

FSSAI EXPERIENCE ZONE



FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA

Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India

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Have you ever wondered what lies behind the FSSAI logo you see on every food packet? Robust systems and processes to ensure safe and wholesome food back the FSSAI logo and license number. All food businesses, across the value chain (manufacture, storage, distribution, sale and imports) are registered or licensed by FSSAI. They are all required to comply with science-based food standards; ensure all safe and hygienic food management practices and get food and ingredients tested in FSSAI notified labs.

The logo for FSSAI, featuring the lowercase letters 'fssai' in a stylized, white, serif font with a small leaf-like flourish above the 'i'.

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Every Food Business Operator (FBO) is also expected to ensure that their entire supply chain, both upstream and downstream, is registered and licensed by FSSAI and this ensures traceability of the food product. Our philosophy is to “trust but verify”. While, we trust that the food businesses would comply with regulatory requirements by themselves and would promote a culture of self-compliance and build capacities of food businesses for the same, but regular surveillance and inspection through our own staff and through State Food Safety Commissioners or third party audits gives us the confidence that the food businesses are complying with these requirements. Regular sampling and testing of food products and ingredients reinforces that confidence. We go a step further and give hygiene ratings to catering establishments for inspiring trust among consumers.

Every stakeholder is critical, every citizen has a role to play and every little effort we make is amplified when you participate. As we share our efforts with you, we invite you to absorb, understand and take a pledge, to Eat Right, Eat safe and Eat healthy. Because every Indian deserves safe and nutritious food!

The contemporary 360-degree experience zone has three display arenas. Make sure to visit them all, to understand the reach and horizon of FSSAI.



We welcome you to be a part of FSSAI, to 'experience' first-hand what we strive for everyday, day after day... assuring safe and wholesome food for all people. With this walkthrough of India's food system, come participate in the journey of FSSAI. Through engaging and interactive exhibits, you will experience the complexity of the food value chain, see the systems and processes in place and appreciate how FSSAI is nurturing partnerships between the regulator, food businesses and citizens.

Team Sehat Welcomes You

Sirf dil nahin, dimaag ke superheroes!

Recognizing that food habits are formed early in life, FSSAI's focus is on children. For which, FSSAI has created 'Miss and Master Sehat' as mascots for good health. Team Sehat welcomes you as you enter. These popular life size mascots have visited hundreds of schools, malls, yoga camps and other events to share tips on health and wellness, urging adoption of safe and nutritious food habits through engaging skits, songs and quizzes.



The Time Capsule

From enforcing... to enabling...to empowering!

The moving pictures capture the evolution of FSSAI. See the changing focus from enforcement to building a culture of self-compliance through training and capacity building, to empowering all people, thereby building a sustainable and resilient food safety ecosystem.



FSSAI's mandate includes laying down science-based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import to ensure availability of safe and wholesome food for human consumption. Four display panels in this zone give a sense of FSSAI's scale and scope touching every part of the food value chain, across millions of food businesses, touching the lives of every citizen, every single day!

1 The FSSAI Lens



Because a picture is worth a 1000 words

The role of FSSAI begins right after harvest, as primary food produce moves through the value chain from a warehouse to manufacturing and processing unit to retail and catering and finally our homes. FSSAI is required to inspire trust across the supply chain, assuring everyone safe and nutritious food. The FSSAI Lens tells the story of scope and scale of FSSAI's mandate through pictures strung together that brings to life the 'big picture' that inspires trust, assures safe and nutritious food.



Signifies exhibit number

2 One Goal Many Roles

With a single goal, we touch lives of people in different ways

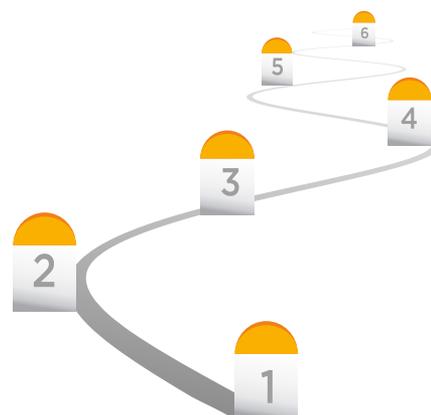


As the country's food regulator, FSSAI not only provides a transparent and predictable regulatory regime for 'ease of doing business', but is also committed to ensure 'ease of life' for all citizens. We do this in a variety of ways from setting standards to credible food testing; from compliance to capacity building; from creating awareness to nudging behavioural change. Flip the logo units to read more about how FSSAI plays these multiple roles in different ways and all aligned to achieve one goal of assuring safe and nutritious food for all.

3 The Journey

The journey of a 1000 miles begins with a single step

The fascinating story of where it started and where we are today, is best viewed through important milestones. Enactment of Food and Safety Standards Act in 2006 was a significant milestone in this journey, when the focus shifted from merely prevention of adulteration to a more holistic concept of ensuring food safety across the supply chain from farm to plate. From nine separate regulations spread across Ministries, to the vision of 'One Nation, One Food Law' finally becoming a reality, it has been a long and fulfilling journey.

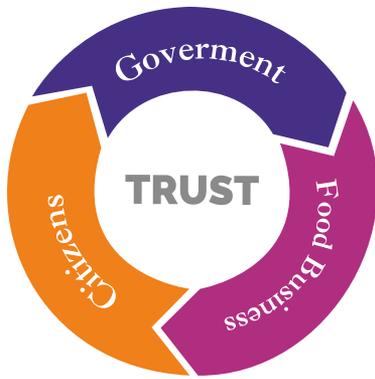


4 The Pan-India Presence

Connecting the dots with presence in all parts of the country



FSSAI works with the Commissioners of Food Safety in all States and UTs and their field officers in all districts and towns, notified food labs and custom offices at all ports of entry for control of all food that is imported. FSSAI has its own regional offices, import offices at important ports and two food labs. Thus, FSSAI has a nationwide presence. Further, FSSAI works in partnership with many academic and research institutions, consumer and citizens' organizations, professional and business organizations, central ministries and agencies, state governments, local bodies, international NGOs and UN organizations.



THE CIRCLE OF TRUST ZONE

A responsible regulator, responsible food businesses and responsible citizens work together in a trustful manner to complete the 'Circle of Trust', in the spirit of 'food safety is a shared responsibility'.

Over the years, FSSAI has strengthened its own governance and capacity. As a new-age, innovative and pro-active organization, FSSAI is today truly a networked organization with many partners. In order to achieve scale, efficiency and effectiveness, FSSAI is at the frontiers of using new technologies including artificial intelligence and data analytics.

FSSAI has also strived to improve the infrastructure and facilities for food testing, ensure better compliance through training and capacity building of regulatory staff and food businesses, embed FSMS and HACCP compliance in food businesses, promote consumer education and social and behavioural change initiatives at population level for ensuring food safety. Thus, FSSAI has made a shift in its role from a mere 'enforcer' to an 'enabler'.

This zone uses state of the art digital media, virtual reality and visual imagery to highlight how three key stakeholders, the regulator, the food businesses and the citizens, play their distinct roles, yet merge to form a complete, virtuous circle of trust.

5

One Nation, One Food Law

Coming together is the beginning, working together is success

Ensuring safe food requires a lot of coordination between the States and the Centre across ministries, departments, and local bodies. While the umbrella Food Safety and Standards Act, 2006 is the key legal instrument, the notion of 'One Nation, One Food Law' is brought to life by FSSAI by having common globally benchmarked food standards and practices. FSSAI has brought in consistency in enforcement by introducing a single digital platform for inspections based on standard matrices and regular sampling across States / UTs. Nation-wide network of food laboratories with standardised testing methods and protocols bring about much desired standardization in food testing.

Thus, 'One Nation, One Food Law' is not a mere slogan, it has now been systematically ingrained in the working of FSSAI. The Infinity Mirror, unbound by space, echoes this slogan perfectly.

1 NATION
ONE FOOD LAW

6

Food Safety Bharat Darshan

Food for the body, and the mind

In a virtual reality experience, cycle through India to explore the country's rich culinary heritage. Learn how packed milk used to make sweets has 23 safety and quality tests and other interesting facts. FSSAI ensures safety while preserving authenticity of diverse local foods.



7

From Farm to Fork



FSSAI with you at every step

FSSAI's mandate not only includes laying down science-based standards for articles of food and but also to regulate their manufacture, storage, distribution, sale and import to ensure availability of safe and wholesome food for human consumption. As food moves from farm, storage, manufacture, transport, retail and finally your plate, FSSAI has set good manufacturing, hygiene and sanitary practices and mandated labelling information on packets. Slide the panel for graphical animations that reveal more.

8

Food Safety Training and Certification (FoSTaC)

Building a culture of self-compliance

Ensuring a trained and certified Food Safety Supervisor in every business premise is our goal. Seventeen courses have been created, covering every kind of business. Hundreds of Training Partners have joined us and trained over 20,000 people in our first year itself!

foSTaC
Food Safety Training & Certification



9

Food Testing

Ensuring credible food testing

We have over 200 notified labs at 3 levels - Primary labs for testing food samples; Referral labs or appellate labs; and National Reference Labs to develop/validate tests.

Lab infrastructure across all states/UTs is being upgraded. INFoLNET, a digital network connects all food labs.



10

Food Safety on Wheels

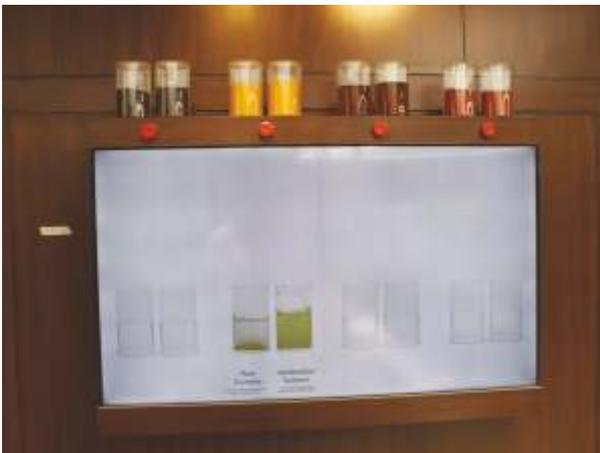


With you, wherever you are

In an innovative and consumer friendly initiative, mobile food testing vans that also conduct awareness programs, training and capacity building are being provided to every State/UT. Get a 3-D glimpse inside these vans, as they travel across the country, conducting simple tests and generating awareness.

11

Goodbye Adulteration



Knowledge is power, so do-it-yourself!

Learn simple, quick experiments to test if commodities like honey, oil, red chilli powder are adulterated. Just press a button and see the magic! FSSAI's DART manual provides methods to detect common adulterants in food. Download DART for free from the FSSAI Kindle (Exhibit 15).

12

Digital Diet Directory

Let food be thy medicine and medicine be thy food

Do you really eat a balanced diet? In a fun interactive activity, key in your food intake for the day to see where you stand....you may be surprised to see the gaps in your diet. Balance your diet, avoid HFSS foods, eat fortified foods - Eat safe, Eat healthy, Eat Right.



13

Eat Right. Eat Safe. Eat Healthy



Eating right is at the heart of preventive healthcare

Eating right is critical to maintain good health. It reduces mortality and healthcare costs, ensures less absenteeism from work and in schools, leads to higher productivity and overall wellbeing. It rests on two pillars - eating safe and eating healthy. Apart from this, it is absolutely essential that we reduce salt, sugar and saturated fats and eliminate trans fats from our diets.

FSSAI has three key initiatives, 'Safe and Nutritious Food (SNF) Initiative', 'The Fortification Initiative' and 'The Eat Right Initiative' to bring about behavioural change around food and nutrition. These together have the potential to transform what we eat with immense public health benefits.

14

FSSAI Cares

Generosity in sharing food makes us richer, not poorer

Enjoy the heart-warming stories in this innovative display. Stories of the Indian Food Sharing Alliance (IFSA) promoted by FSSAI to save food, share food and share joy. Stories of how lives of thousands of infants can be saved through our Diet4Life project. FSSAI goes an extra mile to do this, because FSSAI wants to build a better world.

**15**

FSSAI Kindle



To attain knowledge, add things everyday

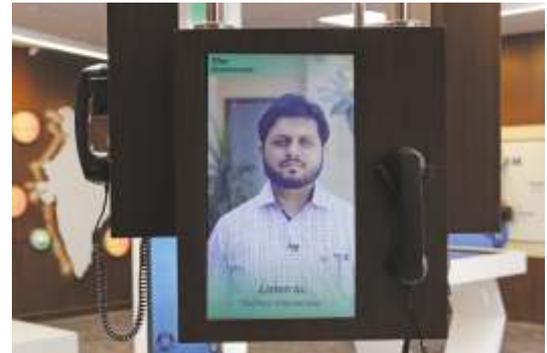
We have a host of material for every stakeholder. The Pink Book for home kitchens, The Yellow Book for schools, The Orange Book for workplaces and many more. For capacity building of food businesses, we have rich FoSTaC content. Browse, enjoy and e-mail a copy of it to yourself for free!

16

Testimonial Booth

Because hearing is believing

To learn how FSSAI touches the lives of all our citizens, pick up the telephone receiver to hear first-hand stories of change. From parents who finally got IEM foods to save their kids' lives; teachers whose students' changed habits with SNF@School, or young change makers like Arjun whose 'FeedOn' grew with FSSAI.

**17**

Your Feedback



Your feedback, our inspiration to learn and grow!

If you loved what you experienced or have any suggestions for us, we would want to hear it all! Please be sure to leave your feedback here. We would capture it with your photograph as a reminder of your visit, and use it to improve.



Let's
connect



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Book Your Visit:
www.fssai.gov.in/experiencezone

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