Culture would highlight Lauh Yatra in all their communication with the states and related bodies as well as upload material on Lauh Yatra on their website. He also agreed that the possibility of involvement of Zonal Cultural Centers for performance of artists and nukkads could be explored.

3) Mr. S.L. Meena (Dept. of Youth Affairs) and Dr. M.P. Gupta (Dept. of Youth Affairs) agreed to involve Nehru Yuva Kendra, NSS for participation in cycling and provide volunteers to manage the events and connect Padayatris with Cycle Yatris and leverage Padayatris to spread key messages of Lauh Yatra

4) Mr. S.K. Sharma (Ministry of Defence) agreed to an advisory to Command HQs for providing security in defense areas, involvement of Armed Forces as volunteer cycle yatris, Army contingent in the Grand Finale pedal parade, use of Army grounds and facilities wherever feasible and granting permission for cycle yatra to pass through the defense estates. It was decided that NCC cadets could be effectively involved as volunteers.
5) Mr. Sanjay Kumar (MoHUA) agreed to the participation of Swacchagrahis, local workers and SHGs, exploring funding for IEC activities through Swachh Bharat (Urban) Fund, provide messaging and material showcasing Swachh Bharat Mission (Urban) for dissemination and look at the possibility of mobilizing 30-40 cities to become Food Smart Cities with particular focus on cleanliness drives in subzi mandis, street food hubs and slaughter houses. It was decided to approach the Ministry of Drinking Water Supply and Sanitation for similar support in urban areas.

6) Mr. Ashish Gawai (MoHFW) agreed to consider participation of ASHA, ANMs and local health officers and workers in this Yatra, funding for IEC activities through NHM and videos and awareness material from Ayushman Bharat for dissemination.

7) Mr. Sudhir Prasad (MWCD), Ms. Shalini Singh (MWCD, Poshan Abhiyan), Mr. Sutapa S Mukherjee (Deputy Tech Advisor, MWCD) agreed to the participation of ICDS and Anganwadi workers, especially at pit stops and use the yatra for messaging on ICDS and POSHAN Abhiyaan along with active participation in State Steering Committees.

8) Mr. Satpal Chouhan (AS, MHA) agreed to provide personnel for security arrangements during events and activations, Control Room with the Traffic and Police Department at venues and cycle routes, special support for Grand Finale in Delhi and high level meeting to plan logistics, state advisory for providing security especially in difficult & Naxal infested areas and involvement of Central Para-Military Forces as volunteer cycle yatris wherever feasible.

9) Mr. Chaitanya Prasad (OSD I&B) agreed to the involvement of Song & Drama Division for performance of artists, Nukkad Natakss, news segments on PIB and Doordarshan, special programmes on the themes of Lauh Yatra and to showcase video snippets on the Lauh Yatra, collaboration with radio jockeys, social media amplification.

10) Since activities under Lauh Yatra and related events cut across ministries and departments, the Advisory Committee decided to set up an Implementation Committee with representatives from related departments with CEO, FSSAI as Chair.

11) It was decided that for activities at the State, District and Local levels, the Ministry of Health and Family Welfare, WCD, Culture, Water and Sanitation would advise State Governments to leverage funds under the IEC component. It was decided that CSR/Corporate funds could be leveraged for the purpose as this would come under preventive healthcare promotion, an approved activity under CSR. It was decided that the Ministry of Corporate Affairs could be requested to write to corporates to support activities under CSR for Lauh Yatra.

12) It was also felt that since the mega event in New Delhi and major events in state capitals and metros are also being planned, such mobilization of large numbers of people would require coordination with the Police and Traffic Department. It was decided to constitute a committee with CEO, FSSAI as Chair, with concerned agencies, for the Delhi event. Similar coordination arrangements must be established in the States.

Detailed, Ministry-wise roles are annexed are quick reference.

The meeting ended with a vote of thanks to the Chair.
Annexure 1

List of Participants

1. Dr. V.K. Paul, Member (Health and Nutrition) NITI Aayog
2. Mr. Alok Kumar, Adviser (Health and Nutrition), NITI Aayog
3. Mr. Satpal Chouhan (AS, MHA)
4. Mr. S.C.Burmma (Joint Secy., Ministry of Culture)
5. Mr. Chaitanya Prasad (OSD I&B)
6. Mr. Ashish Gawai (MoHFW)
7. Mr. S.L. Meena (Dept. of Youth Affairs)
8. Dr. M.P. Gupta (Dept. of Youth Affairs)
9. Mr. S.K. Sharma (Ministry of Defence)
10. Mr. Sanjay Kumar (MoHUA)
11. Ms. Shalini Singh (MWCD, Poshan Abhiyan)
12. Mr. S.K. Choudhary
13. Ms. Harinder Kaur (Youth Officer, Ministry of Youth Affairs)
14. Mr. Sudhir Prasad (MWCD)
15. Mr. Sutapa S Mukherjee (Deputy Tech Advisor, MWCD)

From FSSAI
1. Mr. Pawan Agarwal, CEO, FSSAI
2. Ms. Madhavi Das, CMSO, FSSAI
3. Ms. Rijuta Pandav, DL (RP), FFRC, FSSAI
## Role of Central Ministries

<table>
<thead>
<tr>
<th>Ministry /Department</th>
<th>Cyclothon Logistics</th>
<th>Eat Right India Swastha Mela (Metros/State capitals)</th>
<th>Outreach On Wheels (Other Cities/enroute activations)</th>
<th>Eat Right India Conventions (Indoor Meetings)</th>
<th>Others</th>
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</thead>
<tbody>
<tr>
<td>Ministry of Culture</td>
<td>Mainstreaming of Lauh Yatra as part of the 150th Year of Gandhiji's celebration in all their communication</td>
<td>Involvement of Zonal Cultural Centers for performance of artists</td>
<td>Involvement of Zonal Cultural Centers for Nukkad Natak</td>
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<td>Letter to State/UTs</td>
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<tr>
<td>Ministry of Health and Family Welfare</td>
<td>Letter from MHFW to CMs of all States/UTs</td>
<td>Participation of ASHA, ANMs and local health officers and workers.</td>
<td>Participation of District Health Officers</td>
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<tr>
<td>Ministry of Drinking Water and Sanitation</td>
<td></td>
<td>Participation of Swachagrahis and local workers.</td>
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<tr>
<td>Ministry of Housing and Urban</td>
<td></td>
<td>Participation of Swachagrahis, local workers and SHGs.</td>
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### Ministry of Culture
- Mainstreaming of Lauh Yatra as part of the 150th Year of Gandhiji's celebration in all their communication
- Participation of District Health Officers

### Ministry of Health and Family Welfare
- Letter from MHFW to CMs of all States/UTs
- Participation of ASHA, ANMs and local health officers and workers.
- Funding for IEC activities through NHM
- Use the yatra for messaging/showcasing schemes like Ayushman Bharat, Poshan Mission – 2 videos each and pamphlets for distribution

### Ministry of Drinking Water and Sanitation
- Participation of Swachagrahis and local workers.
- Funding for IEC activities through Swachh Bharat Fund
- Use the yatra for messaging/showcasing Swachh Bharat Mission – 2 videos and pamphlets/other material for distribution

### Ministry of Housing and Urban
- Participation of Swachagrahis, local workers and SHGs.
| Development | • Funding for IEC activities through Swachh Bharat (Urban) Fund  
• Use the yatra for messaging/ showcasing Swachh Bharat Mission (Urban) – 2 videos and pamphlets/other material for distribution  
• Mobilize 30-40 cities to become Food Smart Cities with particular focus on revamping subzi mandis, street food hubs and slaughter houses |  |
| --- | --- | --- |
| Ministry of HRD | Arrange volunteer Cycle Yatris through colleges and higher education institutions | • Involve state education departments, school, colleges etc for participation and provide volunteers to manage the events  
• Participation of MDM workers  
• Use the yatra for messaging/ showcasing MDM scheme – video on best practices in MDM | Letter to State/UTs for participation |
| Ministry of Women and Child Development |  | • Participation of ICDS and Anganwadi workers, especially at pit stops  
• Use the yatra for messaging/ showcasing ICDS scheme – video on best practices in ICDS  
• Active participation in State Steering Committees. | Letter to State/UTs for participation |
| Ministry of Youth Affairs | Arrange volunteer Cycle Yatris through Nehru Yuva Kendra, NSS | • Involve Nehru Yuva Kendra, NSS for participation and provide volunteers to manage the events  
• Connect Padayatris with Cycle Yatris or leverage Padayatris to spread key messages of Lauh Yatra | Letter to State/UTs for participation |
<p>| Ministry of Tourism |  |  | To promote Incredible India through Yatra |
| Ministry of Sports | • Involving Sports Officers, SAI for participation in the events |  |  |</p>
<table>
<thead>
<tr>
<th>Ministry of Panchayati Raj</th>
<th>To rope in the eminent sport persons especially the Asian Games medal winners to participate in the events and promote Eat Right – Short Video Bytes of such persons may also be arranged, To provide venues(indoor/outdoor stadiums, grounds) wherever available pro-bono</th>
<th>Involving Pradhan/Sarpanch of Panchayat for welcoming yatris enroute as the pass through</th>
<th>Letter to State/UTs for participation</th>
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<tbody>
<tr>
<td>Ministry of Information and Broadcast</td>
<td>• Involvement of Song &amp; Drama Division for performance of artists, Nukkad Nataks • News segments on PIB and Doordarshan • Special programmes on the themes of Lauh Yatra and showcase video snippets on the success of Lauh Yatra. • Advertisements • Collaboration with radio jockeys • Social media amplification</td>
<td>For publicity through DD, AIR, PIB, private electronic &amp; print media</td>
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<td>Ministry of Home Affairs</td>
<td>• State advisory for providing security especially in difficult &amp; Naxal infested areas • Involvement of Central Para-Military Forces as volunteer cycle</td>
<td>• Provide personnel for security arrangements during events and activations • Control Room with the Traffic and Police Department at venues and cycle routes • Special support for Grand Finale in Delhi and high level meeting to plan logistics.</td>
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<td>Ministry of Defense</td>
<td>yatris wherever feasible</td>
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<td>• Advisory to Command HQs for providing security in defense areas</td>
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<td>• Involvement of Armed Forces as volunteer cycle yatris wherever feasible. Army contingent in the Grand Finale pedal parade</td>
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<td>• Use of Army grounds and facilities</td>
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<td>• Granting permission for cycle yatra to pass through the defense estates</td>
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<th>Ministry of Road Transport and Highways</th>
<th>NHAI Permissions</th>
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*Central Advisory Committee under NITI Aayog

*All State/UTs to engage the relevant departments accordingly