



**YENEPPOYA**

School of Allied  
Health Sciences



National Service Scheme (NSS) Unit 18

*Presents*

# **LABEL PADHEGA INDIA**

**UNPACKING FOOD LABELS  
FOR A HEALTHIER FUTURE**

**26TH,  
DECEMBER,  
2024**



Join us for an Instagram Reels-making contest aimed at raising awareness about reading food labels and making smarter, healthier choices

## **VENUE**

**Yenepoya School of Allied Health  
Sciences  
Mudipu**

## **CONTACT INFORMATION**



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## ***What's This All About?***

We want to help everyone understand the importance of checking food labels to spot harmful ingredients and avoid misleading claims.

## ***Who Can Join?***

All students of Yenepoya (Deemed to be University)

## ***Event Theme***

**#LabelPadhegaIndia**

(Inspired by Instagram influencer Revant Himatsingka – “Food Pharmer”)

## ***Guidelines:***

1. Create an Instagram reel that breaks down food package labels.
2. Point out harmful additives, misleading claims, or unhealthy ingredients.
3. Reels can be in English, Hindi, Malayalam, or Kannada.
4. Avoid targeting specific brands or products (blur brand names if visible). The focus should be on awareness, not defamation.
5. Include a mention in the video that it's part of the NSS competition for National Consumers Day.
6. Submission Deadline:
  - Send your videos by 20th December 2024 for approval and to receive entry number. (Only 20 entries allowed; submit early to secure your spot)
  - Approved videos to be posted on 22th December 2024.
  - Winners will be announced on 25th December 2024, based on the quality and reach of the content

