



Knowledge Partner : **AMS**



## EAT RIGHT YOUTH HACKATHON - UTTARAKHAND 2026

(Visit : <https://nutritionconnect.org/eat-right-youth-hackathon> )

### GUIDELINES FOR PARTICIPATING INSTITUTIONS

I. Background.....	2
II. Call To Action of Eat Right Youth Hackathon - Uttarakhand 2026 (ERYH).....	3
III. Objectives of Eat Right Youth Hackathon - Uttarakhand 2026 (ERYH).....	3
IV. Expected Outcomes :.....	3
V. Activities Proposed - 6 Competition themes :.....	4
VI. Awards.....	11
VII. GUIDELINES TO PARTICIPATE IN Eat Right Youth Hackathon - Uttarakhand 2026 (ERYH).....	11
VII.A. Eligibility of the participating Institution.....	11
VII.B. Choosing The Nodal Officer / Single Point of Contact:.....	12
VII. C. Guidelines for Team Formation.....	12
VIII. Team Nomination & Application Process.....	12
IX. Application Criteria & Evaluation - Guidelines for Participants.....	13
X. Contact for queries.....	16

## I. BACKGROUND

**The Nutrition Challenge in India :** Over 55.6% of India's population cannot afford a healthy diet, underlining a serious barrier to achieving nutritional well-being. Eating right, defined as consuming a safe, diverse, adequate, moderate, and balanced diet, is critical to preventing disease and promoting long-term health.

In an emerging state like Uttarakhand, the rise in Non-Communicable Diseases (NCDs) such as heart disease, diabetes, and cancer has become a major health concern. These diseases account for 67.90% of Disability-Adjusted Life Years (DALYs), meaning nearly two-thirds of healthy life years are lost. This trend is especially alarming among youth.

**Youth as Drivers of Change :** India has a demographic advantage, with 37.14 crore youth (ages 15–29) making up 27% of the population. In emerging states like Uttarakhand, this group holds immense potential to drive a cultural shift toward healthier lifestyles. Recognizing this opportunity, the Uttarakhand Government has launched initiatives aimed at empowering youth to make informed lifestyle choices.

Eat Right India is a nationwide movement led by the Food Safety and Standards Authority of India (FSSAI) to transform India's food ecosystem into one that is safe, healthy, and sustainable. Anchored in a *whole-of-government* and *whole-of-society* approach, the initiative brings together state governments, food businesses, farmers, professionals, youth, and consumers to improve food standards and enable informed food choices. Its three core pillars: Eat Safe, Eat Healthy, and Eat Sustainable, address food safety and hygiene, dietary diversity and balanced nutrition, and environmentally responsible food practices. Implementation rests with States and UTs, supported by FSSAI through guidelines, capacity building, and policy frameworks, ensuring that food systems reforms are locally driven, inclusive, and aligned with public health, nutrition, and sustainability goals.

**Uttarakhand's Commitment to Healthier Lifestyles:** Uttarakhand presents a compelling case for focused food systems and nutrition action. As per the SDG India Index 2023–24 (NITI Aayog), the state is a front runner, recording a 7-point improvement since 2020–21, alongside notable reductions in child stunting, wasting, underweight prevalence, and anemia among women. However, this progress is accompanied by emerging challenges linked to the nutrition transition, including a sharp rise in overweight, obesity, hypertension, and diabetes among both women and men of reproductive age. The coexistence of persistent micronutrient deficiencies with growing non-communicable disease risks underscores a dual burden of malnutrition. This makes Uttarakhand a critical context for integrated, preventive approaches that address food safety, dietary diversity, healthy eating behaviours, and sustainability, particularly through youth-led, innovation-driven interventions aligned with Eat Right India priorities.

The state government is proactively implementing programs like Eat Right Campus and Eat Right Schools etc., aimed at spreading awareness around safe, balanced, and nutritious eating habits with the tagline "Sahi Bhojan, Behtar Jeevan" (Right Food, Better

Life), the Eat Right Youth movement emphasizes access to safe, nutritious, and sustainable food for all, especially youth.

**Partnering for the Eat Right Youth Hackathon:** To strengthen this mission, under the aegis of the Ministry of Health and Ministry of Education in Uttarakhand, Nutrition Connect (GAIN Global), GAIN India, and the Food and Drugs Administration (FDA) - Uttarakhand, with Knowledge Partner AMS, have launched the Eat Right Youth Hackathon in Uttarakhand. This initiative, envisioned as the first of-its-kind in India, aims to engage youth in developing innovative solutions for nutrition, food safety, and sustainability. It ultimately hopes to inspire youth to be the ambassadors of healthier food environments and champions of the Eat Right movement.

## **II. CALL TO ACTION OF EAT RIGHT YOUTH HACKATHON - UTTARAKHAND 2026 (ERYH)**

This Hackathon will empower young minds to explore innovative solutions for building a healthier, more sustainable food ecosystem in the state of Uttarakhand. As a result, participants will be motivated to develop practical solutions that have the power to address challenges across the food value chain e.g. solutions for improving food waste, awareness on eating healthy and nutritious local foods, actioning sustainable farming and food value chain practices etc.

It will foster collaboration among like-minded, entrepreneurial youth, while building critical thinking and leadership skills. With mentorship from experts working in food systems transformation, participants will gain practical exposure to challenges and opportunities across FSSAI's three pillars of the Eat Right movement i.e., Eat Safe, Eat Healthy, Eat Sustainable. They will emerge with enhanced skills, a deeper understanding of food systems, and the motivation to drive positive change with innovation, and entrepreneurship across the food value chain..

## **III. OBJECTIVES OF EAT RIGHT YOUTH HACKATHON - UTTARAKHAND 2026 (ERYH)**

### **Objectives :**

- To harness the power of the youth, as a powerful demographic dividend, ambassadors and informed citizenry, for advancing key themes on 'Eating Right'.
- To support behavior change, encouraging reduction in the incidence of lifestyle diseases by promoting collective well-being, better, safer food and nutrition.
- To create a dedicated space for young people to ideate, implement and scale solutions that usher healthier diets for all.

## **IV. EXPECTED OUTCOMES :**




- A platform for youth to voice opinions & ideas and add to the conversation on food safety & eating right.

- Increased awareness & understanding of the Eat Right India movement among youth, and its three pillars : Eat Safe, Eat Healthy and Eat Sustainable.
- Strengthened partnerships to propel key issues, with convergent efforts of partners in governments, multi-ministerial institutions, and development sector partners.

## V. ACTIVITIES PROPOSED - 6 COMPETITION THEMES :

Innovative ideas are invited by youth, under the 3 pillars of Eat Right India - Eat Safe, Eat Healthy and Eat Sustainable; within the 6 competition themes as mentioned below. Please make sure the idea you propose is innovative, original and relevant to the theme that you select to apply under. The solutions provided should be in context with Uttarakhand food ecosystem and should be practical and scalable.

**Below are the 3 Pillars and 6 Themes mentioned under each one of them :**

<p><b>Pillar 1 - Eat Safe</b></p> 	<p>Competition Theme <b>1</b> - Prevention of foodborne diseases and contamination Competition Theme <b>2</b> - Focus on personal &amp; surrounding hygiene</p>
<p><b>Pillar 2 - Eat Healthy</b></p> 	<p>Competition Theme <b>3</b> - Diet diversity and balanced nutrition Competition Theme <b>4</b> - Combating malnutrition and obesity</p>
<p><b>Pillar 3 - Eat Sustainable</b></p> 	<p>Competition Theme <b>5</b> - Promoting local and seasonal food consumption Competition Theme <b>6</b> - Reducing food waste and food loss</p>

## PILLAR 1: EAT SAFE

***Below are some suggested examples only to help show you how a possible solution can look like. Each participating team is free to think of any solution on their own. The below examples are purely suggested and not necessary that you should submit something like this. Make sure the idea that you submit is unique enough to give you a good competitive edge over others !***

## ➤ **Competition Theme 1 : Prevention of Foodborne diseases and contamination :**

Focus here is on developing practical and scalable solutions to prevent foodborne illnesses by minimising contamination during food handling, preparation, storage, and serving and strengthening food safety awareness and compliance.

### **Samples :**

#### **Sample 1 – Improved Food Storage Solutions**

*For example here participants can develop solutions that enhance the safe storage of food and food products at various points along the food value chain. This includes post-harvest handling, transportation, processing stages, retail outlets, and household-level storage, with the aim of minimizing spoilage, microbial growth, and contamination.*

#### **Sample 2 – Safe Food Handling and Preparation Practices**

*For example here participants can develop solutions that strengthen understanding and implementation of safe food handling practices across different stages of food preparation. These may address raw material handling, processing, and preparation of various food categories, including milk and dairy products, meat, poultry, seafood, and other animal-based or plant-based foods.*

#### **Sample 3 – Digital Traceability Systems for Monitoring Food Safety Across the Supply Chain**

*For example here participants can develop solutions that are Digital traceability systems designed to monitor and verify food products throughout the supply chain, supporting contamination prevention, rapid recalls, and improved foodborne disease control.*

### **Other Samples - Additional Related Solutions can be :**

- ❑ *Technologies for early detection of food contamination and foodborne pathogens*
- ❑ *Food Allergen Management and Packaging Solutions*
- ❑ *Training and capacity-building programs for food handlers and processors*
- ❑ *Improved sanitation, hygiene, and waste management practices*
- ❑ *Consumer awareness tools to promote safe food storage and preparation at home*

## ➤ **Competition Theme 2 : Ensuring personal and surrounding hygiene :**

Focus here is on looking for solutions that improve hygiene practices among food handlers, vendors, and consumers, particularly within informal food businesses and street food ecosystems, to reduce contamination risks and improve food safety compliance.

### **Samples :**

### **Sample 1 - Personal Hygiene Solutions to improve food handling :**

*Here, solutions may focus on simple, accessible, and scalable approaches to improve hygiene practices among food handlers and consumers. This can include touchless hygiene systems e.g. handwashing and sanitizer units, low-cost protective equipment for street food vendors to reduce food contamination, and consumer-facing reminders or behavior-change tools, such as visual cues, labels, or digital prompts that encourage consistent and safe hygiene habits across food handling and consumption environments.*

### **Sample 2 - Surrounding environment for food handling and Capacity Building Solutions:**

*Here solutions may focus on reducing food safety and public health risks by improving hygiene infrastructure, practices, and behaviors in street food zones and public spaces. The category includes sanitation and waste management innovations in food spaces, hygienic food environments, targeted hygiene training for food preparation / handling; sustainable solutions that promote cleanliness, smart waste segregation, Water Access and Quality Solutions; long-term behavior change toward healthy surroundings e.g. with digital micro-learning platforms for hygiene education in local languages; Visual-based training materials for low-literacy environments; Peer-to-peer hygiene ambassador models within vendor communities etc*

### **Sample 3 - Policy, Regulation, and Food Ecosystem Support Solutions :**

*Here, solutions may focus on improving food safety governance and practical hygiene compliance in informal and street food settings. This includes simple digital tools for inspections and self-audits, hygiene ratings or scorecards, QR-based compliance records, community-led monitoring, incentive-based models for good hygiene practices, public-private partnerships to improve sanitation infrastructure, and data-driven tools to identify and address high-risk hygiene areas.*

## **PILLAR 2: EAT HEALTHY**

***Below are some suggested examples only to help show you how a possible solution can look like. Each participating team is free to think of any solution on their own. The below examples are purely suggested and not necessary that you should submit something like this. Make sure the idea that you submit is unique enough to give you a good competitive edge over others !***

### **□ Competition Theme 3 : Diet diversity and balanced Nutrition**

The focus here is on solutions that promote balanced diets, adequate intake of macro-and micronutrients, informed food choices, and integration of traditional and local foods, while ensuring affordability and cultural acceptability.

#### **Samples:**

#### **Sample 1 - Digital Tools for Balanced Diet Planning:**

For example here participants can develop solutions that support individuals and families in planning balanced, affordable, and culturally appropriate diets through digital platforms. This includes AI- or app-based meal planners, portion-size guidance tools, calorie and nutrient calculators, and digital tools that help users track, verify, and assess the authenticity and credibility of nutrition information available online, enabling evidence-based food choices and protection against misinformation.

**Sample 2 - Enabling Healthy Nutrition Choices through Behaviour Change:**

For example here participants can develop solutions that are focused on improving nutrition literacy and informed decision-making. This may include gamified learning tools, interactive content, digital nudges, food labeling awareness tools, or social media campaigns that simplify concepts of balanced meals, portion control, and nutrient adequacy.

**Sample 3 - Nutrition Education Modules for Schools and Colleges**

For example here participants can develop solutions that are focused on development of digital or blended learning modules that educate students on balanced diets, nutrition literacy, and healthy lifestyle behaviours. The modules may also help students verify the authenticity of online nutrition information and promote awareness and adoption of fortified food products to support informed and healthy food choices.

**Other Samples – Additional Related Solutions can be:**

- Smart plate or portion visualization tools
- Personalised Nutrition, Lifestyle, and Fortified Diet Solutions
- Campus or community-based healthy food environment models
- Tools to decode food labels and ultra-processed foods
- Digital monitoring of dietary diversity scores

➤ **Competition Theme 4 : Combating Malnutrition and Obesity**

The focus here is on solutions that help to prevent and manage malnutrition and obesity through early screening, personalised nutrition guidance, lifestyle interventions, and supportive food environments.

**Samples:**

**Sample 1 - Peer-Led Nutrition Ambassador Programmes**

Solutions that enable demonstrate innovative, youth-driven models that empower students or young community members to act as peer nutrition ambassadors, promoting healthy eating behaviours within schools, colleges, or local communities.

**Sample 2 - Behaviour-Change Campaigns Addressing Junk Food Consumption**

Proposals should present creative, youth-led campaigns that aim to reduce the consumption of unhealthy and ultra-processed foods by influencing awareness, attitudes, and daily food choices among young people.

**Sample 3 - Healthy Food Environment and Institutional Solutions**

*Solutions that improve access to healthy food choices in schools, colleges, hostels, and workplaces. This includes healthy canteen or mess models, nutrition benchmarking of menus, incentives for healthy food options, and digital monitoring tools to support healthier institutional food environments.*

**Other Samples - Additional Related Solutions can be:**

- *Behaviour-change campaigns addressing junk food consumption*
- *Affordable nutrition models for vulnerable groups*
- *AI-supported solutions that cater to combating malnutrition and obesity*

## **PILLAR 3: EAT SUSTAINABLE**

***Below are some suggested examples only to help show you how a possible solution can look like. Each participating team is free to think of any solution on their own. The below examples are purely suggested and not necessary that you should submit something like this. Make sure the idea that you submit is unique enough to give you a good competitive edge over others !***

### **□ Competition Theme 5 : Promoting local and seasonal food consumption**

Focus here is on developing solutions that encourage the adoption of locally produced and seasonally available foods, strengthening local food systems, and improving nutrition, affordability, and environmental sustainability.

**Samples:**

**Sample 1 – Strengthening Local Food Value Chains**

Solutions that revive and strengthen local and traditional food supply chains by improving linkages between farmers, producers, institutions, and consumers. This includes digital platforms that promote local sourcing, and access to seasonal and indigenous foods.

**Sample 2 – Promotion of Seasonal and Indigenous Foods**

Innovations that encourage consumption of seasonal, locally available, and traditional foods through awareness campaigns, recipe innovation, school and campus meal integration, or digital tools highlighting nutritional and environmental benefits.

**Sample 3 – Institutional Adoption of Local Foods**

Solutions that integrate locally sourced and seasonal foods into institutional settings such as schools, colleges, hostels, and workplaces, thereby creating stable demand while promoting sustainable food consumption practices.

**Other Samples – Additional Related Solutions can be:**

- Digital marketplaces connecting local producers with consumers

- Local Food Festivals, Community Engagement Models and social media challenges for behavior change.
- Food mapping tools for local and seasonal produce; detailing what, when, how to eat for best health and nutrition results.
- Trainings for local producers on how to produce and supply sustainably

## ➤ **Competition Theme 6 : Reducing Food waste and Food Loss**

Focus here is on developing solutions to prevent food loss across production, storage, transport, and distribution, and to reduce food waste at retail, food service, and consumer levels, promoting responsible consumption, minimizing plastic use at source, and strengthening sustainable food systems.

### **Samples:**

#### **Sample 1 – Plastic-Minimal and Sustainable Packaging Solutions**

Solutions that reduce or eliminate single-use plastic in food systems by promoting biodegradable, reusable, refillable, or returnable packaging alternatives, especially for street food vendors, local markets, and food delivery systems.

#### **Sample 2 – Food Loss and Waste Reduction Solutions**

Innovations that reduce food loss during harvesting, storage, transportation, and consumption. This includes improved storage solutions, low-cost preservation techniques, demand forecasting tools, and redistribution of surplus food from institutions and markets.

#### **Sample 3 – Sustainable Street Food and Market Ecosystems**

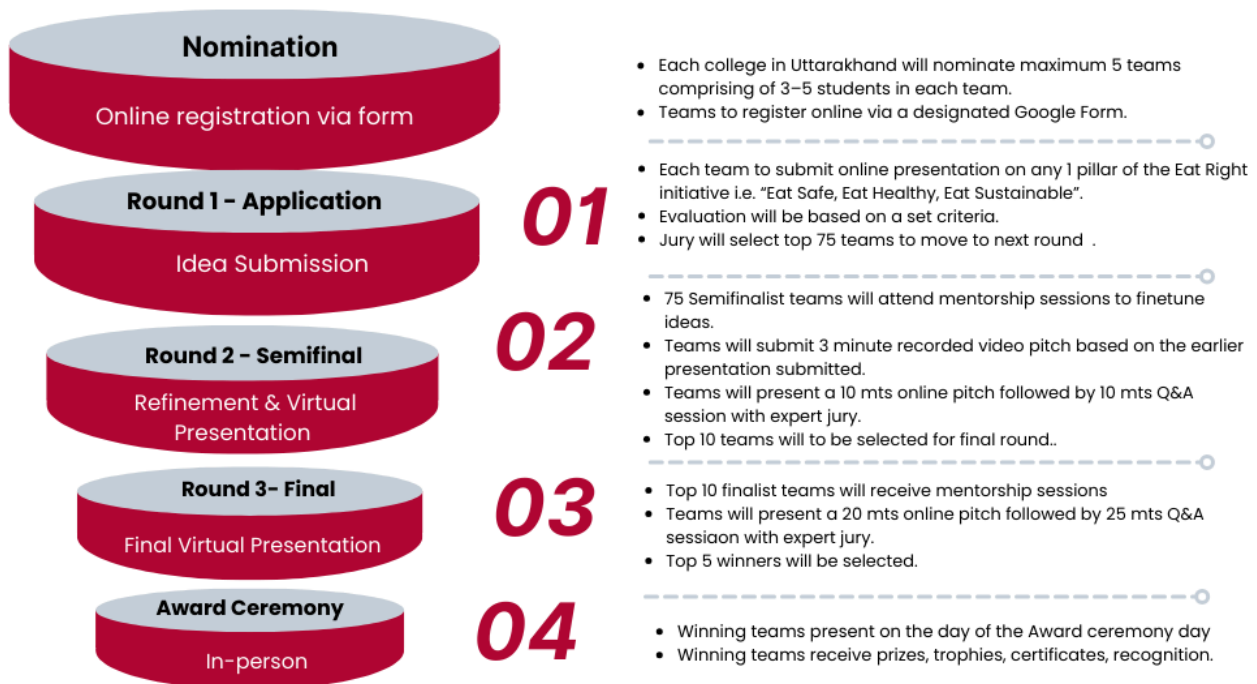
Solutions focused on reducing plastic and food waste in street food zones and markets through shared infrastructure, common reusable packaging systems, hygienic serving practices, and waste segregation at source.

#### **Other Samples – Additional Related Solutions can be:**

- Digital tools to track food and packaging waste
- Community composting and organic waste management models
- Incentive-based systems encouraging vendors to adopt plastic-free practices
- Behaviour change campaigns promoting “carry your own container” and responsible consumption
- Public-private partnerships to strengthen waste management infrastructure

The Hackathon will be conducted in three rounds, followed by the Award Ceremony ceremony, as detailed below:

## Eat Right Youth Hackathon, Uttarakhand- 2026 Implementation Format



- **Nomination Stage-** Colleges across Uttarakhand will be invited to nominate up-to a maximum of 5 teams, comprising 3–5 students in each team, to participate in the *Eat Right Youth Hackathon, Uttarakhand- 2026*
- **Round 1 (Application):** Nominated teams will submit an online presentation, using the prescribed template in the application form, detailing their innovative idea aligned with one of the core thematic areas. The top 75 ideas will be shortlisted by the jury and will advance to the next round.
- **Round 2 (Semi Final):** Shortlisted teams from Round 1 will receive structured mentorship support to refine their ideas, enhance feasibility, and build technical and presentation capacity. After that they have to submit a 3-minute recorded pitch, and deliver a live virtual presentation (PPT-based) before the jury, followed by a Q&A session. Top 10 ideas will be shortlisted by the jury for the final round.
- **Round 3 Final:** Teams selected from Round 2 will receive additional mentorship to further refine and strengthen their ideas. These teams will then present their final solutions to an expert jury through an online presentation, followed by an in-depth Q&A session. Based on the jury's evaluation, five winning teams will be

selected-First, Second, and Third Prize winners, along with two Consolation Prize recipients.

- **Award Ceremony:** Winning teams will be invited for an in-person presentation, where they will present their solutions before a distinguished audience and be felicitated by senior officials from the organizing institutions and key State Government representatives.
- **Awards, Prizes, and Support:** Winning teams will receive financial and technical support, including:
  - ☒ Cash prizes
  - ☒ Scale-up and implementation support
  - ☒ Trophies, medals, and certificates
  - ☒ Media visibility
  - ☒ Mentorship from domain experts

## VI. AWARDS

Category	Award (INR) Per Team	For Team	Each team member	Each team member
Winner	₹ 150,000 Per team	Winning Cup	Trophy/Medal	Winner certificates
1st Runner-Up	₹ 100,000 Per team	Winning Cup	Trophy/Medal	1st Runner up Certificates
2nd Runner-Up	₹ 75,000 Per team	Winning Cup	Trophy/Medal	2nd Runner up Certificates
Consolation	₹50,000 Per team		Trophy/Medal	Consolation Certificates
Consolation	₹ 50,000 Per team		Trophy/Medal	Consolation Certificates
Top 10 Teams	-	-	-	E-certificates - Finalist
Top 75 teams	-	-	-	E-certificates-Semifinalist
Other participants	-	-	-	E-certificate of Participation

**\* The prize money will be equally divided among a team's members.**

## **VII. GUIDELINES TO PARTICIPATE IN EAT RIGHT YOUTH HACKATHON - UTTARAKHAND 2026 (ERYH)**

### **VII.A. ELIGIBILITY OF THE PARTICIPATING INSTITUTION**

Participation is open to Universities, Colleges, Technical colleges, Medical Colleges, Sanskrit colleges and any Other Higher Education Institutions in Uttarakhand that are recognized by the UGC, AICTE, NMC, IGNOU, State Government, or Central Government.

If a university, college, or institution operates more than one campus, it can nominate teams from each campus..

Each participating institution must:

- Nominate one Nodal Officer as Single Point of Contact (SPOC)
- An institute can nominate a maximum of 5 teams of students to represent the institution.

### **VII.B. CHOOSING THE NODAL OFFICER / SINGLE POINT OF CONTACT:**

The Nodal Officer/SPOC must be a currently serving faculty member (e.g. Lecturer, Assistant Professor, Associate Professor, Professor, HOD, Dean, Director, or Principal). The SPOC will be responsible for:

- Coordinating student participation
- Submitting the official application form
- Ensuring accuracy and completeness of all submitted information
- The application form must be submitted only by the SPOC.

### **VII. C. GUIDELINES FOR TEAM FORMATION**

- The name of the team should be unique and must not include the name of the institution.
- Each team must consist of 3–5 students, including a Team Leader.
- All team members must belong to the same institution (inter-college teams are not permitted).
- Teams are encouraged to include at least one female participant.
- Interdisciplinary teams are encouraged; students may come from any discipline or year of study (e.g. nutrition, science, engineering, IT, agriculture, public health, management, humanities, or any other discipline).
- Teams are advised to diversify their submissions across multiple themes/pillars. Submitting multiple applications under the same theme from the same institute should be avoided.

- Team composition cannot be changed after submission of the Application Form. Any changes, if at all, may be done only with written approval from the Organizing Committee.

## VIII. TEAM NOMINATION & APPLICATION PROCESS

- The SPOC must submit the team details once only via the official Google Application Form. Submitted forms cannot be edited.
- The application must be accompanied by an Authorization Letter on institutional letterhead consisting of:-
  - ☒ Team name
  - ☒ Details of all participating students
  - ☒ Required details of the SPOC
- The authorization letter must be:
  - ☒ Signed by the Principal/Dean/Director
  - ☒ Stamped with the official institutional seal

## IX. APPLICATION CRITERIA & EVALUATION - GUIDELINES FOR PARTICIPANTS

### Eligibility and Non-Eligibility of Participants:

#### i. Eligibility Criteria:

- Participation of Indian nationals, currently studying in Uttarakhand is permissible.
- Participants must be undergraduate or postgraduate students.
- Age requirement: 18–29 years at the time of registration.
- All participants must upload a valid student ID card and present it if requested at any stage.
- Participants must attend the online mentorship sessions, online workshops, online rounds of evaluation, the in-person Finale event in Dehradun (if shortlisted)
- All participants must comply with timelines, rules, and the Hackathon Code of Conduct.
- It is highly encouraged to have at least 1 female participant in the team.

#### ii. Non-Eligibility Criteria :

The following are not eligible to participate:

- Employees, consultants, interns, or officials involved in any direct or indirect capacity-whether financial or non-financial-in the organization of ERYH 2026, as well as immediate family members of the organizers, implementation partners, or sponsors, are not eligible to participate..

- Individuals having any direct or indirect conflict of interest, including close relatives of jury members or mentors, are not eligible to participate unless such conflicts are formally disclosed and approved by the Organizing Team
- Any conflict of interest arising at any stage must be disclosed immediately. Failure to declare may result in disqualification.
- Submissions will be rejected if:
  - Submitted late or incomplete or exceeds the specified limits
  - Plagiarism or misinformation is detected
  - Authorization letter is missing or tampered
  - Team composition differs from nomination

### **iii. Conduct, Integrity & Ethics:**

- All submissions must be original and free from plagiarism.
- Participants must maintain respectful, professional, and ethical conduct throughout the competition.
- Organizing team decisions are final and binding.

### **iv. Intellectual Property :**

- All ideas remain the intellectual property of the teams, unless otherwise agreed in writing.
- Shortlisted or winning ideas may be featured for media, advocacy, and documentation.
- By agreeing to participate in the competition, the participants grant the organizers the non-exclusive, royalty-free, perpetual license to use materials (videos, photos, presentations) for:
  - Awareness and advocacy
  - Media and promotions
  - Reporting and documentation
  - Proper credit will always be provided for the teams and their institution.
  - No additional compensation will be claimed beyond provisions made by the organizers

### **Other Important Information:**

- Participation in the competition is free of cost

- English or Hindi language only to be used for filling the application and presentation.
- Teams must submit the presentation in the format given in the online application form.
- Each team can present only one idea. Duplication of ideas among teams must be avoided.
- Applications that are incomplete, exceed prescribed limits, or are submitted after the deadline shall be deemed ineligible
- Winning teams will be invited to the in-person final felicitation event to be held in Dehradun This event will be attended by senior government officials, jury members, mentors, and media.
- Only winning team members will be invited to attend this event.
- All students in a winning team should be willing to travel to Dehradun.
- Student participation in mentorship and training sessions is mandatory.
- Ethical data use is mandatory for all parties concerned at all stages of the competition
- Travel and logistics support (if applicable) will be provided as per organizer guidelines.
- Please keep visiting the webpage of the competition and its social media handles to stay updated on the progress at various stages and other relevant updates.

#### v. Evaluation Criteria :

Applications received will be evaluated based on the below mentioned criteria by a multidisciplinary, multisectoral jury consisting of experts :

Evaluation Criteria	% of Marks
<p><b>1. Innovation, Originality &amp; Motivation:</b></p> <p>This implies :</p> <ul style="list-style-type: none"> <li>- Unique Value Proposition &amp; Differentiation: Clear articulation of what makes the solution stand-out from existing approaches and the specific value it delivers.</li> <li>- Motivation &amp; Passion: Strong personal or contextual motivation behind developing the solution, demonstrating commitment and purpose.</li> <li>- Creative Use of Approaches: Innovative application of technology, communication strategies, or community-based models in the proposed solution.</li> <li>- Fresh &amp; Innovative Thinking: New and original perspectives in addressing nutrition challenges or food system gaps.</li> </ul>	15%
<p><b>2. Relevance of solution to the Competition Theme, Focus Area (Eat Right India movement), and Addressed Challenges in Uttarakhand :</b></p> <p>This implies :</p>	20%

<ul style="list-style-type: none"> <li>- Clear alignment of the proposed solution with the selected competition theme, as defined under the six available themes. <i>(Refer back to <a href="#">Section V: Activities Proposed</a>)</i></li> <li>- Strong and explicit linkage to the hackathon's focus area, the <a href="#">Eat Right India Movement</a></li> <li>- Clear identification of the challenges or problems addressed by the solution</li> <li>- Direct relevance of these challenges to improving food systems in Uttarakhand</li> </ul>	
<p><b>3. Local Context &amp; Relevance to Target Beneficiaries :</b></p> <p>This implies :</p> <ul style="list-style-type: none"> <li>- Relevance to Uttarakhand's geography, culture, and food environment</li> <li>- Addresses local dietary challenges or food system gaps</li> <li>- Makes effective use of local resources, foods, or community networks</li> <li>- Displays sensitivity to rural and urban beneficiary realities</li> </ul>	15%
<p><b>4. Implementation and Scale-up plan (Max Upto next 2 years) :</b></p> <p>This implies :</p> <ul style="list-style-type: none"> <li>- Feasibility of Implementation: The proposed solution demonstrates realistic implementation within available resources and a defined timeframe (Maximum timeframe for implementation plan can be up to 2 years plan).</li> <li>- Operational &amp; Execution Plan: The team has clearly outlined an operational model and step-by-step execution pathway for implementing the solution.</li> <li>- Cost-effectiveness &amp; Practicality: The solution is affordable and practical for institutions, communities, or stakeholders to adopt and implement.</li> <li>- Ease of Adoption &amp; Usability: The proposed solution is user-friendly and easy to adopt by the intended beneficiaries.</li> <li>- Scale-up Plan: A clear and achievable strategy is presented for scaling up the solution to reach a wider population or broader geographic areas.</li> </ul>	20%
<p><b>5. Impact and Monitoring Framework (Max up to 2 years):</b></p> <p>This implies:</p> <ul style="list-style-type: none"> <li>- The scale and scope of the solution for the targeted beneficiaries (e.g. youth in Uttarakhand and/or beyond, Women/ Girls/ Adolescents, General community of Uttarakhand, Other vulnerable communities in Uttarakhand etc.)</li> <li>- The potential of the solution to improve nutrition awareness and influence eating behaviours and create lasting impact.</li> </ul>	10%

- The presence of clear and measurable outcomes to measure the Impact made by the solution (e.g. reach, behaviour change, or institutional uptake etc) (Max up to 2 years)	
<b>6. Presentation Quality :</b> This implies : - Clarity, structure, and logical flow of presentation - Effective storytelling and visual support - Ability to communicate the problem and solution succinctly - Professional delivery of presentation	10%
<b>7. Team Collaboration &amp; Q&amp;A :</b> This implies : - Demonstrated teamwork and shared ownership of the solution - Ability to respond confidently to jury questions in the Q&A - Depth of understanding of their own solution - Complementary roles within the team	10%
<b>Total</b>	<b>100%</b>

## X. CONTACT FOR QUERIES

**Email :** nutritionconnect2026@gmail.com

**Phone :** +91 9103425569 (11 am to 5:30 pm Mon-Sat)

**ERYH Event Website :** <https://nutritionconnect.org/eat-right-youth-hackathon>

**Follow for Updates on ERYH 2026 at Nutrition Connect (GAIN) Social Media handles :**

- **Facebook :** <https://www.facebook.com/share/p/16XLhF3hu4/>
- **Instagram :** <https://www.instagram.com/nutritionconnex/>
- **X :** <https://x.com/NutritionConnex/status/1935194396544168177>
- **LinkedIn:** <https://www.linkedin.com/company/nutrition-connect/posts/?feedView=all>