

# NetProFaN

Committed to Safe Food and  
Healthy Diets for all.



**The Manifesto**  
February 2022





## Preface


We, the members of NetProFaN, affiliated with our respective professional bodies: Association of Analytical Chemists, India Chapter (AoAC), Association of Food Technologists and Scientists (AFSTI), Indian Association for Parenteral and Enteral Nutrition (IAPEN) Indian Dietetic Association (IDA), Indian Federation of Culinary Associations (IFCA), Indian Medical Association (IMA), Indian Public Health Association (IPHA) and Nutrition Society of India (NSI) have come together to promote safe, healthy and sustainable diets for over 135-crore people in India.

Recognising the urgent need to address India's triple burden of malnutrition (undernutrition and micronutrient deficiencies, non-communicable diseases and food-borne illnesses), a network of professionals of food and nutrition (NetProFaN) was created on 22nd March, 2019 in New Delhi. The overarching objective of NetProFaN is to not only fulfil the mandate of our respective professional bodies and enhance the professional capacity of our members but also leverage our collective strength to contribute to national public health and nutrition programmes in a more effective manner.

This manifesto embodies the principles, objectives and activities we have jointly developed. Further, it affirms our commitment to promote health for all and help India achieve the Sustainable Development Goals (SDGs) envisioned by the United Nations. Our joint efforts, with support from the Food Safety and Standards Authority of India (FSSAI) and The World Bank, will enable us to realise this vision.

This document first explains the need for NetProFaN, highlights its key objectives and describes the six key thematic areas of action aligned with the SDGs. Further, it provides suggestions for activities that can be carried out by members individually or as part of a chapter of an organisation. Next, it lays down the institutional structure and funding model of NetProFaN. Finally, it outlines a framework for rewards and recognition to incentivise and motivate members.

Together, with this manifesto to guide us, we can transform the way India eats and improve the health and well-being of people.





## Content

<b>Introduction</b>	<b>04</b>
<b>Objectives</b>	<b>05</b>
<b>Themes</b>	<b>06</b>
<b>Activities</b>	<b>15</b>
<b>Institutional Structure</b>	<b>18</b>
<b>Reward and Recognition</b>	<b>20</b>
<b>Annexures</b>	<b>23</b>
1. Resources	
2. Matrix for Earning Points	
3. Pledge for Members of NetProFaN	
4. Frequently Asked Questions	

## Key Themes

India is plagued with the triple burden of malnutrition that includes food borne illnesses, undernutrition and micronutrient malnutrition, overnutrition and non-communicable diseases.

In order to reduce food-borne illnesses, it is essential to ensure safe food along the food value chain and combat food adulteration. In order to prevent and control non-communicable diseases, it is important to focus on healthy diets for adults and particularly infants during the first 1000 days of life. To combat micronutrient malnutrition, it is important to scale-up strategies such as food fortification in addition to dietary diversification and nutrient supplementation. Finally, to fight hunger and undernutrition, it is imperative to ensure that there is no food waste.



These themes are also aligned to the following Sustainable Development Goals (SDGs) defined by the United Nations:



## Why NetProFaN?

Although India has undergone a positive transition of declining under-nutrition, levels of stunting, wasting and underweight continue to be alarming. The prevalence of micronutrient deficiencies, primarily anaemia, among both children and women is high. Moreover, the last two decades have seen the emergence of over-nutrition (overweight and obesity) and rise in the prevalence of non-communicable diseases like diabetes, heart disease, hypertension, etc. Food safety is another area of concern, which needs appropriate attention to tackle the growing incidence of food borne illnesses like diarrhoea. Last but not the least, the environmental impact of increased food production and consumption for the ever-growing population, such as climate change, carbon emissions etc. cannot be ignored because it has long-lasting effects on the health of the people as well as the planet. All these concerns are interlinked and require strategies to sensitize and educate citizens on the importance of safe food, good nutrition and sustainable food practices for healthy living.

As professionals in the field of nutrition and health, we are well-equipped to positively influence various key players in the food value chain. We, as professionals, are recognised as credible sources of evidence-based knowledge and influencers of policies and programmes. Our associations not only bring together a pool of experts in the areas of food safety, food science, nutrition, medicine, public health and culinary arts but are also connected to various communities of students through educational institutes, patients and the general public. Further, the chapters of our associations are spread across the country and are already engaged in carrying out various activities around food safety and nutrition.

As a common platform for all professionals in the field of food and nutrition with a common goal to promote public health, NetProFaN gives us the opportunity to synergize our efforts to create a robust ecosystem of safe, healthy and sustainable food in the country.





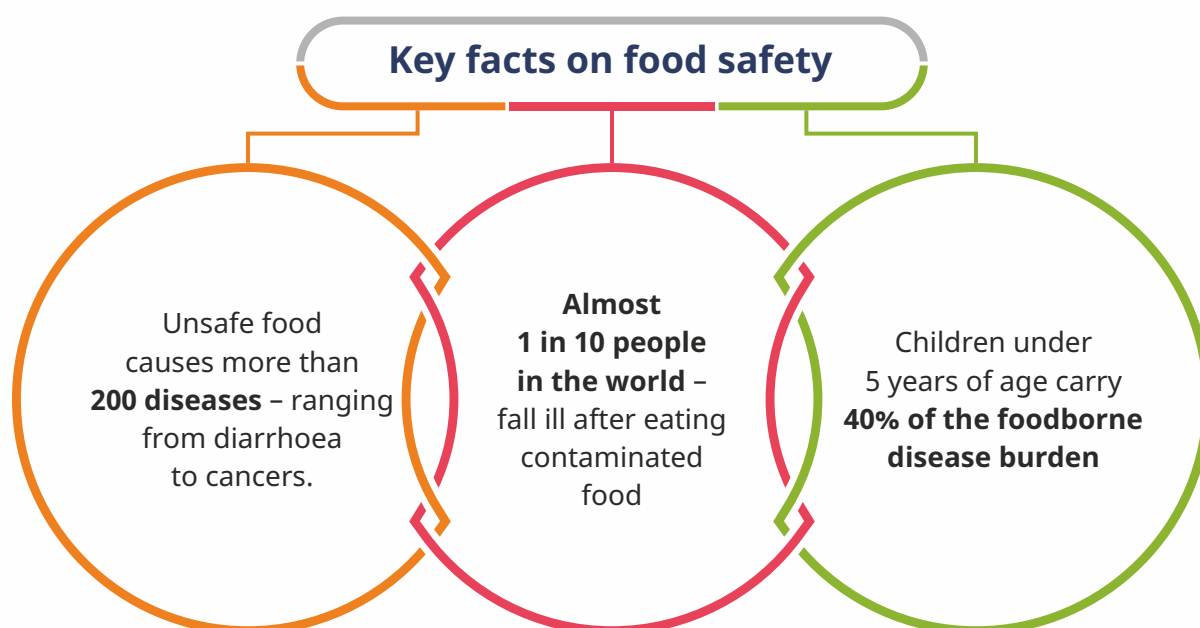
# NetProFaN

NETWORK OF PROFESSIONALS  
OF FOOD AND NUTRITION



## Theme 1: Safe Food

Food safety is critical to prevent food-borne diseases, which not only put a huge burden on our healthcare systems but also incur economic costs and waste invaluable working man-hours thereby hampering the growth and development of the country. Therefore, it has been aptly said, "Food that is not safe, is not food." Unsafe food creates a vicious cycle of disease and malnutrition, particularly affecting infants, young children, elderly and the sick.



(Source: WHO)

*Recognizing the importance of food safety in promoting good health, as a*

- Health professional**, I will educate my patients, relatives, staff & colleagues about hygiene and food safety.
- Nutritionist/Dietician**, I will stress on the importance of maintaining personal and surrounding hygiene to my clients & colleagues.
- Food technologist**, I will advocate use of safe ingredients for the development of food products.
- Food analyst**, I will disseminate information on tests for food safety and ways to prevent growth of pathogens that cause food-borne illnesses.
- Researcher/Professor**, I will communicate simple tips on food safety to students and peers.
- Chef**, I will adopt and showcase best practices on food safety in the kitchen.



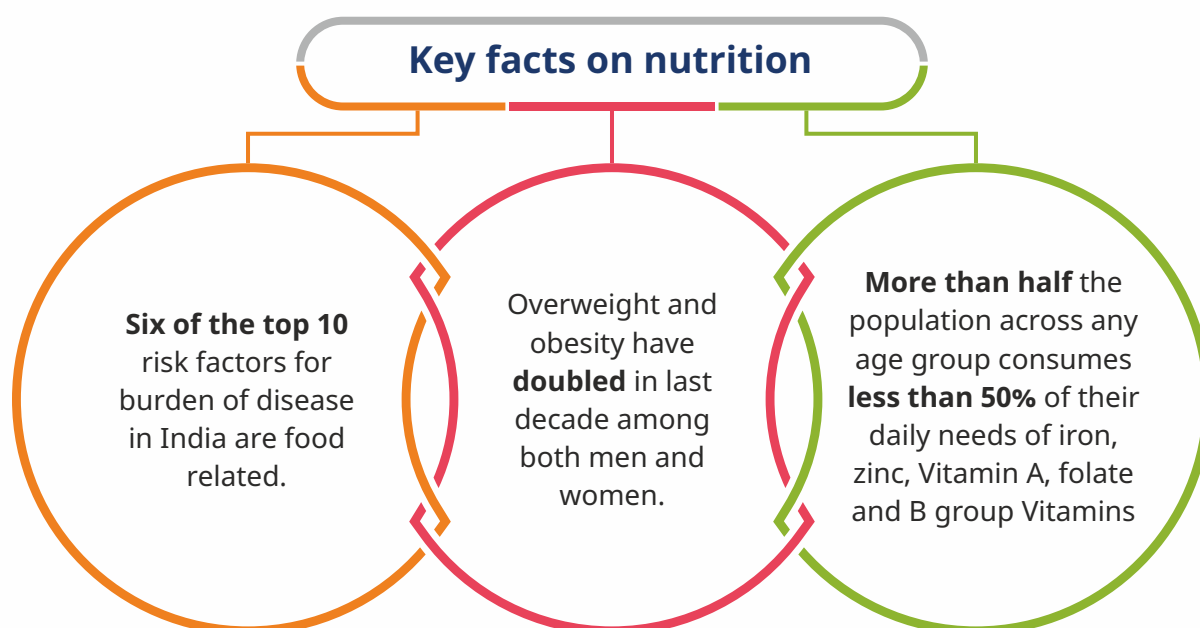
These actions will help meet SDG-3 (Good Health and Well-Being) and SDG-6 (Clean Water and Sanitation).



## Theme 3: Healthy Diets

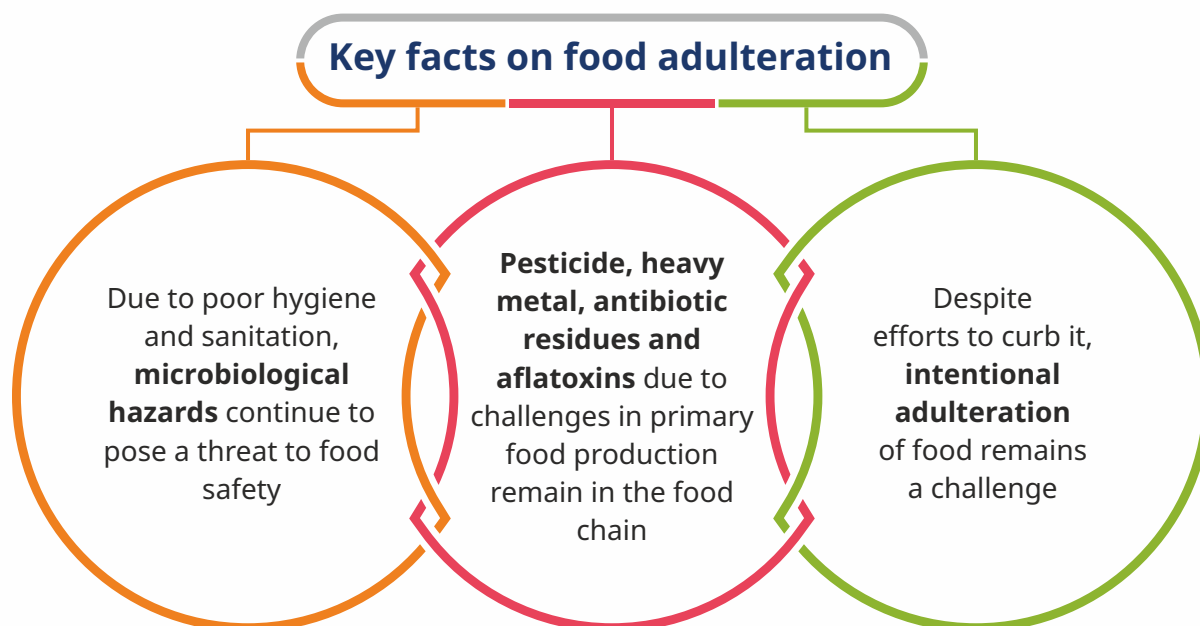
Malnutrition has remained the number one cause of death and disability in India over the past 15 years. The common denominator in all forms of malnutrition such as wasting, stunting, anemia, high blood pressure, obesity/overweight, diabetes other non-communicable diseases is imbalanced food consumption in terms of quantity and quality. A balanced diet is critical to combat malnutrition. Unfortunately, despite growing incomes, the quality of diets has largely remained poor at both the ends of spectrum of socioeconomic strata thus depriving the majority of people of essential nutrients. Moreover, changing lifestyles have resulted in the dilution of traditional Indian food culture rich with local, regional, seasonal and healthy foods.

A complete and balanced healthy diet consists of sufficient quantities of macronutrients such as carbohydrates, fats and proteins as well as micronutrients such as vitamins and minerals along with fibre and safe water. As per the Eat Lancet Commission, the Planetary Health Diet is a global reference diet for adults, which is symbolically represented by half a plate of fruits, vegetables and nuts. The other half consists of primarily whole grains, plant proteins (beans, lentils, pulses), unsaturated plant oils, modest amounts of meat and dairy, and some added sugars and starchy vegetables. This diet may be adapted as per individual preferences and cultural food traditions. Moreover, use of local, seasonal and fresh food ingredients will ensure maximum availability of nutrients.



## Theme 2: Combat Food Adulteration

Combating food adulteration is the cornerstone of food safety. Adulteration reduces the quality and nature of the food either through addition of adulterants or removal of vital substances. Food adulterants can cause a range of health problems. India has a high number of food safety violations as per a global survey. Therefore, it is critical to combat food adulteration across the country to ensure safety of food and protect the health of the population.



*Understanding the severity of the problem of food adulteration and need for urgent action, as a*

- ☑ **Health professional**, I will educate my patients, relatives, staff and colleagues on the ill-effects of consuming adulterated food and direct them to resources to check these food adulterants at home.
- ☑ **Nutritionist/Dietician**, I will demonstrate ways of checking common food adulterants using resources developed by FSSAI and also create awareness regarding the ill effects of common adulterants.
- ☑ **Food technologist**, I will advocate testing of food products for adulteration.
- ☑ **Food analyst**, I will review and update the repository of tests to detect food adulterants, periodically.
- ☑ **Researcher/Professor**, I will supervise students to carry out analytical studies on safety of foods.
- ☑ **Chef**, I will ensure foods are tested for adulterants before use in the kitchen and propagate the same in the chef community.



These actions will help meet SDG-3 (Good Health and Well-Being) and SDG-12 (Responsible Consumption and Production)

*Realizing the importance of promoting healthy diets to combat all forms of malnutrition, as a*

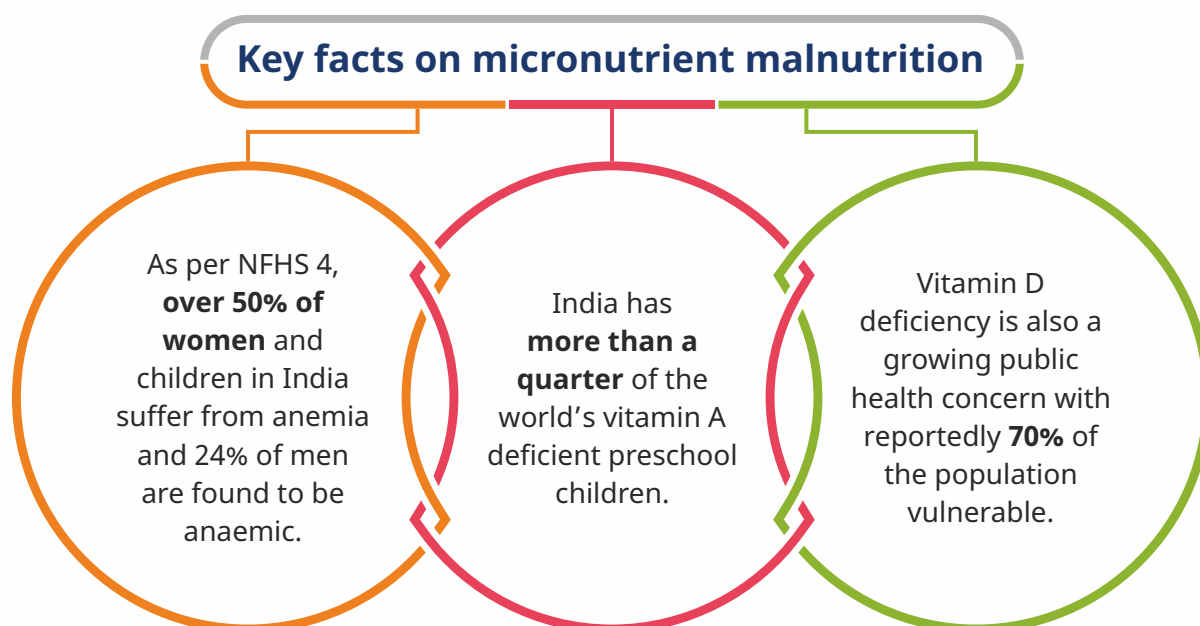
- ☑ **Health professional**, I will educate patients, relatives, staff and colleagues on the importance of reducing fat, salt and sugar in diet and eating a balanced diet for good health.
- ☑ **Nutritionist/Dietician**, I will educate people about healthy diets, encourage the adoption of healthy habits through behaviour change techniques and disseminate/create resources for the same.
- ☑ **Food technologist**, I will support development of healthy products low in fat, salt and sugar.
- ☑ **Food analyst**, I will help determine the accurate nutrient and calorific values for food products for public education.
- ☑ **Researcher/Professor**, I will encourage youth to engage in evidence based research especially focussing on local, seasonal and indigenous varieties, and cultural heritage to offer food-based solutions to tackle major public health concerns.
- ☑ **Chef**, I will create healthy recipes made from local, seasonal and choose varied ingredients for all regions. I will work with Nutritionists to develop options where nutrition and taste come together.



These actions will help meet SDG-2 (Zero Hunger), SDG-3 (Good Health and Well-Being) and SDG-12 (Responsible Consumption and Production).

## Theme 4: Food Fortification

Food fortification is a simple, cost-effective, proven and scalable strategy to address widespread micronutrient malnutrition. FSSAI has notified standards of fortification for five staple foods namely, wheat flour, rice, salt, milk and edible oil. Wheat flour and rice are fortified with Vitamin B12, folic acid and iron. Edible oil and milk are fortified with Vitamin A and D. Salt is fortified with iodine and iron. Through the Food Fortification Resource Centre (FFRC), set up at FSSAI, in collaboration with various stakeholders, fortified staples are being mainstreamed in Government safety net programmes such as the ICDS, MDM and PDS and also made available in the open market through consistent follow up with producers of the staples. Additionally, consumer awareness campaigns have been launched to create demand for fortified food products.



*Supporting the ongoing efforts to scale-up food fortification to fight micronutrient malnutrition, as a*

- Health professional**, I will educate my patients, relatives, staff and colleagues on importance of including fortified ingredients in the diet to reduce micronutrient deficiencies.
- Nutritionist/Dietician**, I will encourage people to buy fortified food products available in the market.
- Food technologist**, I will assist the food industry to maintain standards to adopt fortified foods and conduct trainings for Food Safety Officers (FSOs).
- Food analyst**, I will develop simple and easy methods to detect fortificants in fortified foods for masses.
- Researcher/Professor**, I will develop better technologies to fortify food products. I will also conduct research to enrich the Indian data base with studies on the impact of consumption of fortified food along with natural sources to combat hidden hunger in vulnerable groups like young children, adolescent, pregnant and lactating mothers.
- Chef**, I will use micronutrient rich natural foods and add fortified ingredients to maximize its benefits and advocate the same across the food industry.

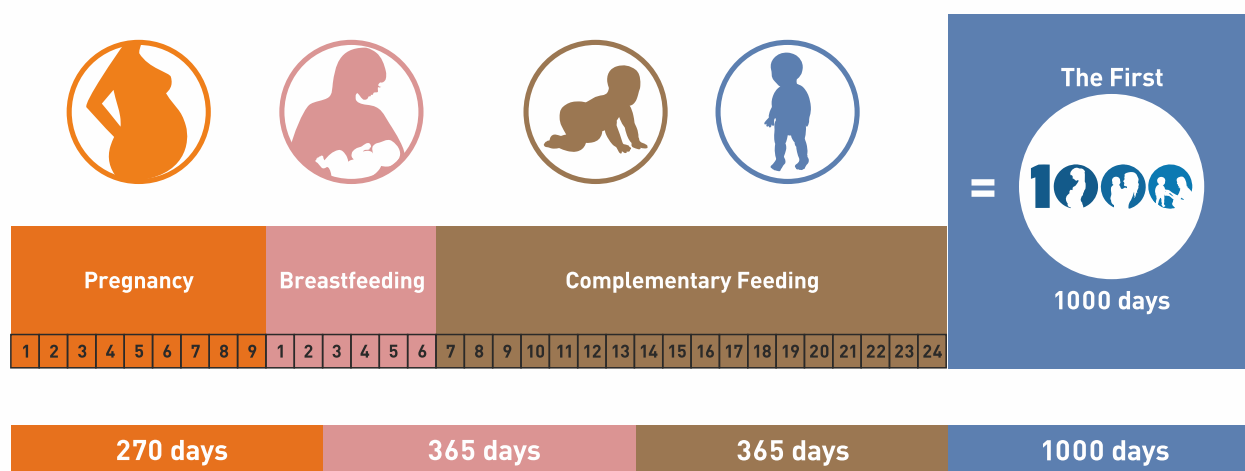
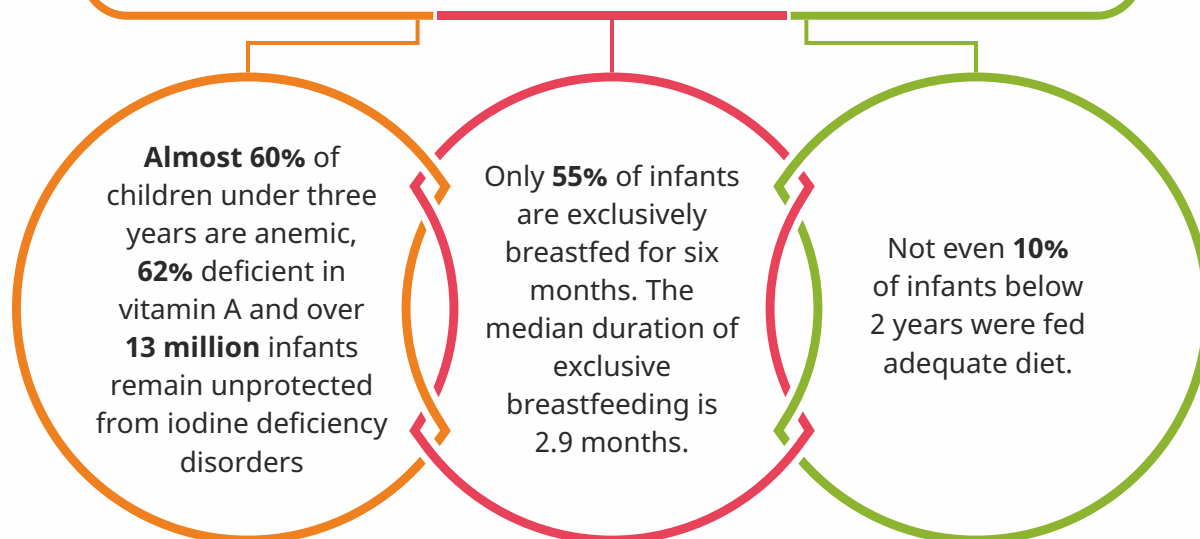


These actions will help meet SDG-2 (Zero Hunger) and SDG-3 (Good Health and Well-Being).

## Theme 5: Nutrition During First 1000 Days

Taking a life-cycle approach to health and nutrition, it is important to note that nutritious food is most essential during the first 1000 days of an infant's life. This stage is the most critical in terms of growth and development of the body and brain as well as protection against diseases during these early, vulnerable days and later in life. Therefore, adequate nutrition for pregnant and lactating mothers as well as newborns and infants up to two years of age is essential. Infants breastfed exclusively for the first six months and then up to two years with complementary feeding, get the best start in life. Therefore, it is important to address hurdles because of certain age-old practices and advice of acquaintances through mass education programs.

### Key facts on nutrition during the first 1000 days of life



*Recognizing the importance of nutrition during the first 1000 days of life and its relationship to better outcomes in nutritional status and metabolic health of the infants and children along with the ongoing efforts to scale-up food fortification to fight micronutrient malnutrition, as a*

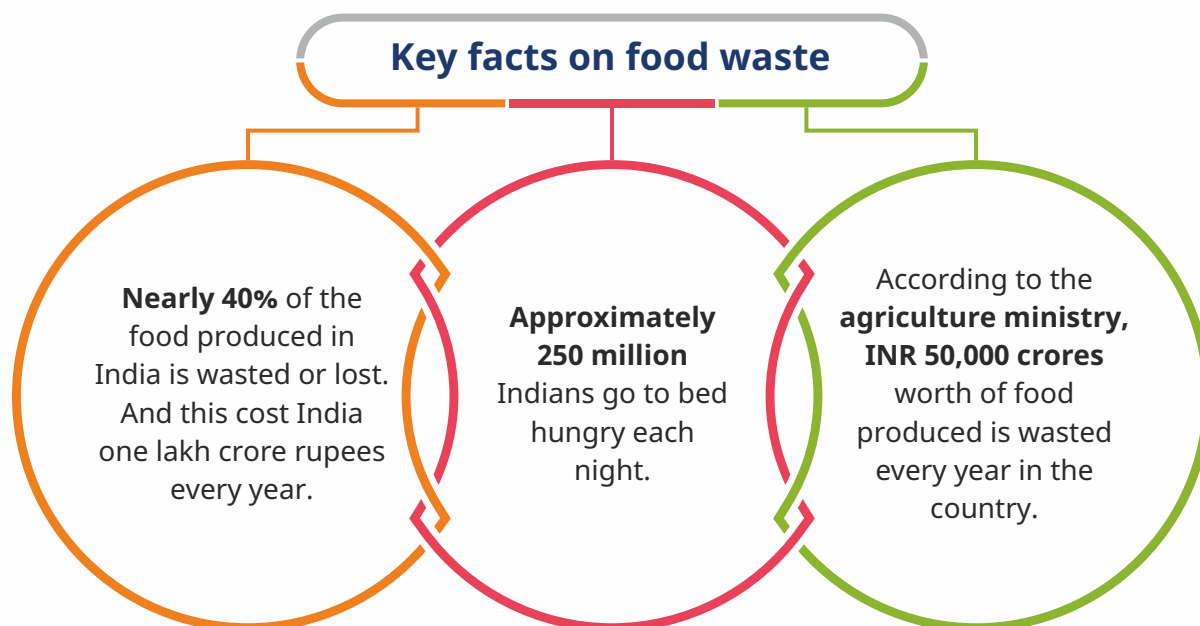
- ☑ **Health professional**, I will educate pregnant and lactating mothers on the importance of eating healthy and exclusive breastfeeding for 6 months followed by nutritionally balanced practices of complimentary foods for infants upto 2 years.
- ☑ **Nutritionist/Dietician**, I will educate pregnant and lactating mothers to eat healthy foods and make balanced nutrition a priority and urge them to use nutritionally sound options from locally made complementary foods for infants. I will also encourage pregnant women and lactating mothers to reach out to professional help from Nutritionist/Dieticians.
- ☑ **Food technologist**, I will work as a team with nutritionists to train frontline health workers to disseminate healthy messages in the community
- ☑ **Food analyst**, I will develop methods to evaluate nutrition composition of locally available food and nutritious options which can be used by pregnant and lactating mothers.
- ☑ **Researcher/Professor**, I will encourage students to engage in Action Research to develop intervention models customized to the community needs, to understand the prevalence of nutrition related problems especially during pregnancy and lactation, underlying factors and find strategies which lead to favourable outcomes.
- ☑ **Chef**, I will create healthy recipes made from local, seasonal and varied ingredients for all regions for pregnant and lactating mothers. I will work with Nutritionists to develop options where Nutrition and taste come together.



These actions will help meet SDG-3 (Good Health and Well-Being).

## Theme 6: No Food Waste

One in every nine individuals around the world today experiences hunger, despite the fact that enough food exists to feed every individual. Hunger kills more people than AIDS, malaria and tuberculosis combined globally. Therefore, it is important to not only reduce food waste by adopting sustainable mechanisms both at the manufacturing and household level but also share surplus food with those in need.



*Realizing the importance of no food waste and sharing surplus food to meet to Zero Hunger SDG,, as a*

- Health professional**, I will counsel my patients, relatives, staff and colleagues to reduce food waste at home and share surplus food with those in need.
- Nutritionist/Dietician**, I will educate people on behaviour change strategies to reduce food waste such as portion control, best buying, storing and cooking practices
- Food technologist**, I will advocate for and develop innovative ways of reducing food waste.
- Food analyst**, I will spread awareness among my professional community to reduce food waste.
- Researcher/Professor**, I will advocate for adopting ways to recycle food waste including setting up of compost pits at the institutions
- Chef**, I will ensure best practices in reducing food waste in restaurants and ensure sharing of surplus food with those in need.



These actions will help meet SDG-2 (Zero Hunger) and SDG-12 (Responsible Consumption and Production).

## Overall Activities

The six thematic areas capture the essential elements of our strategy to ensure people consume safe food and healthy diets. The following are the suggested activities that can be carried out at the individual and chapter levels. Resources available for these activities are placed at Annexure 1. Points can be earned at both these levels. A matrix for the point-system is at Annexure 2. Annexure 3 will help spread and imbibe key objectives of NetProFaN among experts. Annexure 4 will provide a list of Frequently Asked Questions.

### Activities by Individuals

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As a professional in the area of food and nutrition, I would contribute to and internalize the given messages on safe food and healthy diets in my own practice in every possible way. More specifically,

#### For students

- ⦿ Showcase educational videos at conferences, talks, events, college fests etc.
- ⦿ Conduct seminars/webinars for students.
- ⦿ Demonstration of tests of food adulterants in schools and colleges.
- ⦿ Demonstration of healthy recipes.
- ⦿ Professional counseling sessions on nutrition in schools and colleges.

#### For general public

- ⦿ Create and share social media posts (Facebook, Twitter, Instagram, LinkedIn & Whatsapp).
- ⦿ Provide segment on Radio and TV to disseminate messages on any of the six key themes.
- ⦿ Write educational articles in newspapers/magazines on messages on any of the six key themes.
- ⦿ Expert Speak videos for the Eat Right India website or MyGov platform.
- ⦿ Demonstration of tests of food adulterants in community events.
- ⦿ Demonstration of healthy recipes.
- ⦿ Conduct public lectures on health and wellness.

#### For professionals and peers

- ⦿ Talks and display of videos, messages, posters, flyers etc. at professional conferences and events.
- ⦿ Professional nutrition counselling sessions at workplaces.
- ⦿ Seminars/webinars/workshops on health and wellness.



## Activities by Individuals

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### For institutions

- ⦿ Adopt campuses, schools, temples etc. and convert them into Eat Right Campus, Eat Right School etc.
- ⦿ Provide technical support wherever required.

# Institutional Structure

## National Level

1. Steering Committee: CEO, FSSAI as Chairperson; National President + 1 office bearer from seven partner associations as members; 2-3 independent experts.

2. The members will approve the nominated convenor and co-convenor for the state/city.

## State/City level

1. Steering Committee: Representative from state FDA as chairperson; convenor and co-convenor of all the city chapters; one nodal person of all the seven associations from the state; 2-3 independent experts.

2. The NetProFaN nodal person of all the associations will nominate members for the city.

3. Members will choose a convenor and co-convenor at the city level.

4. In coordination with the state FDA one person will be nominated to work with state/city NetProFaN chapter. Members from the state NetProFaN chapter would also be included in state and district level committees as an independent expert so that their experience and valuable inputs could be utilised

5. In case of multiple city chapters in a state. The members of the state will decide on one nodal city chapter to represent at national level. The convenor of the selected chapter will represent the state. This could vary based on the performance level of the chapters in a particular state.

## NetProFaN's steering committees at national and state level

### National Level Steering Committee

- 1 The national level steering committee shall advise on the following:
  - a. Formulation and advising on operating guidelines at state chapters level;
  - b. Key issues in food and nutrition which require awareness generation; and
  - c. Validate or develop key messages for communication around food and nutrition priorities.
- 2 Facilitate inter-disciplinary awareness and engagement activities at the state level.
- 3 Oversee and monitor the activities undertaken by the state chapter
- 4 Meet regularly at the invitation of the Chairperson.

### State Level Steering Committee

- 1 Based on CACs advice, take up awareness generation and engagement activities at the state level.
- 2 Engage with various stakeholders at the state level to amplify the reach of communication activities like higher technical and other educational institutions, industry, NGOs and others.
- 3 Using existing resources, train the body of professionals in food and nutrition.
- 4 Extend technical expertise to train cadres of government programs.
- 5 Oversee and monitor the activities undertaken by the city chapters
- 6 Meet regularly at the invitation of the SAC chairperson.
- 7 Report regularly on the activities undertaken at the state level.

## Activities by the Chapter

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As a chapter, we commit to disseminate the given messages on safe food and healthy diets. More specifically,

### **For students**

- ⦿ Conduct quiz competitions in schools and colleges
- ⦿ Lecture series in schools and colleges
- ⦿ Study visits to food labs, FSSAI experience zone, industry

### **For general public**

- ⦿ Panel discussions or webinars for the general public
- ⦿ Observe and celebrate significant days-e.g. World Health Day, World Food Safety Day, World Food Day

### **For professionals and peers**

- ⦿ Develop posts on professional websites to sensitise peers
- ⦿ Panel discussions in professional conferences
- ⦿ Display of Eat Right India videos and messages in professional conferences and events
- ⦿ Observe and celebrate significant days-e.g. World Health Day, World Food Safety Day, World Food Day.
- ⦿ Training programmes for frontline health workers, community social workers, industry partners, professionals in food and allied fields through FoSTaC programme of FSSAI.
- ⦿ Media workshops
- ⦿ Faculty development workshops

### **For institutions**

- ⦿ Adopt campuses, schools, temples, street food hubs to become Eat Right Certified
- ⦿ Provide technical support wherever required

## Membership of the Network

Currently the members from the following seven associations are members of state chapter (AFST, AOAC, IAPEN, IDA, IFCA, IMA, IPHA, NSI). An individual can send a request to their city convener for registration. Click on <https://fssai.gov.in/NetProFaN> and send a request to become a member to the chapter convener/co-convener. After the approval from convener/co-convener login credentials will be shared on the registered e-mail ID. You can login and start uploading your activities.

In case there is no chapter in a city a request can be sent to nearby city convener/co-convener to make member register in active cities.

Individuals who are not part of any association could be invited/nominated by conveners and they can be NetProFaN ambassadors. They have some expertise which would help a state chapter to perform better and their contribution will be added in the chapter performance. These individuals could be students, food blogger, journalist, language translator etc.

## NetProFaN Ambassadors

Individuals who are not members of any of the association, but would like to join the Eat Right India movement can join the network as an ambassador. They can register themselves as ambassador on <https://fssai.gov.in/NetProFaN> Individuals such as students, food bloggers, journalist can join and strengthen the network. Their contribution will be added to the chapter score.

## Funding

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- 1** NetProFaN is primarily driven by passion to make a difference in society by improving public health. The motive of NetProFaN is to include activities/sessions in the activities already conducted by associations/members.
- 2** Various Government programmes, funding agencies and corporates are already aligned to our objectives through their initiatives and Corporate Social Responsibility (CSR) programmes. This provides us several opportunities for convergence.
- 3** The funds are utilized optimally and provide them value for money for a worthy cause. Thus, we are committed to carrying out our activities at minimal cost and maximum efficiency.

## SOP For Opening a New Chapter

A new chapter can be formed in the city where currently no chapter exist. A member of any of the eight association can initiate the process of starting a new chapter in the city where currently no chapter is available. Members of at least three associations should be there while forming a chapter. The members can discuss and decide on chapter convener and co convener. A formal launch of the chapter can be organised for the chapter members & Orienting them about various initiatives of ERI can be conducted. The formation of new chapter must be notified to FSSAI at [netprofan.eri@gmail.com](mailto:netprofan.eri@gmail.com).

State FDA can also approach members of any of these seven association and initiate formation of NetProFaN chapter in their city.

### ◆ SOP for selecting convener/co-convener

The convener of the chapter is decided by the members of the associations present in that city/state. The convener can be from any of the seven associations or from State FDA. The city/state members have the power of the selection of convener/co-convener on their mutual consensus.

### ◆ What is the role of convener/co-convener in NetProFaN?

Convener/Co-convener will be responsible for the following

- Upload activities conducted by the chapter.
- Approval of 'new member request' received.
- Approval of 'member activity request' received
- Registration of NetProFaN ambassadors.
- Adding ambassadors to their chapter.
- Send all the resources created by chapter to [netprofan.eri@gmail.com](mailto:netprofan.eri@gmail.com).
- Ensure dissemination of message from national level to each chapter member.
- Planning activities and expanding members of the chapter.

## Rewards and Recognition

A mechanism for rewards and recognition to incentivise the participation of members who are actively engaged in working as per the mandate has been put in place. A matrix for **earning points** has been created. Further, on the basis of points earned, members would be awarded silver and gold lapel pins for individual achievements and the chapter would be awarded a trophy. A silver lapel pin will be earned by an individual after achieving 250 points and gold lapel pin will be awarded after achieving 750 points. The chapter expects each member to make at least two contributions a month. The top five best performing chapters will be awarded annually. It is expected that each chapter should make at least five contributions a month.



The following matrix has been developed on the basis of which points can be earned by an individual or as a chapter. The activities should be based on the theme of Eat Right India movement.

### Points structure for Individual

- For any independent activity
- For contributing in any chapter activity.

### Point structure for chapter

- If any activity has been performed by more than four individual members.
- Number of active members as per the data on the website.
- Number of new city chapters mentored.

Chapter conveners and Individual members can login on <https://fssai.gov.in/NetProFaN/> and upload their activities. Points will be updated quarterly.

## Annexure 1: Resources

There is a rich repository of resources co-created with FSSAI and our professional associations that would enable us to carry out activities as per the six key themes. We commit to continually updating, vetting, translating and adding to the following list:

### The Eat Right India website

A repository of information, tips, strategies, recipes, tools and toolkits, publications, quizzes and activities, expert-talks, news updates, videos, an AI-powered chatbot and much more.

Visit: <http://eatrightindia.gov.in/EatRightIndia/index>



### Books

1

**The Yellow Books:** Activity books for school-children at primary and secondary levels educating them on the basics of food safety, hygiene and nutrition.



2

**The Pink Book:** A simple and practical guide for Indian home kitchens to ensure safe and nutritious food.



3

**The Orange Book:** A guide to safe, healthy and sustainable food in campuses-workplaces, colleges, universities, institutes etc.



4

**The DART Book:** A manual with 40+ tests to detect common food adulterants at home.





5

**The Purple Books:** on recommended diets for common medical conditions and diseases.



6

The **Eat Right Handbook** on scaling up all initiatives under Eat Right India.



7

Grade wise **Food Safety Magic Box Booklets** for school students.



8

**Eat Right Mela Guidance Toolkit** for chapters to organize the event.



To download, visit: <https://fssai.gov.in/home/capacity-building/FSSAI-Books.html>

## Multimedia

1

**Aaj Se Thoda Kam:** A TVC to nudge people to reduce the consumption of salt, sugar and fat featuring Rajkummar Rao.



2

**+F Dekha Kya?:** A TVC to nudge citizens to eat fortified foods starring Sakshi Tanwar.



3

**Good News:** A film on the first 1000 days of nutrition featuring actress Juhi Chawla



4

**'Plus, minus ka khel':** Film starring Virat Kohli on what to eat and what not to eat for good health.



5

**Films on Eat Right India initiatives:** Various films showcasing specific initiatives such as Project Clean Street Food Hub, Trans-fat, Repurpose Used Cooking Oil (RUCO), Food Safety on Wheels (FSW) etc.



6

**Videos on Outreach Events:** Videos related to various outreach events such as Swasth Bharat Yatra, Eat Right Mela, community engagement activities etc., like Mascot Activations.



7

**Eat Right Anthem:** A peppy song in Hindi with messages on the six key themes.



8

**Radio Jingles:** Radio spots/jingles on various topics such as food fortification, food safety etc.



9

**Eat Right Quiz:** A quiz on topics of food safety and nutrition.



10

**Nutrition e-course for frontline health workers**



11

**Webinars by experts**



12

**FSSAI Video Library:** <https://fssai.gov.in/fssaivideolibrary>



To view, visit: <https://www.youtube.com/user/FoodsafetyinIndia>

## Annexure 2: Matrix for Earning Points

The following activities must be carried out in line with FSSAI's Eat Right messages and training programmes.

	Activities	Points	Evidence
<b>A. Content Creation</b>			
A1	Develop new resource materials such as books, videos, posters, etc.	Book: 2 points/page Video: 25 points Poster/Flyer/Brochure:10 points	Submission of resource material
A2	Update, translate and vet FSSAI resources	Book: 1 point/page Video: 10 points Poster/Flyer/Brochure:5 points	Submission of resource material
A3	Development/compilation of healthy recipes along with provision of nutrition information	10 points per recipe	Submission of recipe
A4	Contribute scientific articles for mass dissemination	25 points per article	Publication of article
A5	Create games/activities for website and outreach events	10 points for each activity/game	Share the activity or game developed (pictures and description)
A6	Sharing of Innovative best practices of any initiative of ERI (preferably with demo)	15 points for each idea/practice	Share picture/video of the activity
<b>B. Training and Capacity Building</b>			
B1	Organise and facilitate training programs for frontline health workers.	25 points - 150 participants 15 points - 100 participants 5 points - 50 participants	Pictures of the event with description

	Activities	Points	Evidence
B2	Faculty development workshop for faculty, practicing professionals on Eat Right messages	30 points per workshop (minimum 12 participants)	Pictures of the event with description
B3	FoSTaC Training	25 points per training (minimum 20 participants)	Pictures of the event with description
<b>C. Mass Dissemination</b>			
C1	Distribution of resource books, guidance notes, flyers etc.	10 points for every 50 copies distributed	Pictures and report
C2	Display of posters in colleges, schools, public places	10 points for each new poster	Share pictures of the display
C3	Showcase videos at conferences, talks, events, college fests etc.	5 points for each video played	Picture of video being played
C4	Segment on Radio and TV	50 points per segment	Clip of recording
C5	Social Media (Facebook, Twitter, Instagram, LinkedIn and WhatsApp) Must Do- #EatRightIndia Tag FSSAI handles Share/Retweet/Repost	5 points for more than 5 posts a month (material from FSSAI website, video, word-post, creative) 5 points for a live chat/Facebook Live or live chats, streaming	Tag FSSAI and post screenshot
C6	Website posts on their websites linking to the FSSAI Eat Right India website	10 points per website feature	Snapshot of website with date

	Activities	Points	Evidence
<b>D. Outreach Activities</b>			
D1	Demonstrations - Test of food adulterants, using • Food Safety on Wheels • DART Book • Food Safety Magic Box	30 points per demo	Pictures of the demo
D2	Demonstration of healthy recipes	10 points per demo	Pictures of the demos
D3	Street Theatre/Skit	Over 50 audience- 15 points  Over 30 audience- 10 points	Pictures/video
D4	Nutrition counselling sessions or Q&A sessions at schools, colleges, workplaces and other institutions	50 points per discussion (Over 50 audience members)  25 points per discussion (Over 20 audience members)	Pictures of event
D5	Panel Discussions for the public	50 points per discussion (Over 50 audience members)  25 points per discussion (Over 20 audience members)	Pictures/videos
D6	Public Lectures on Health and Wellness in schools, colleges, workplace, hospitals and public auditoria and gatherings	Over 150 audience- 30 points Over 100 audience- 20 points Over 50 audience - 10 points	Pictures/videos
D7	Quiz Competition	Over 150 audience- 25 points 100 audience- 15 points 50 audience - 5 points	Pictures of the event with description and upload on social media
D8	Student Technical Seminar	Over 150 audience- 30 points Over 100 audience- 20 points Over 50 audience - 10 points	Pictures of the event with description and upload on social media

	Activities	Points	Evidence
D9	Webinars/Webcasts	Over 500 audience- 30 points Over 250 audience- 25 points Over 100 audience - 15 points	Pictures of the event with description and upload on social media
D 10	Conversion to Eat Right Campus/School: colleges, workplaces, institutes, tea estates	50 points per campus	Documentation of individual/chapter involved in the certification process
D 11	Observe/Celebrate significant days. E.g.: World Diabetes day, World Food Day, International Food Safety Day at community level with at least one activity to engage the audience	50 points for each day celebrated/observed	Pictures of the activity with description and upload on social media
D 12	Organize Eat Right Mela	250 points for independently organizing an Eat Right Mela  100 points for co-organizing an Eat Right Mela	Pictures and report of Eat Right Mela

## Annexure 3: Pledge For Members of Partners of NetProFaN

Pledge is simple & effective way of imbibing key objectives of NetProFaN in members of eight partners of NetProFaN. It boosts up energy in members and sets tone of association to achieve the objectives and gives direction to the activities of association. Each of partner association Secretary reads respective pledge at the start of every meeting / program / activity and members repeat, in chorus, after him.

### 1. Pledge For IMA/IPMA Members

I, as a member of Indian Medical Association,

will educate and counsel my patients, accompanying relatives, my staff & colleagues....

- on hygiene and food safety;
- on ill-effects of consuming adulterated food and direct them to resources to check these food adulterants at home;
- on the importance of reducing fat, salt and sugar in diet and eating a balanced diet for good health;
- on the importance of including fortified ingredients in the diet to reduce micronutrient deficiencies;
- on the importance of eating healthy food and breastfeeding infants upto 2 years; and
- on reducing food waste at home and share surplus food with those in need

### 2. Pledge For IDA / NSI / IAPEN Members

I, as a member of Indian Dietetic Association / Nutrition Society of India, will...

- stress on the importance of maintaining personal and surrounding hygiene to my clients & colleagues;
- demonstrate ways of checking common food adulterants using resources developed by FSSAI;
- educate people about healthy diets, encourage the adoption of healthy habits through behaviour change techniques and disseminate/create resources for the same;
- encourage people to buy fortified food products available in the market;
- educate pregnant and lactating mothers regarding healthy foods and locally made complementary food for infants; and
- educate people on behaviour change strategies to reduce food waste such as portion control, best buying, storing and cooking practices.



## 6. Pledge For IFCA Members

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I, as a member of Indian Federation of Culinary Associations, will...

- adopt and showcase best practices on food safety in the kitchen;
- ensure foods are tested for adulterants before use in the kitchen and propagate the same in the chef community;
- create healthy recipes made from local, seasonal and varied ingredients for all regions;
- use fortified ingredients and advocate for the same across the food industry;
- develop and disseminate healthy recipes for pregnant women and lactating mothers; and
- ensure best practices in reducing food waste in restaurants and ensure the sharing of surplus food with those in need.

### 3. Pledge For AFST(I) Members

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I, as a member of Association of Food Technologists and Scientists, will...

- advocate use of safe ingredients for the development of food products;
- advocate testing of food products for adulteration;
- support the development of healthy products low in fat, salt and sugar;
- assist the food industry to adopt fortified foods and conduct trainings for FSOs;
- help train frontline health workers to disseminate health messages in the community; and
- advocate for and develop innovative ways of reducing food waste.

### 4. Pledge For AoAC Members

---

I, as a member of Association of Analytical Chemists, India Chapter, will...

- disseminate information on tests for food safety and ways to prevent the growth of pathogens that cause food-borne illnesses;
- review and update the repository of tests to detect food adulterants, periodically;
- help determine the accurate nutrient and calorific values for food products for public education;
- develop simple and easy methods to detect fortificants in fortified foods for the masses;
- develop methods to evaluate nutrition composition for pregnant and lactating mothers; and
- spread awareness among my professional community to reduce food waste.

### 5. Pledge For Researchers / Professors

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I, as a Researcher / Professor, will...

- communicate simple tips on food safety to students and peers;
- supervise students to carry out analytical studies on food safety;
- encourage youth to accord nutrition a priority in their research work especially focussing on local, seasonal and indigenous varieties;
- develop better technologies to fortify food products;
- encourage the students & peers to devote time in the community to understand the prevalence of nutrition related problems especially during pregnancy and lactation and underlying factors; and
- advocate for adopting ways to recycle food waste including setting up of compost pits at the institutions.

## Frequently Asked Questions

### Who can join NetProFaN?

Currently the members from the following eight associations are only eligible to be NetProFaN members (AoAC, AFST(I), IAPEN, IDA, IFCA, IMA, IPHA, NSI).

### What does a NetProFaN member do?

The member should be a champion of the Eat Right Movement of FSSAI. Through this network members of different associations come together to promote safe and healthy diets for over 135-crore people in India. NetProFaN looks for people who want to help others – that's core! Based on the broad network of personal, business, professional or community contacts that a member has and can be trusted as a professional and a valued advisor.

### I am not a part of any of the association, how do I join NetProFaN?

Individuals who are not part of any association could be invited/nominated by conveners and they can be NetProFaN ambassadors. They have some expertise which would help a state chapter to perform better and their contribution will be added in the chapter performance. These individuals could be students, food blogger, journalist, language translator etc.

### How do I register as a member?

An individual can send a request to their city convener for registration. Click on <https://fssai.gov.in/NetProFaN/> and send a request to become a member to the chapter convener/co-convener. After the approval from convener/co-convener login credentials will be shared on the registered e-mail ID. You can login and start uploading your activities.

In case there is no chapter in a city a request can be sent to nearby city convener/co-convener to make member register in active cities.

### How do I register as an ambassador?

Individual who are not members of any of the association but would like to join the Eat Right India movement can join the network as an ambassador. They can approach the city convener/ co-convener and can register themselves as ambassadors. Their technical support would strengthen the activities of the chapter. Their contributions will be added in chapter score.

### Is there a membership fee for joining NetProFaN?

No, there is no fee for membership.

### **How can a new NetProFaN chapter be created in a city/state?**

A member of any of the seven association can initiate the process of starting a new chapter in the city where currently no chapter is available. Members of at least three associations should be there while forming a chapter. The members can decide on chapter convener and co convener. A formal launch of the chapter can be organised and thereby adding more members. Orientation of the member them on various initiatives of ERI can be conducted. The formation of new chapter must be notified to FSSAI at [netprofan.eri@gmail.com](mailto:netprofan.eri@gmail.com).

State FDA can also approach members of any of these seven association and initiate formation of NetProFaN chapter in their city.

### **Who can be the convener of NetProFaN chapter?**

The convener of the chapter is decided by the members of the associations present in that city/state. The convener can be from any of the seven associations or from State FDA. The city/state members have the power of the selection of convener/co-convener on their mutual consensus.

### **What is the role of convener/co-convener in NetProFaN?**

Convener/Co-convener will be responsible for the following

- Upload activities conducted by the chapter.
- Approval of 'new member request' received.
- Approval of 'member activity request' received
- Registration of NetProFaN ambassadors
- Adding ambassadors to their chapter.
- Send all the resources created by chapter to [netprofan.eri@gmail.com](mailto:netprofan.eri@gmail.com).
- Ensure dissemination of message from national level to each chapter member.
- Planning activities and expanding members of the chapter.

### **How can NetProFaN collaborate with the State FDA?**

All the chapters are required to approach office of Sate Food Safety Commissioner and coordinate with them for activities conducted in their city. Chapters can request the State Food Safety Office to nominate one personnel to be included in the NetProFaN state level steering committee to provide guidance to the chapter. Also, members can also get themselves enrolled in state and district level committees as an independent expert to provide technical assistance.

### **Does the NetProFaN chapter get any recognition from FSSAI?**

Yes, the convener of the chapter should approach the regional office and inform about chapter formation. Each registered chapter will receive a letter of recognition from the respective Regional Office, FSSAI.

### **How are points earned when performing any activity as an individual or as a chapter?**

As per matrix in the manifesto (annexure 2) points will be given according to the activity performed under any of the four categories; content creation, training and capacity building, mass dissemination and outreach activities. The level of activity will be defined on the work done for eg, number of pages translates, participation level of an event etc.

### **How can the chapter activity be added on the website?**

The chapter convener would upload the activities performed by the chapter along with individual contribution. The points will be awarded for any activity conducted by chapter with four or more individual members of one or more association. Activities performed by ambassadors will also be included in chapter activity. Points will also be given on the number of active members (membership) in the chapter and mentoring of new city chapters.

Note: Points for number of members

- More than 40 members- 5 points
- More than 75 members- 10 points
- More than 100 members- 15 points

\*The convener/co-convener need to register themselves as a member and upload their activities to earn points as an individual.

### **How will the success of a chapter be measured?**

The chapter will be awarded points for the performance of the combined chapter activities conducted by them (for details of the refer to annexure 2 of the manifesto). The top five performing chapters will be awarded annually. It is expected that each chapter should conduct at least 5 activities in one month.

### **How can individual activity be added on the website?**

Members can login and upload the activities conducted by them based on four categories. The individual will upload the activity performed along with relevant evidence. Points will be awarded for any independent activity and contribution in any chapter activity. The convener will approve the activity.

### **How will the success of a member be measured?**

The members will be awarded points for the activities performed by them (for details of the refer to annexure 2 of manifesto). The top ten performers will be awarded annually. Silver lapel pin will be earned by an individual after achieving 250 points and gold lapel pin will be awarded after achieving 750 points. The chapter expects each member to conduct at least 2 activities a month.

### Is there a specific format for uploading activities?

Yes, to maintain smooth functioning of the website it is recommended to upload small files. In case of content creation activity upload the screenshot of the title page and mail the complete document to [netprofan.eri@gmail.com](mailto:netprofan.eri@gmail.com). The document will be uploaded under **resources section** by FSSAI.

For activities related to training and capacity building, mass dissemination, outreach activity, upload a one page report stating the agenda, number of participants and outcomes along with one picture. Other event pictures could be mailed to [netprofan.eri@gmail.com](mailto:netprofan.eri@gmail.com).

### Will the marks be awarded immediately after uploading the activity?

The marks for the activity performed by chapter and individual will be added quarterly for one year. After end of the year the points system will begin from 0 for all the chapters for the next year.



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