



## 'Get Active' Programme – Rajasthan

### Inter-school Poster Competition Youth Hostel, Jaipur, January 30, 2009

#### Introduction

CUTS Centre for Consumer Action, Research & Training (CUTS CART), in collaboration with Health Related Information Dissemination Amongst Youth (HRIDAY), New Delhi and partnering with 25 selected English medium schools of Jaipur, Rajasthan organised an 'Inter-school Poster Competition' under the project entitled, "Get Active" at Youth Hostel, Jaipur, Rajasthan, on January 30, 2009. The project was formally launched in Jaipur, Rajasthan, on December 12, 2008.

#### Objective

The main objective of the Competition was to provide a platform to the students where they can show the knowledge and information gained by them about the importance of Diet, Nutrition and Physical Activity in their life.

#### Participation

About 75 students from VI-VIII grade of 25 partnering schools accompanied by 25 teachers participated in the competition.



#### Proceedings

The Competition started with a warm welcome by **Khushbu Parnami of CUTS CART**. Before the competition started all participants were informed about its terms and conditions. The theme of the Competition was 'Eat Healthy, Think Healthy', and the duration were of two hours. Participants were provided with drawing sheets, colours and painting brush on the venue by CUTS CART.

Since the day was observed as 'Martyrs Day', all participating students and teachers stood up and kept silence for two minutes at 11:00 to pay homage and tribute to Gandhiji "Father of the Nation" and also to the World Peace.



The creative and innovative approach of the students was clearly depicted in the way they used the colours to illustrate their ideas and understanding on the basis of the knowledge and information gained by them under the 'Get Active' Programme. The theme provided was very brilliantly used by the students. Through the means of colours they came up with ideas, such as the consequences of consuming unhealthy and junk food; adoption of healthy lifestyle, and the benefits of preferring healthy eatables etc. The atmosphere was very enthusiastic and all participants were very excited to show their creativity.



In the concluding remarks, **George Cheriyan, Director, CUTS CART** opined that this event is not only restricted to Competition, but also means of disseminating the message of '*Eat Healthy, Think Healthy*' globally. He also stated that the posters, which have prepared by the students, would be used for promoting the message not only in Jaipur but also at available global platforms.

As a consumer organisation, CUTS will start a campaign against '*Marketing of Unhealthy Food to Children*' which is the theme of the 'World Consumer Rights Day' 2009. It is the urgent need of the hour to inculcate healthy eating habits among children, and help them adopt healthy lifestyle.



Followed by **Cheriyam, Khushbu Parnami** thanked all the students and teachers for their active participation in all activities under 'Get Active' Programme and appreciated the efforts made by the students for showing their skills and ideas on the subject. Further event was ended with refreshments for all present.

### Outcomes

- All participants came up with innovative ideas expressing their awareness about the subject by the means of colours.
- Wider media coverage resulted in spreading awareness in general public about CUTS' initiative for children.
- The event was able to sensitise the new partnering schools about the need of emphasising upon healthy breakfast and build the ownership among them for the programme.

