

## **Eating Right – A Shared Responsibility**

*Voluntary Initiative to spread awareness about Safe & Nutritious Food*

FSSAI's Eat Right India initiative work towards assuring safe, healthy and sustainable food for 130 crore Indian citizens on Pan-India basis and calls for massive outreach efforts. The Food Authority 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 various Eat Right India 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 or conversion of resource materials for various Eat Right India 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. Interested stakeholders can financially support with creation or conversion of these resource materials into various regional languages and/or digital formats. They can also provide domain experts for creation of the same.
- b) **Printing of the resource material** - The resource material could be freely downloaded and printed or reproduced electronically, without changes, by any individual, company or publisher for 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. The printed material should have a tagline as "*Issued in public interest by (Organization's name)*".
- c) **Mobilisation and activation of public interest initiatives** - Various activities under Eat Right India 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. The details of each program under the Eat Right

India movement are made available at [www.eatrightindia.gov.in](http://www.eatrightindia.gov.in) and are in the public domain, which the stakeholders are free to adopt. Alternately, they could design their own activities/ programs (adopting broad set of programs designed by FSSAI) and utilize the content created by FSSAI.

- d) **Usage of Eat Right India logos** - All partners including Industry Associations and Corporates can be allowed to use the Mascots (Master Sehat, Miss Sehat etc.) and the Eat Right India logo developed by FSSAI for activation, communication, promotion and training as part of the Eat Right India promotion and/or related public interest campaigns. The use of above logo can only be extended under various corporate engagement efforts. These activities/programs need to be adopted as part of their social responsibility program/ voluntary initiatives and shouldn't be related to any marketing/branding activities. The brands cannot use/write words like '*in partnership*'; '*in association with*'; '*in agreement with*'. FSSAI would also not support/endorse any press statement in this context and brands can individually make any announcement on adoption of various Eat Right India programs under their CSR/ Voluntary support agenda. Also, brands cannot use their products logo (which are high in fat, salt and sugar and such processed foods) and should only use their corporate logo in such cases.
- 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 maybe stated upfront that the initiative is taken up as "*Issued in the 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 Eat Right India 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.

Eat Right India 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 consumer's health and safety, sustainable consumption.

Thus activities to promote various Eat Right India 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 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 [c4ERI@fssai.gov.in](mailto:c4ERI@fssai.gov.in) and [sharmaruchika.21@gmail.com](mailto:sharmaruchika.21@gmail.com)