

## भारतीय खाद्य सुरक्षा एवं मानक प्राधिकरण

वेबसाइट पर अपलोड करने हेतु मासिक उपलब्धियोंकी सामग्री

जुलाई, 2024

**Important policy decisions taken and major achievements during the month:**

### **SCIENCEAND STANDARDS**

During the month of July 2024, the meetings of the following Scientific Panels and Expert Committees were organised to formulate the standards of articles of foods and processing of applications of non-specified foods, & other scientific matters respectively.

| <b>S. No.</b> | <b>Name of Scientific Panel/Expert Committee of FSSAI</b>   | <b>Date</b>                 |
|---------------|---|-----------------------------|
| 1.            | India, as a member elected on a geographic basis (Asia), participated in the 86th session of the Executive Committee (CCEXEC) of the Codex Alimentarius Commission (CAC) at the FAO headquarters in Rome. | 01.07.2024 to<br>05.07.2024 |
| 2.            | Meeting of Scientific Panel on Oils and Fats  | 03.07.2024                  |
| 3.            | Meeting of Scientific Panel on Food additives, Flavourings, Processing aids & Materials in contact with food  | 10.07.2024                  |
| 4.            | Meeting of Scientific Panel on Cereals, Pulses & Legume and their products (including Bakery)   | 11.07.2024 &<br>12.07.2024  |
| 5.            | Meeting of Expert Committee on Approval of Food for Special Medical Purpose (FSMP)  | 12.07.2024                  |

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| 6.  | Meeting of Expert Committee 1 for approval of non-specified food and food ingredients                         | 18.07.2024 |
| 7.  | Meeting of Scientific Panel on Packaging  | 19.07.2024 |
| 8.  | Meeting of Scientific Panel on Milk & Milk Products   | 22.07.2024 |
| 9.  | Meeting of Scientific Panel on Antibiotic Residues  | 22.07.2024 |
| 10. | Meeting of Scientific Panel on Functional foods, Nutraceuticals, Dietetic Products and Other similar products | 24.07.2024 |
| 11. | Meeting of Expert Committee 2 for approval of non-specified food and food ingredients                         | 25.07.2024 |
| 12. | Meeting of Scientific Panel on Nutrition and Fortification  | 25.07.2024 |
| 13. | Meeting of Scientific Panel on Pesticide Residues   | 25.07.2024 |
| 14. | Meeting of Scientific Panel on Labelling and Claims/Advertisements  | 29.07.2024 |
| 15. | Meeting of Scientific Panel on Fruits & Vegetables and their products (including dried fruits and nuts)       | 29.07.2024 |
| 16. | Meeting of Scientific Panel on Biological Hazards   | 31.07.2024 |

## QUALITY ASSURANCE

- The total no. of Primary Notified laboratories under sec 43(1) has increased from 244 to 245 (2 New laboratories have been notified and 1 laboratory has been de-notified). The total number of Referral laboratories notified u/s 43(2) is 22.
- Work on "Setting up of Microbiological Section and Installation of Equipment on Turnkey Basis" is under process for the following laboratories: Aurangabad, Jaipur,

Mysore, Thiruvananthapuram, Bengaluru, Belagavi, Bhubaneswar, Vadodara, Patna, Bhopal, Solan, Varanasi, Ranchi, Singtam, Agartala, Guindy, Imphal, Puducherry, Kolkata and Haryana (Lab in Chandigarh).

## INFORMATION TECHNOLOGY

### FOSTAC

- **Street Food Vendor Portal:** One of the most significant milestones achieved this month is the development of the dedicated portal for street food vendors (<https://sfv.fssai.gov.in/>) by the Union Health Minister. This portal is designed to empower street food vendors by providing them with a platform to share their success stories, access valuable resources on food safety, and engage with the community.

#### **Features and Benefits of the SFV Portal:**

- **Resource Access:** The portal offers a library of resources, including guidelines, best practices, and training materials, helping vendors improve their food safety standards.
- **Community Engagement:** Vendors can share their success stories and experiences, fostering a sense of community and shared learning.
- **Support and Training:** The platform supports ongoing training initiatives, ensuring that vendors stay updated with the latest food safety regulations and practices.
- **Ease of Use:** The user-friendly design of the portal ensures that even vendors with limited technical skills can navigate and utilize the platform effectively.
- **Refresher Training for Trainers of Trainers (TOT):** Provision for refresher training program is made for Trainers of Trainers (TOT) to ensure they are up-to-date with the latest food safety standards and training methodologies. This program aimed to enhance the effectiveness of trainers who, in turn, will educate and empower street food vendors across the country.

## TRAINING

Number of various trainings during the month of July 2024 -

| Name of Training  | Number of trainings | Number of people trained |
|---|---------------------|--------------------------|
| Induction Training Programme for Food Safety Officers of Arunachal Pradesh, Mizoram and West Bengal from 25.06.2024 to 12.07.2024 at NSATI, Kolkata | 01                  | 50                       |

|  |     |       |
|--|-----|-------|
| FoSTaC (FSS+COVID)   | 886 | 47706 |
| Street Food Vendor (SFV) courses   | 44  | 2384  |
| A Half day training session on “Food Safety Regulations and Rules: Packaging and Labelling” for all the employees stationed at Headquarters & NFLs/Regional Offices (Mumbai, Kolkata, Chennai and Ghaziabad) | 01  | 97    |
| A Half day training session on “Deputation and Pay Fixation Rules” for the employees stationed at FSSAI Headquarters   | 01  | 38    |
| A Half day training session on “How to Handle Media Queries and Engagements” for the employees stationed at FSSAI Headquarters   | 01  | 34    |

## SOCIAL AND BEHAVIOURAL CHANGE

1. A total of 44 social media posts were created and circulated for generating public awareness through different social media platforms of FSSAI. Details of social media posts is attached at **Annexure-I**. 19 Creatives have been designed and developed. Details of Creatives is attached at **Annexure II**. Number of Creatives posted on different social media platforms of FSSAI is attached at **Annexure III**. Details of series and frequency of tweets posted on Twitter is attached at **Annexure IV**.
2. Total number of certificates awarded under the Eat Right India initiatives are mentioned below:

| S. No. | Name of Initiative                    | Total Number of Certifications |
|--------|---------------------------------------|--------------------------------|
| 1.     | Eat Right Places of Worship           | 99                             |
| 2.     | Eat Right Campus                      | 24                             |
| 3.     | Eat Right School                      | 8                              |
| 4.     | Eat Right Street Food Hub             | 4                              |
| 5.     | Eat Right Station                     | 6                              |
| 6.     | Eat Right Fruits and Vegetable Market | 3                              |

3. ShriJagatPrakashNaddaJi, Hon’ble Union Minister of Health & Family Welfare

and Chemicals & Fertilizers reviewed various initiatives taken up by FSSAI during his visit to FSSAI HQ on 15<sup>th</sup> July 2024. ShriJagatPrakashNaddaJi, Hon'ble Union Minister of Health & Family Welfare and Chemicals & Fertilizers was briefed on various initiatives taken up by FSSAI by Shri G. Kamala VardhanaRao, IAS, CEO, FSSAI. During his visit to FSSAI HQ, ShriJagatPrakashNaddaJi, Hon'ble Union Minister of Health & Family Welfare and Chemicals & Fertilizers planted a mango sapling in the presence of Shri G. Kamala VardhanaRao, IAS, CEO, FSSAI and other officials under “एकपेड़मांकेनाम” campaign in the premises of FSSAI HQ, New Delhi. He visited an exhibition, released “Manual on Methods of Analysis of Foods-Microbiological Examination of Food and Water”, unveiled a Manual for Food Safety Officers, launched 'Guide for Food Analysis - Opinion on Test Reports as per FSS Act, 2006, Rules, and Regulations made thereunder' and also launched 'Food Safety Bytes', that is a series of videos featuring social media influencers.

## REGULATORY COMPLIANCE

### **(a) Instant issuance of licenses/registrations:**

To facilitate ease of doing business, FSSAI enabled the instant issuance of licenses/registrations for specific categories such as Wholesalers, Distributors, Retailers, Transporters, Storage without atmospheric control, Importers, Food vending agencies, Direct sellers and Merchant-Exporters from **28th June, 2024**. To start with, Instant (tatkāl) issuance of License/Registration (except for Partnership /Registered firms) has been rolled out in the States/UTs of Assam, Delhi, Gujarat, Jammu & Kashmir, & Kerala w.e.f 28<sup>th</sup> **June 2024**. This instant issuance via FSSAI's Food Safety Compliance System (FoSCoS) shall be subject to digital verification through GST, CIN, PAN, AADHAAR, etc. and conditions laid down under order dated 01-07-2024.

### **(b) Introduction of New Kind of Business (KoB) for 'Direct Sellers' under FoSCoS:**

Based on representations received from industry stakeholders, in a significant step towards accommodating modern business models, the Food Safety and Standards Authority of India (FSSAI) has introduced a new Kind of Business (KoB) specifically for 'Direct Sellers' under the Food Safety Compliance System (FoSCoS). This decision was driven by the recognition that the direct selling model fundamentally differs from traditional retail.

The details are listed in the FSSAI Order dated 16-07-2024.

## Annexure-I

### Details of Social Media Posts created and circulated in the month of July 2024

| S. NO. | DATE     | POST   | SERIES            | TWITTER/X   |
|--------|----------|--|-------------------|---|
| 1      | 1/7/2024 | चुनिंदा कैटेगरीज़ के लिए तत्काल लाइसेंस सेवा के शुभारम्भ कार्यक्रम की तस्वीरें ।<br>@MoHFW_INDIA<br>#FoSCoS  | #FoSCoS           | <a href="https://x.com/fssaiindia/status/1807635288396583378">https://x.com/fssaiindia/status/1807635288396583378</a> |
| 2      | 1/7/2024 | कंचन देवी को FSSAI के तत्काल लाइसेंस सेवा के शुभारम्भ कार्यक्रम के अवसर पर लाइसेंस उपलब्ध कराया गया। सुनिए कंचन देवी की जुबानी ... तत्काल लाइसेंस पहल की कहानी...<br>@MoHFW_INDIA<br>#InstantFoSCoS  | #InstantFoSCoS    | <a href="https://x.com/fssaiindia/status/1807679290378494442">https://x.com/fssaiindia/status/1807679290378494442</a> |
| 3      | 1/7/2024 | Hanuman Yadav, a tea vendor at Delhi's Bhikaji Cama Place shares his inspiring journey and the incredible benefits of FSSAI's FoSTaC training. He urges fellow vendors to take this training for improved practices of food safety.<br>#FSSAI #FoSTaC<br>#MondayMotivation | #FSSAI            | <a href="https://x.com/fssaiindia/status/1807785991253774800">https://x.com/fssaiindia/status/1807785991253774800</a> |
|        |          |  | #FoSTaC           |   |
|        |          |  | #MondayMotivation |   |
| 4      | 1/7/2024 | #FSSAI West Region organised an awareness session for 50 FBOs at Mopa Airport, Goa.  | #FSSAI            | <a href="https://x.com/fssaiindia/status/1807786836573733364">https://x.com/fssaiindia/status/1807786836573733364</a> |

|   |          |   |                      |   |
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|   |          | The session covered the FSS Act, licensing regulations, compliance measures like FOSTAC and audits, labelling basics for catering, hygiene rating and fortification.<br>#FSSAIAwareness   | #FSSAIAwareness      |   |
| 5 | 2/7/2024 | India takes a seat at the global table! Represented by Sh. G Kamala VardhanaRao, CEO, FSSAI, India joins CCEXE86 meeting of the Codex at FAO, Rome. Global standards for spices will boost international trade and benefit India's position as a major spice producer and exporter. |                      | <a href="https://x.com/fssaiindia/status/1807943493220028608">https://x.com/fssaiindia/status/1807943493220028608</a> |
| 6 | 2/7/2024 | Empowering Entrepreneurs: Through the instant issuance of Food License/Registration, FSSAI redefines Ease of Doing Business! #EaseOfDoingBusiness #FoSCoS #FSSAI @MoHFW_INDIA   | #EaseOfDoingBusiness | <a href="https://x.com/fssaiindia/status/1807958560476913670">https://x.com/fssaiindia/status/1807958560476913670</a> |
|   |          |   | #FoSCoS              |   |
|   |          |   | #FSSAI               |   |

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| 7 | 3/7/2024 | As part of ongoing discussions at #CCEXEC86, members supported finalizing the Codex Strategic Plan 2026-2031, including the strategic goals, and shared views on Codex's core values. Key elements for future Codex work and meeting formats are also under deliberation. @MoHFW_INDIA    |            | <a href="https://x.com/fssaiindia/status/1808327905350717663">https://x.com/fssaiindia/status/1808327905350717663</a> |
| 8 | 3/7/2024 | #DoYouKnow Food Safety Connect App is an online platform helps consumers to register their complaints and feedbacks about food safety issues related to adulterated food, unsafe food, substandard food, labelling defects & misleading claims & advertisements related to food products. | #DoYouKnow | <a href="https://x.com/fssaiindia/status/1808364504255979762">https://x.com/fssaiindia/status/1808364504255979762</a> |
| 9 | 3/7/2024 | India participates in the 86th session of the Executive Committee (CCEXEC) of Codex Alimentarius Commission (CAC) #FSSAI #Codex   | #FSSAI     | <a href="https://x.com/fssaiindia/status/1808459066034803073">https://x.com/fssaiindia/status/1808459066034803073</a> |
|   |          |   | #Codex     |   |



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|    |          | Read here -<br><a href="https://pib.gov.in/PressReleasePage.aspx?PRID=2030370">https://pib.gov.in/PressReleasePage.aspx?PRID=2030370</a>  |        |   |
| 10 | 4/7/2024 | In a series of meetings, Indian delegates interacted with Food & Agriculture Organisation @FAO officials in Rome agreeing to collaborate on evolving dietary and food system guidelines and testing FAO's AI-based tools to improve global nutrition and food safety. #FSSAI #Codex | #FSSAI | <a href="https://x.com/fssaiindia/status/1808692393723768880">https://x.com/fssaiindia/status/1808692393723768880</a> |
|    |          |   | #Codex |   |
| 11 | 4/7/2024 | FSSAI Southern Region Branch office Cochin organised an awareness session on #FSSAI regulations & Food Import Clearance for customs officers at National Academy of Customs Indirect Taxes & Narcotics, Cochin today. 50 customs officials participated! @cbic_india @MoHFW_INDIA   | #FSSAI | <a href="https://x.com/fssaiindia/status/1808823769127137392">https://x.com/fssaiindia/status/1808823769127137392</a> |

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| 12 | 4/7/2024 | <p>Is your milk adulterated with detergent? Here is how you can check it through a simple test.</p> <p>#NoToAdulteration<br/>#FSSAI<br/>#EatRightIndia<br/>#CombatAdulteration<br/>#milk<br/>@MoHFW_INDIA</p> <p>@PIB_India</p>  | <p>#NoToAdulteration</p> <hr/> <p>#FSSAI</p> <hr/> <p>#EatRightIndia</p> <hr/> <p>#CombatAdulteration</p> <hr/> <p>#milk</p> | <p><a href="https://x.com/fssaiindia/status/1809029648103395396">https://x.com/fssaiindia/status/1809029648103395396</a></p> |
| 13 | 4/7/2024 | <p>#DidYouKnow You can easily run adulteration tests for milk, honey, spices, oils even sugar and grains at your home using simple processes illustrated in the #DARTBook by #FSSAI. It's packed with simple &amp; easy tests to ensure your food is free from any adulteration.</p> <p>@MoHFW_INDIA</p> | <p>#DidYouKnow</p> <hr/> <p>#DARTBook</p> <hr/> <p>#FSSAI</p>  | <p><a href="https://x.com/fssaiindia/status/1809176041866608910">https://x.com/fssaiindia/status/1809176041866608910</a></p> |
| 14 | 5/7/2024 | <p>Food fortification is a proven way to combat micronutrient deficiencies worldwide. By adding essential vitamins and minerals to everyday staples, we can improve health and well-being. Look for the '+F' logo to</p>   |  | <p><a href="https://x.com/fssaiindia/status/1809257619799838797">https://x.com/fssaiindia/status/1809257619799838797</a></p> |

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|    |          | choose fortified foods and boost your nutrition!<br>#FortifiedFriday<br>#FSSAI   |                |   |
| 15 | 6/7/2024 | Keep watching this space for #HygieneHeros . Stories of dedication , Grit and determination . Those who are protecting plates and keeping hygiene at best ...<br>@MoHFW_INDIA                | #HygieneHeros  | <a href="https://x.com/fssaiindia/status/1809422304893444312">https://x.com/fssaiindia/status/1809422304893444312</a> |
| 16 | 6/7/2024 | We can easily replace sugar with healthy foods. We only need to change our eating habits. Let's join hands and #EatRight to make #SwasthBharat. #AajSeThodaKam #EatRight #FSSAI @MoHFW_INDIA | #EatRight      | <a href="https://x.com/fssaiindia/status/1809432942633975964">https://x.com/fssaiindia/status/1809432942633975964</a> |
|    |          |  | #SwasthBharat  |   |
|    |          |  | #AajSeThodaKam |   |
|    |          |  | #EatRight      |   |
|    |          |  | #FSSAI         |   |
| 17 | 6/7/2024 | Guj FDCA seizes suspicious dairy products worth Rs 9 lakh from Rajkot unit<br>#FSSAIAction   | #FSSAIAction   | <a href="https://x.com/fssaiindia/status/1809519129910534510">https://x.com/fssaiindia/status/1809519129910534510</a> |
| 18 | 6/7/2024 | FSSAI approves proposal for bolder nutritional information on food packets<br>#FSSAIinNews   | #FSSAIinNews   | <a href="https://x.com/fssaiindia/status/1809626436308971918">https://x.com/fssaiindia/status/1809626436308971918</a> |
| 19 | 6/7/2024 | FSSAI approves proposal to display nutritional information labelling of total sugar, salt  | #EatRightIndia | <a href="https://x.com/fssaiindia/status/1809572946396258383">https://x.com/fssaiindia/status/1809572946396258383</a> |
|    |          |  | #FSSAI         |   |

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|    |          | and saturated fat in bold letters and bigger font size in 44th meeting of Food Authority<br>#EatRightIndia<br>#FSSAI<br>#FoodAuthority<br>#FoodLabelling<br>@MoHFW_INDIA   | #FoodAuthority<br>#FoodLabelling                         |   |
| 20 | 6/7/2024 | FSSAI introduces bigger font & bold letters for nutrition labels of sugar, salt, & saturated fat<br>#FSSAIinNews   | #FSSAIinNews   | <a href="https://x.com/fssaiindia/status/1809626997565583747">https://x.com/fssaiindia/status/1809626997565583747</a> |
| 21 | 7/7/2024 | Let us #EatRight during #Monsoon to stay fit and healthy!<br>#EatRightIndia<br>#FSSAIMonsoon<br>@MoHFW_INDIA<br>@PIB_India<br>@mygovindia  | #EatRight<br>#Monsoon<br>#EatRightIndia<br>#FSSAIMonsoon | <a href="https://x.com/fssaiindia/status/1809799703359353080">https://x.com/fssaiindia/status/1809799703359353080</a> |
| 22 | 7/7/2024 | The Food Safety and Standards Authority of India has approved a proposal to display nutritional information regarding Total Sugar, Salt and Saturated Fat in bold letters and increased font size on labels of packaged food products.<br>#FSSAIinNEWS<br>#EatRightIndia | #FSSAIinNEWS<br>#EatRightIndia                           | <a href="https://x.com/fssaiindia/status/1809949524938436659">https://x.com/fssaiindia/status/1809949524938436659</a> |

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| 23 | 8/7/2024  | Meet Gulab Singh, a street food vendor at India Gate, who's seen incredible benefits from #FSSAI's flagship training #FoSTaC ! Watch as he shares his experience and urges fellow vendors to take up this transformative training.<br>#MondayMotivation @MoHFW_INDIA   | #FSSAI            | <a href="https://x.com/fssaiindia/status/1810328290676388067">https://x.com/fssaiindia/status/1810328290676388067</a> |
|    |           |  | #FoSTaC           |   |
|    |           |  | #MondayMotivation |   |
| 24 | 10/7/2024 | Monsoon rains are here! But don't let the weather dampen your appetite. Here are some tips to keep your food safe during the monsoon season:<br>#SafeFoodMonsoon #EatRightIndia #FSSAI @MoHFW_INDIA  | #SafeFoodMonsoon  | <a href="https://x.com/fssaiindia/status/1810860764669808746">https://x.com/fssaiindia/status/1810860764669808746</a> |
|    |           |  | #EatRightIndia    |   |
|    |           |  | #FSSAI            |   |
| 25 | 11/7/2024 | Telangana IAS spells Singham-like fear among restaurants—fined Paradise, suspended BigBasket #FSSAI @cfs_telangana @Mohfw<br><a href="https://theprint.in/ground-reports/a-telangana-ias-officer-spells-singham-like-fear-among-restaurants-he-fined-paradise-suspended-">https://theprint.in/ground-reports/a-telangana-ias-officer-spells-singham-like-fear-among-restaurants-he-fined-paradise-suspended-</a> | #FSSAI            | <a href="https://x.com/fssaiindia/status/1811371444401848726">https://x.com/fssaiindia/status/1811371444401848726</a> |

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|    |           | bigbasket/2168810/<br>via @theprintindia  |                     |   |
| 26 | 12/7/2024 | Is your milk adulterated with maltodextrin? Here is how you can check it through a simple test.<br><br>#FSSAI<br>#NoToAduleration<br>#MilkTest<br>#CombatAdulteratio<br>n #FoodSafety<br><br>@MoHFW_INDIA<br><br>@PIB_India   | #FSSAI              | <a href="https://x.com/fssaiindia/status/1811589539309453637">https://x.com/fssaiindia/status/1811589539309453637</a> |
|    |           |   | #NoToAduleration    |   |
|    |           |   | #MilkTest           |   |
|    |           |   | #CombatAdulteration |   |
|    |           |   | #FoodSafety         |   |
| 27 | 12/7/2024 | Fortified rice is enriched with essential nutrients like Iron, Folic Acid, and Vitamin B12 to combat deficiencies and promote better health. Next time you shop for rice, look for the '+F' logo to ensure you're making a nutritious choice!<br>#FortifiedFriday<br>#FSSAI<br>@MoHFW_INDIA | #FortifiedFriday    | <a href="https://x.com/fssaiindia/status/1811672234790125594">https://x.com/fssaiindia/status/1811672234790125594</a> |
|    |           |   | #FSSAI              |   |
| 28 | 14/7/2024 | When it's raining outside, it's important to keep your kitchen extra clean to prevent   | #EatRight           | <a href="https://x.com/fssaiindia/status/1812329566892953835">https://x.com/fssaiindia/status/1812329566892953835</a> |
|    |           |   | #SafeFood           |   |

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|    |           | <p>foodborne illnesses. Here are some tips for #EatRight #SafeFood during #Monsoon. #FSSAIMonsoon #EatRightIndia. @MoHFW_INDIA</p>  | <p>#Monsoon<br/>#FSSAIMonsoon<br/>#EatRightIndia</p> |  |
| 29 | 15/7/2024 | <p>श्री जेपी नड्डा, माननीय केंद्रीय मंत्री, स्वास्थ्य एवं परिवार कल्याण मंत्रालय ने एफएसएसएआई मुख्यालय में "एक पेड़माँ के नाम अभियान" अंतर्गत पौधारोपण किया। @MoHFW_INDIA @PIB_India @JPNadda</p>   |  | <p><a href="https://x.com/fssaiindia/status/1812817111133110401">https://x.com/fssaiindia/status/1812817111133110401</a></p> |
| 30 | 15/7/2024 | <p>Shri JP Nadda, Hon'ble Minister, Health and Family Welfare visited an exhibition and interacted with FSSAI officials on Rapid Food Testing facilities and Healthy and Hygienic Food Street initiative during his visit to FSSAI Headquarters. @JPNadda @MoHFW_INDIA @PIB_India</p> |  | <p><a href="https://x.com/fssaiindia/status/1812817684951687417">https://x.com/fssaiindia/status/1812817684951687417</a></p> |
| 31 | 15/7/2024 | <p>The Hon'ble Minister of Health and Family Welfare, Shri JP Nadda, released various manuals and publications. He also launched the social</p>   | <p>#FSSAI</p>  | <p><a href="https://x.com/fssaiindia/status/1812818241330229255">https://x.com/fssaiindia/status/1812818241330229255</a></p> |

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|    |           | media campaign<br>"Food Safety Bytes"<br>during his visit to<br>#FSSAI.<br>@MoHFW_INDIA<br><br>@JPNadda  |                  |   |
| 32 | 16/7/2024 | Quality check: FSSAI<br>lab to be set up in<br>Tirumala  |                  | <a href="https://x.com/fssaiindia/status/1813222655140495755">https://x.com/fssaiindia/status/1813222655140495755</a> |
| 33 | 18/7/2024 | Ensuring Safe Street<br>Food! FSSAI is all set<br>for its mega<br>#FoSTaC training<br>initiative. 1000 street<br>food vendors from<br>different<br>parts of Delhi will be<br>provided training at<br>VigyanBhawan on<br>July 20th, 2024.<br>#SafeStreetFood<br>#FSSAICampaign          | #FoSTaC          | <a href="https://x.com/fssaiindia/status/1813962975713349750">https://x.com/fssaiindia/status/1813962975713349750</a> |
|    |           |  | #SafeStreetFood  |   |
|    |           |  | #FSSAICampaign   |   |
| 34 | 19/7/2024 | FSSAI is launching<br>guidelines for street<br>food vendors at<br>VigyanBhawan on<br>July 20th. Get ready<br>for a day filled with<br>essential<br>training and insights<br>on food safety<br>related to Street<br>Food Vendors !<br>#SafeStreetFood<br>#FSSAICampaign<br>@MoHFW_INDIA | #SafeStreetFood  | <a href="https://x.com/fssaiindia/status/1814268552121290878">https://x.com/fssaiindia/status/1814268552121290878</a> |
|    |           |  | #FSSAICampaign   |   |
| 35 | 19/7/2024 | Fortified foods for<br>#SampoornaPoshan<br>!<br>Get essential<br>vitamins & minerals<br>like Vitamin A, Iron,<br>Iodine & more from  | #SampoornaPoshan | <a href="https://x.com/fssaiindia/status/1814361963729662072">https://x.com/fssaiindia/status/1814361963729662072</a> |
|    |           |  | #FortifiedFriday |   |
|    |           |  | #HealthyLife     |   |



|    |           |   |        |   |
|----|-----------|---|--------|---|
|    |           | fortified Rice, Milk, Flour& Salt.<br>#FortifiedFriday<br>#HealthyLife<br>@MoHFW_INDIA  |        |   |
| 36 | 20/7/2024 | The Stage is set for Training and Awareness Program for Street Food Vendors. More than 1000 street food vendors are participating at VigyanBhawan, New Delhi.<br>@MoHFW_INDIA<br>@JPNadda<br>@AnupriyaSPatel  |        | <a href="https://x.com/fssaiindia/status/1814533756897927188">https://x.com/fssaiindia/status/1814533756897927188</a> |
| 37 | 20/7/2024 | #FSSAI is organizing a one of its kind training programme for 1000 street food vendors on hygiene, food quality, safe food handling, storage guidelines, prevention of contamination and more! Together, let's enjoy street food with confidence and ensure it's safe for everyone. | #FSSAI | <a href="https://x.com/fssaiindia/status/1814554413748322326">https://x.com/fssaiindia/status/1814554413748322326</a> |
| 38 | 20/7/2024 | <a href="#">Join us now through Live Streaming: Training and awareness program for Street Vendors on at Vigyan Bhawan, New Delhi. Learn about food safety and best practices to keep your customers</a>   | -      | <a href="https://x.com/fssaiindia/status/1814578640601944335">https://x.com/fssaiindia/status/1814578640601944335</a> |

|    |           |  |                 |   |
|----|-----------|--|-----------------|---|
|    |           | <a href="https://youtube.com/live/SYb_IUkZFSk?feature=shared">healthy. Watch live: https://youtube.com/live/SYb_IUkZFSk?feature=shared</a><br><a href="#">#StreetFoodSafetyFS</a><br><a href="#">SAICampaign</a>   |                 |   |
| 39 | 20/7/2024 | Join us live now for Training and Awareness programme for Street Food Vendors<br><input type="checkbox"/><br>@MoHFW_INDIA  |                 | <a href="https://x.com/fssaiindia/status/1814606118448210400">https://x.com/fssaiindia/status/1814606118448210400</a> |
| 40 | 20/7/2024 | Hon'ble Union Minister of Health and Family Welfare Shri @JPNadda and Hon'ble Minister of State, Ministry of Health and Family Welfare Ms. @AnupriyaSPatel launched a dedicated portal for street food vendors at VigyanBhawan. Link of the portal - <a href="https://sfv.fssai.gov.in">https://sfv.fssai.gov.in</a> |                 | <a href="https://x.com/fssaiindia/status/1814612680595951784">https://x.com/fssaiindia/status/1814612680595951784</a> |
| 41 | 20/7/2024 | Here's a quick sneak-peek into how FSSAI has trained more than 1000 street food vendors under FoSTaC training programme in VigyanBhawan. The training focused on street food safety for street food vendors, aiming to enhance their knowledge and practice.   | #SafeStreetFood | <a href="https://x.com/fssaiindia/status/1814614831288185130">https://x.com/fssaiindia/status/1814614831288185130</a> |

|    |           |  |                  |   |
|----|-----------|--|------------------|---|
|    |           | #SafeStreetFood  |                  |   |
| 42 | 20/7/2024 | Expanding Horizons<br>... Ensuring Food<br>Safety for All.<br>#FSSAICampaign   | #FSSAICampaign   | <a href="https://x.com/fssaiindia/status/1814709030389948755">https://x.com/fssaiindia/status/1814709030389948755</a> |
| 43 | 22/7/2024 | ताकि सबको मिले पूरा<br>पोषक भोजन...<br>पूरी स्टोरी पढ़ने के लिए<br>नीचे दिये लिंक पर<br>क्लिक करें ।<br>#FSSAI<br><a href="https://livehindustan.com/blog/story-hindustan-opinion-column-so-that-everyone-gets-complete-nutritious-food-22-july-2024-10512419.html">https://livehindustan.com/blog/story-hindustan-opinion-column-so-that-everyone-gets-complete-nutritious-food-22-july-2024-10512419.html</a><br>@JPNadda<br>@MoHFW_INDIA<br>@PIBHindi | #FSSAI           | <a href="https://x.com/fssaiindia/status/1815254622967148625">https://x.com/fssaiindia/status/1815254622967148625</a> |
| 44 | 22/7/2024 | खाद्य सुरक्षा के विभिन्न<br>पहलुओं पर लोगों को<br>जागरुक करने के लिए<br>#FSSAI की नई पहल<br>#FoodSafetyBytes।इ<br>स पहल के तहत देश<br>भर के सेलिब्रिटीज और<br>एक्सपर्ट्स विभिन्न<br>भाषाओं में वीडियो<br>बाइट्स के माध्यम से<br>आप लोगों तक खाद्य<br>सुरक्षा की बात<br>पहुँचाएंगे। तो जुड़े रहिए<br>हमारे साथ  | #FoodSafetyBytes | <a href="https://x.com/fssaiindia/status/1815273408638173669">https://x.com/fssaiindia/status/1815273408638173669</a> |

## Annexure II

### Details of Creatives

|  |
|--|
| 1. Ayurveda Aahar brochure for S and S division  |
| 2. #FoodSafetyBytes launch video   |
| 3. Branding for Hon'ble MoHFW's visit to FSSAI HQ and the training of street food vendors event (20th July, 2024)        |
| 4. Video on SOPs for Milk, oil and waste management.   |
| 5. Under the campaign #FoodSafetyBytes, vivacious_veranya's video was produced.  |
| 6. #HygieneHeroes coming soon/promotional poster   |
| 7. #DidYouKnow DART book poster  |
| 8. Overall management of official social media handles of FSSAI (Instagram, X, Facebook, LinkedIn, Public App, Youtube). |
| 9. Byte shooting of KapilDev's video for Social Media  |
| 10. Testimonials of Street Food Vendors at the event video   |
| 11. Video on the snippets of the Training Event  |
| 12. FoSTaC Monday Motivation video   |
| 13. Invitation cards of the Training Event designed  |
| 14. Video developed for healthy and hygienic street food   |
| 15. #FortifiedFriday series posts uploaded every week  |
| 16. #NoToAdulteration series videos demonstrating how to check for adulteration at home                                  |
| 17. Maintaining Food Safety during monsoon posts on social media.  |
| 18. Media Compendium draft, designed and published.  |
| 19. Video on Street Food Vendors Portal  |

## AnnexureIII

### Number of Creatives posted on different social media platforms of FSSAI

| <b>SOCIAL MEDIA POSTS</b> |    |
|---------------------------|----|
| Instagram                 | 39 |
| X (Twitter)               | 44 |
| LinkedIn                  | 20 |
| Facebook                  | 43 |
| Public App                | 9  |
| You Tube                  | 7  |

**Annexure IV****Details of series and frequency of tweets posted on Twitter**

| <b>SERIES</b>        | <b>Frequency of Use</b> |
|----------------------|-------------------------|
| #AajSeThodaKam       | 1                       |
| #Codex               | 2                       |
| #CombatAdulteration  | 2                       |
| #DARTBook            | 1                       |
| #DidYouKnow          | 1                       |
| #DoYouKnow           | 1                       |
| #EaseOfDoingBusiness | 1                       |
| #EatRight            | 4                       |
| #EatRightIndia       | 6                       |
| #FoodAuthority       | 1                       |
| #FoodLabelling       | 1                       |
| #FoodSafety          | 1                       |
| #FoodSafetyBytes     | 1                       |
| #FortifiedFriday     | 1                       |
| #FortifiedFriday     | 1                       |
| #FoSCoS              | 2                       |
| #FoSTaC              | 3                       |
| #FSSAI               | 18                      |
| #FSSAIAction         | 1                       |
| #FSSAIAwareness      | 1                       |
| #FSSAICampaign       | 3                       |
| #FSSAIinNews         | 3                       |
| #FSSAIMonsoon        | 1                       |
| #FSSAIMonsoon        | 1                       |
| #HealthyLife         | 1                       |
| #HygieneHeros        | 1                       |
| #InstantFoSCoS       | 1                       |
| #milk                | 1                       |
| #MilkTest            | 1                       |
| #MondayMotivation    | 2                       |
| #Monsoon             | 2                       |
| #NoToAdulteration    | 2                       |
| #SafeFood            | 1                       |

|                    |           |
|--------------------|-----------|
| #SafeFoodMonsoon   | 1         |
| #SafeStreetFood    | 3         |
| #SampoornaPoshan   | 1         |
| #SwasthBharat      | 1         |
| <b>Grand Total</b> | <b>76</b> |

| <b>Others</b>               |   |
|-----------------------------|---|
| Press Releases              | 3 |
| Influencers video           | 2 |
| Video for Food Safety Bytes | 1 |

