

Walkathon Concept Paper

Background:

- Food Safety is a major global concern among consumers. Governments and other stakeholders are intensifying efforts to improve Food Safety & Quality. 16th October is celebrated as 'World Food Day' every year by the Food and Agriculture Organization (FAO) to heighten public awareness on the world food problems. The Ministry of Food Processing Industries, Government of India, had declared 2008-09 as the Food Safety & Quality Year and celebrated 16th October, 2008 as the National Food Safety & Quality Day partnering CII Institute of Quality and other stakeholders.
- This year, CII Institute of Quality, in association with Ministry of Health and Family Welfare, Ministry of Food Processing Industries, Govt. of India and Delhi State Government is celebrating World Food Day with the theme "Food Safety & Quality for All - India prepares for Commonwealth Games, 2010" on 15th & 16th October 2009 in New Delhi and across the country. The various events to mark the celebration are expected to create widespread national awareness on Food Safety & Quality and also help prepare for the Commonwealth Games, 2010.
- As part of the national plan, CII wishes to organize a Walkathon walk involving children from Delhi schools to commemorate the World Food Day. CII has already approached leading Indian corporates to join in as title sponsor.

Date: 16th October, 2009 (World Food Day)

Total Participation expected: 1800 Students (Segmented into 3 groups of 600 students each).

Proposed Brand Ambassadors: Local Sports personalities, who have achieved recognition in their respective field of sports and have done India proud and are role models to the Indian Youth. The brand ambassadors will share their thoughts on the importance of Food Safety and Quality from a sportsman's perspective with the children.

Proposed Judges: Recognised judges from Sports Authority of India

Segmentation: Sub-Junior	: 6 th -8 th Standard	: Saffron T-Shirts	4 kms	
	Junior	: 9 th – 10 th Standard	: Green T-Shirts	5 kms
	Senior	: 11 th - 12 th Standard	: White T-Shirts	7 kms

Theme of the Walkathon Walk:

With CWG commencing in India, New Delhi on 3rd October 2010 (a very proud moment for India and its people) – it is proposed to amalgamate the Indian tri-colour into the theme. Students from 6th to 12th standard will adorn three colors of Indian flag, thus representing the colors of India. To boost the morale of the students, Shera, the mascot of CWG 2010, shall start the run with students and help them navigate the Walkathon course. Shera will be at the major turns to demarcate the three pre-defined lengths. This will be done using a cutout or a promoter wearing the Shera costume, or the Shera poster being printed on the signage.

Suggested location: India Gate lawns. An icon of Indian Culture and Heritage, India Gate will be the perfect backdrop to flag off a mini Walkathon by the future of India.

Theme based communication:

Communication messages emphasizing on various aspects of Food Safety and Quality will be placed around the event area in the form of:

- a) Posters
 - b) Kiosks and Runner Boards
 - c) Arch Gates
 - d) Flags
 - e) T-Shirts and Caps (to be worn by kids participating the Walkathon walk)
 - f) Direction boards
 - g) Food Areas
 - h) Parking Stickers
 - i) Parking Area Signages
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