

Safe and Nutritious Food – A Shared Responsibility



Voluntary Initiative to spread awareness about Safe & Nutritious Food

Ensuring safe and nutritious food for 130 crore Indian citizens on Pan-India basis calls for massive outreach efforts. FSSAI firmly believes this can only be achieved in partnership with multiple stakeholders viz. Industry Associations, Corporates (both within and outside the food business), Civil society Organisations and Academic/ Research Bodies. In light of the above, we are pleased to invite various stakeholders to support the Safe and Nutritious Food and other nutrition related initiatives. It's a participatory call for the collective journey towards creating a culture of food safety and nutrition across the country.

A set of guidelines for participation by various stakeholders under Corporate Social Responsibility (CSR) and other voluntary initiatives have been created and we invite all stakeholders to participate in this shared responsibility.

Voluntary/ Corporate Social Responsibility (CSR) Participation Guidelines

1. Procedure and Guidelines for Voluntary/CSR participation:

- a) Creation of resource materials for SNF initiatives - The content/resource material, co-created by FSSAI and domain experts in the related fields from various premier institutions in the country is made available as open source material by FSSAI on its website and/or other public platforms.
- b) Printing of the material - The resource material could be freely downloaded and printed or reproduced electronically, without changes, by any individual, company or publisher for individual use or widespread dissemination. The FSSAI's resource material cannot be reproduced and distributed for commercial purposes. Further, it should not be stated or implied that FSSAI endorses a particular product or business.
- c) Mobilisation and activation of public interest initiatives - Various activities under SNF and other public interest initiatives can be taken up by stakeholders under CSR/Other voluntary initiatives, without stating or implying that FSSAI supports or endorses a particular product or business. A Mobilization Kit with indicative roll-out plans and SOPs for guidance would be available in the public domain, which the stakeholders are free to adopt. Alternately, they could design their own activities with the content created by FSSAI.
- d) Usage of FSSAI and related logos - All partners including Industry Associations and Corporates can be allowed to use the Mascots (Master Sehat, Miss Sehat etc.) and the Safe and Nutritious Food logo developed by FSSAI for activation, communication,

promotion and training as part of the Safe and Nutritious Food or other public interest campaigns.

e) Other general guidelines-

- The issues of hygiene, food safety, sanitation, health and well-being of citizens should be taken up as a general cause in good faith, and it may be stated upfront that the initiative is taken up in public interest.
- Compliance with all applicable laws and regulations must never be compromised.
- To qualify as CSR, all such efforts should be undertaken by the corporates in project/ program mode. One-off events such as marathons/ awards/ charitable contribution/ advertisements/ marketing campaigns/ sponsorships would not qualify as a CSR initiative under the aegis of the Companies Act 2013.

2. The Companies Act 2013 has laid out clear guidelines for Corporate Social Responsibility (CSR), and SNF and other nutrition initiatives fall within the ambit of CSR activities under Schedule VII of the Companies Act 2013 and Companies (Corporate Social Responsibility Policy) Rules, 2014.

Corporate Social Responsibility as defined under the CSR Rules includes but is not limited to:

- Projects or programs relating to activities specified in Schedule VII; or
- Projects or programs relating to activities undertaken by the Board in pursuance of recommendations of the CSR Committee as per the declared CSR policy, subject to the condition that such policy covers subjects enumerated in the Schedule.

SNF and other nutrition initiatives can be covered as CSR activities as defined in Schedule VII and clarification issued vide general circular dated 18.6.2014 under the following heads:

- i. Eradicating hunger, poverty and malnutrition, promoting healthcare (including preventive healthcare) and sanitation and making available safe drinking water.
- ii. Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled & livelihood enhancement projects.
- iii. Providing effective consumer grievance redressal mechanism, protecting consumers health and safety, sustainable consumption.

Thus activities to promote various SNF and other public interest initiatives could be undertaken by Corporates under CSR and/or other voluntary initiatives. The program would be open for participation to all the stakeholders, and for implementation anywhere in India.

3. Interested stakeholders may also like to create and submit a Statement on Record for FSSAI for transparency and disclosure, which documents the key actionable of the initiative along with the proposed timelines at c4snf@fssai.gov.in and sharmaruchika.21@gmail.com