

Multi-stakeholder Partnerships

Partnerships have been established with a range of stakeholders to support the extensive range of consumer initiatives. This includes Government Departments, Consumer and Civil Society Organizations, Development Partners, Corporates, Academic Institutions, Professional Networks and Citizens. These partnerships are critical for engaging, exciting and enabling citizens to adopt safe and healthy diets.

Available Policy and Regulatory Support

While, all Regulations and standards support food safety, the following key Regulations in particular support consumer empowerment:

- Regulations for advertising and claims
- Labelling Regulations that include labelling of foods that are high in saturated fats, salt and sugar (HFSS)
- Fortification Regulations
- Organic food Regulations
- Trans fat limits for different food product categories

Robust Consumer Complaint Handling System

With the advent of technology, consumers are more connected, more knowledgeable such that there is a shift of power in their favour. Being cognizant of this fact, various technology driven platforms have been introduced to connect with consumers and address their grievances in an effective and efficient manner.

Triggering Informed Choices

Better information empowers consumers to make informed choices. Recent initiatives undertaken in this

context include Hygiene Rating, Menu Labelling, Certification and Clean Street Food Hub (CSFH).

Hygiene Rating

The objective is to empower consumers to make informed choices by rating food hygiene standards in food service establishments through third-party audits and inspections.

Clean Street Food Hub (CSFH)

The concept of 'safe' street food has been elevated in the eyes of consumers through the introduction of Clean Street Food Hubs. The first hub was launched in Kankariya lake, Ahmedabad in 2018 and 150 clean street food hubs across the country are in the pipeline.

Menu Labelling

The objective is to inform consumers about the calorific value and nutrient content of food while eating out. The envisaged outcome is to help consumers make an informed choice and motivate restaurants to provide healthier options in their menu.

Certification

Symbols and Logos have been developed to help consumers identify organic foods, fortified products, dope-free sports nutrition products etc. Responsible establishment-based symbols are also being promoted for consumer awareness for e.g., RUCO (Repurposed Used Cooking Oil).



3rd & 4th Floor, FDA Bhawan, Kotla Road, New Delhi – 110002, Ph. : +91-11-2322-0995

Connect with FSSAI:



Empowering Consumers



5 Priority Areas



Promote food safety and hygiene to prevent foodborne illnesses



Promote healthy diets to prevent NCDs



FORTIFIED

Promote fortified foods to prevent micronutrient deficiencies



Combat food adulteration and food fraud



Prevent food waste and fight hunger

FSSAI's Smart Approach

- S** Social and behavioural change
- M** Multistakeholder partnerships
- A** Available policy and regulatory support
- R** Robust consumer complaint handling system
- T** Triggering informed choices

Social and Behavioural Change

Engage: Engage with consumers wherever they are in interactive and interesting ways

Excite: Excite them about the benefits of safe food and healthy diets

Enable: Enable and support them to change habits of food and demand safe and healthy food.

Nudging all 130-crore Indians to demand safe food and healthy diets is the most powerful tool to build a culture of food safety. Social and behaviour change interventions have been designed to engage, excite and enable consumers to become partners in driving this change.

Convergence with Government Programmes



The best way to achieve scale and to sustain consumer awareness and educational activities is through convergence with established government programmes. Five relevant programmes include (1) **National Health Mission** with renewed focus on wellness under 'Ayushman Bharat Yojana'; (2) **Integrated Child Development Services (ICDS)** scheme for children under 6 years of age and their mothers; (3) **Mid-Day Meal (MDM)**

scheme for school children; (4) **Multi-ministerial POSHAN Abhiyaan** for a malnutrition-free India by 2022 and (5) **Anaemia-Mukt Bharat** to reduce anaemia by one-third by 2022.

The Eat Right Toolkit



The Eat Right Toolkit and an online video course on food safety and nutrition have been developed for the frontline workers namely **Auxiliary Nurse Midwives (ANMs)**, **Accredited Social Health Activists (ASHAs)**, **Anganwadi Workers (AWWs - supervisors for rural child care centres)** and **Mid-day Meal supervisors**. Through 220,000 ANMs, 870,000 ASHAs workers under the Ministry of Health and Family Welfare and 12,93,000 AWWs under the Ministry of Women and Child Development, a very extensive reach of eat-right messaging across the country is possible. Over 2000 frontline workers have already been trained to mainstream the Eat Right Toolkit for community education and outreach. Eventually, this toolkit would be mainstreamed in all the 1,50,000 Health and Wellness Centres under Ayushman Bharat Yojana.

Social Mobilization



Campaigns are often useful to bring an issue into focus and energize all stakeholders towards action. The Swasth Bharat Yatra, a pan-India relay cyclothon, was envisaged with the idea to promote messages of Eat Safe, Eat Healthy and Eat Fortified and to build consumer trust in the food available in the market. In this relay cyclothon, 21,629 volunteer cyclists covered a distance of 21,000 km over a period of 104 days between 16th Oct 2018, the World Food Day and 29th January 2019. Several events and activities were organised across the country reaching out to nearly 25 million people. More than 6000 Eat Right Champions were created to sustain the momentum and carry forward the key messages within their communities.



The **Eat Right Mela**, a national level fair, was organized to promote the message that healthy food can be fun. The event was developed on an infotainment model with a vibrant mix of informative pavilions, food stalls and engagement activities including competitions, live food demos, expert panel discussions and physical activities. A replication template has been developed to organize similar fairs at 40 other locations including state capitals in partnership with the Ministry of Housing and Urban Affairs.

Engaging Young Minds



The **Eat Right Creativity Challenge**, a pan-India art competition, was organized to unleash the creative potential of the youth and spread the message of 'Eat Right'. 75,000 students across 3600 schools participated in the challenge. About 150 wall art and 800 digital creatives including videos, short stories, and jingles were developed.

Safe and Nutritious Food Initiatives



Safe and Nutritious Food (SNF) Initiatives are a bouquet of initiatives that focus on a 360-degree approach for citizen guidance and behavioural change in everyday life i.e.

at home, school, workplace or eating out. Safe and Nutritious Food resource books have been developed for home (The Pink Book), school (The Yellow Book) and workplace (The Orange Book). The Pink Book provides useful tips, dos and don'ts, methods and practices that are recommended for Indian kitchens. The Yellow Book provides material for interactive classroom lectures as well as curricular and co-curricular activities. It serves as an important tool for parents, teachers & students. The Orange Book is a guidance document to create an enabling environment to ensure food safety and nutrition for everyone at the workplace. The Detect Adulteration with Rapid Test (DART) book includes simple do-it-yourself tests to detect food adulteration in commonly consumed food items and help build public trust in food. These are being made available into regional languages. An online SNF portal has been created for those seeking further information. Mascots in the form of Master and Miss Sehat have been created to engage with children through skits and activities in schools.

Under SNF, FSSAI trained and certified Health and Wellness Coordinators in each domain are being trained through a 'ToT-model' (Training of Trainers). Collaboration models with the industry for funding support under corporate social responsibility (CSR) have been piloted successfully and a systematic framework for sustained engagement has been developed.

Food Fortification



FSSAI has notified standards for five fortified staples-rice, wheat flour, oil, milk and salt and the '+F' logo to identify them. A dedicated **Food Fortification Resource Centre (FFRC)** has been set up to promote large-scale food fortification across the country in Government Safety Net Programmes (SNPs) and the open market. FFRC has set up the FFRC portal, an online resource hub and is involved in advocacy with states and food businesses, awareness building, providing technical support, training and capacity building, tender and procurement support and supply chain mapping in partnership with all stakeholders. So far, 181 brands have registered for +F logo on their fortified food products, 15

States and 3 UTs have adopted fortification in Safety Net Programs and 62 top players have voluntarily fortified their products with 110 fortified brands available pan-India and regionally.

No Food Waste



To prevent food waste and fight hunger the **Save Food, Share Food, Share Joy** initiative has been launched. It includes building awareness on behavioural strategies to reduce food waste. To fight hunger the Indian Food Sharing Alliance (IFSA) has been set up as a network of food-collection agencies across 11 cities and 6 states to deliver surplus food safely to those in need. Around 25 new agencies have been roped in and the network is set to expand in other states. More recently, a new campaign 'Small Gesture: Big Difference' to prevent food waste in social gatherings has been launched.

Food Safety on Wheels



An innovative concept of a mobile food-testing laboratory has been introduced for the purpose of testing, training and awareness generation. Apart from conducting simple tests for common adulterants in milk, water, edible oil and other items of food of daily consumption, these mobile units are also being used for awareness building around food safety, hygiene and promoting healthy eating habits in citizens at large and for conducting training and certification programmes for food handlers and supervisors in food businesses. About 41 mobile labs have been provided to states and another 19 would soon be commissioned.

Food Safety Magic Box

The Food Safety Magic Box – a 'Do-It-Yourself' food safety testing kit has been developed as a pedagogical tool to educate school children on food safety and combating adulteration. It is a small-sized, light-weight portable box that contains a few basic chemicals, small instruments and safety gadgets. It comes with a companion guidance book that illustrates testing various food products in a simple way through pictures. For instance, in milk, it can perform

tests to determine adulterants like water, urea, detergents, starch, pulverised-soap, in spices and condiments, it can detect starch and artificial colour, in beverages it detects mineral acid and so on. Apart from promoting food safety, this magic box would build scientific temperament and unleash creative potential of students through simple and fun experiments around food. Initially, 5000 food safety magic boxes are being provided to schools across states.

Use of Electronic, Mass and Social Media

Dedicated web portals with interactive content such as short videos, GIFs, Eat Right Quiz, Eat Right Calendar & habit tracker, posters, healthy recipes etc. have been developed. A weekly programme on key messages of Eat Right India movement is planned in collaboration with the national broadcast channel. Dissemination of key messages is also underway through Radio, YouTube, Twitter and other social media platforms. Efforts have been made to curb false and malicious videos on social media platforms regarding the safety and quality of food.

Use of Influencers and Celebrities

Influencers in the field of nutrition and food safety have been roped in to spread awareness on key messages of Eat Right, drawing inspiration from Mahatma Gandhi's food and nutrition philosophy. Short films featuring popular celebrities are being used to influence consumers to adopt fortified foods and a low salt, sugar and fat-based diet.



'Team Sehat' mascots have been brought to life to popularize healthy eating habits amongst children.

Several mascot activations have been conducted across the country with an outreach of over 1 million children.

Consumer Guidance Notes

In order to address consumer concerns arising out of actual and perceived risks about food safety, several guidance notes have been released. Content is available in various languages as well as in electronic format for ease of dissemination.