



CHAPTER 13

Social and Behavioural Changes

A. Safe and Nutritious Food (SNF) Initiative

Setting of standards, enforcement and compliance are the traditional regulatory tools which have hitherto been the focus of FSSAI's activities. However, if safe and wholesome food to every Indian citizen is to be ensured on a sustainable basis, reliance on these traditional regulatory tools alone would not suffice- it is imperative to actively work towards social and behavioural change. Project SNF (Safe and Nutritious Food) is based on this philosophy. It adopts a 360-degree approach for citizen guidance and behavioural change in every sphere- at home, school, workplace or eating out. Awareness and capacity building are key to usher in a culture of safe and wholesome food. Through focussed interventions, FSSAI would share and reiterate the message that safe and nutritious food has to be a way of life.

The Food Authority's bouquet of SNF (Safe and Nutritious Food) initiatives that focus on bringing about social and behavioral change around food safety, hygiene and healthy diets are a powerful tool available to every citizen. The philosophy is to create informative content and engagement material, along with simple messaging asking citizens to be aware, be cognizant and be receptive to SNF (safe and nutritious food), whether at 'Home', 'School', 'Workplace' or while 'Eating Out.'

FSSAI has developed training and capacity building modules, guidance books and standard operating procedures for this to happen effectively across the nation covering all citizens. Awareness material such as the Pink Book for home kitchens, DART Book for simple tests for adulterants, Yellow book for school children, the Orange Book for workplaces etc., an online SNF portal and simple training modules to educate citizens have been created.

A cascading model has been adopted to operationalize SNF, with National Level Resource Persons (NLRPs) being empanelled and trained by FSSAI, who would in turn train other trainers and Health and Wellness Coordinators across the length and breadth of the country. Health and Wellness Coordinators (HWC) for relevant domains (e.g. in school, at the workplace, in Resident Welfare Associations and Health Clubs etc.) can also take certification programs online and after being certified, they act as the nodal points for taking the initiative forward. To reiterate messaging on safe and nutritious food, Food Safety Display Boards, Rating Systems and Mascots in the form of Master and Miss Sehat have been created.

B. SNF Initiatives :

A. SNF@Home :

To ensure safe and nutritious food and home.

1. Pink Book and DART book
2. Large-scale dissemination of Pink Book and DART book and other SNF material
3. SNF portal of FSSAI
4. RWAs for health and wellness coordinators' and domestic workers' training

B. SNF@School :

- Build awareness about SNF@School
- Mobilise schools for implementation of SNF@School initiative
- Translate the training material in local language
- Dissemination of Yellow book into schools across the state.

C. SNF@Workplace

1. Dissemination of Guidance Document when it is ready
2. Awareness about SNF portal
3. Outreach to workplaces in the Government and other sectors.

D. SNF@EatOut

Serve Safe

Serve Safe is an initiative targeting on ensuring safe and nutritious food to consumers. The major components of this initiative are:

1. Food Safety Supervisor- Have a trained food safety supervisor in each food premise. FSS will ensure safe food handling and food safety training in food handlers
2. Display Food Safety Display Boards (FSDBs) at prominent places in food premises
3. Get a 'Hygiene +' certification for your food premise to promote safe and nutritious food to the consumers.

Clean Street Food

Project “Clean Street Food” is one of the key initiatives under SNF@Eatout with a focus on inculcating awareness around food safety and hygiene through training of street food vendors. Owing to the presence and popularity of street food in India, it can become an effective platform for bringing in a behavioural change among the vendors and consumers. Few pilot training programs have already been initiated in Delhi, Goa, Ludhiana and Pune.

State may take up the project where each designated officers may be assigned responsibility of training of at least 200 vendors in an area adoption approach.

BHOG (Blissful Hygienic Offering to God):

Food Safety and Standards Authority of India (FSSAI) is working to strengthen the food safety and quality control systems by promoting good manufacturing and hygiene practices by educating the food handlers in Places of Worship (PoW) about appropriate food handling practices which are essential to ensure the health and welfare of the consumer. FSSAI has developed a guidance document for the States to roll out the initiative in the Place of Worship (PoW) in their respective States.

C. Training of Central and State Licensed FBOs under FSS Act, 2006.

1. In terms of Section 16(3)h of the Food Safety and Standards Act, 2006, the Food Safety and Standards Authority of India has to ensure training of persons who are, or intend to become involved in Food Businesses, whether as Food Business Operators or employees or otherwise. It has accordingly been decided that it would be mandatory for all food businesses having Central License or State License to have at least one trained and certified Food Safety Supervisor for every 25 food handlers or part thereof on all their premises.
2. To implement this policy, FSSAI has designed a large scale Food Safety Training & Certification Program (FoSTaC) for food businesses across the value chain. The curriculum and content for the training have been created centrally. The training is to be delivered through Training Partners including large Food Business Operators; Academic and Vocational Institutions; Training Partners approved under Skill Development Councils and Missions; Industry, Scientific and Technology Associations and Civil Society Organizations. FoSTac is to be

steered and managed by each State/UT who would create an action plan and mobilise Food businesses and other Training Partners to undertake the training. FSSAI has set up a website for managing the training program, assessment and certification. Further details are available at <https://fostac.fssai.gov.in>

3. All States/UTs are required to initiate a special drive to take up and facilitate FoSTaC for the licensed FBOs under their respective jurisdiction immediately. The above training is to be made mandatory in phases over the next two years.

D. FRAMEWORK FOR FOOD SAFETY TRAINING AND CERTIFICATION FOR FOOD SAFETY SUPERVISORS/FOOD HANDLERS IN INDIA

Legal Context

In terms of section 16(3) h of the Food Safety and Standards Act 2006, the Food Safety and Standards Authority of India (FSSAI) has to ensure training (whether within or outside their area) of persons who are or intend to become involved in food businesses, whether as food business operators or employees or otherwise. It is accordingly desired that -

- a) All food businesses having central licences or state licenses should have at least one trained and certified food safety supervisor for every 25 food-handlers or part thereof on all their premises.
- b) These supervisors should in turn carry out periodic onsite training of all food handlers, at least on quarterly basis and maintain record thereof for food safety audit and inspections.
- c) Food handlers in all petty food businesses that are registered should be trained and certified.

Training Courses

Following training courses have been designed for the purpose -

Level 1: Basic (5 Courses of 4 to 6 hours duration over 1 or 2 days) - (1) Street Food Vending, (2) Catering, (3) Manufacturing / Processing, (4) Storage & Transport, and (5) Retail & Distribution

Level 2: Advanced (Courses of 8 hours duration over 1 or 2 days) - (1) Catering (2) Manufacturing / Processing, (3) Storage & Transport, and (5) Retail & Distribution

Level 3: Special (Courses of 4 hours duration on 1 day)- (1) Milk & Milk Products, (2) Meat & Poultry, (3) Fish & Sea Food, (4) Packaged Water, (5) Bakery, and (6) Edible oil

Additional training courses including customised courses could be introduced in due course as the need arises. Currently, courses are being offered on face to face mode, while this would be continued, but subject to availability of credible training partners, some of the courses could be allowed through online mode as well. FSSAI has created training content for the above courses. The same is currently available in English and is being translated in Hindi and 10 regional languages.

Training Partners

Training partners would include -

- 1) Big food businesses (central licensees and big state licensees)
- 2) Academic and vocational Institutions

- 3) Training partners approved National Skill Development Corporation (NSDC), Sector Skill Councils (SSCs) and State Skill Development Missions.
- 4) Training agencies approved under other government schemes
- 5) Industry Associations, Scientific and Technology Associations
- 6) Civil Society Organisations

Big food businesses, particularly all with central licenses and bigger ones with state licenses should take responsibility of training and certification of food safety supervisors and food handlers in their own premises and also of the suppliers, distributors, retailers and transporters in their entire food value chain.

E. Resource Persons, Master Trainers and Trainers

Each State/UT would identify resource persons, master trainers and trainers from food businesses, food technology, home science and nutrition colleges / universities, industry associations, consumer organisation and individual experts and professionals.

F. Mobilization and Monitoring

FSSAI has established FoSTaC platform <https://fo:TdC.fssai.gov.in/to> to manage the entire food safety training and certification system. While, FSSAI and the State Food Safety Commissioners would reach out to food businesses that are licensed / registered through online Food safety licensing and registration system (FLRS), States / UTs would be required to conduct workshops involving industry associations to mobilise them for training. Progress of training and certification would be monitored through the planned National Food Safety Compliance System.

Role of State

States / UTs are advised to take up the following tasks -

- a. To designate a senior officer as Nodal Officer (FoSTaC)
- b. To develop an action plan for training of food safety supervisors and food-handlers as per given format to be provided by FSSAI.
- c. To identify and facilitate empanelment of Training Partners.
- d. To develop a pool of State Level Resource Persons as per prescribed eligibility criteria.
- e. To help in translation and validation of training content as required.
- f. To coordinate with department of higher / technical education and training and skill development for including of training modules in related training/education programmes.
- g. To get approval of appropriate departments in the State to utilize funds collected by the States / UTs as licensing / registration, and other fees and penalties from the food businesses.

FSOs being field level officer in direct line of contact with FBOs should play active role in making FBOs aware of provision for mandatory training.

List of Mandatory Courses applicable for Licensed FBOs

SI No	Kind of Licensed FBO	FoSTaC Courses	Duration
1.	Food Processing Units-Bakery	Level 3 (Special) Food Safety Supervisor Course- Bakery	4 Hours/1 Day
2.	Food Processing Units- Vegetable Oils & Fats	Level 3 (Special) Food Safety Supervisor Course- Oils & Fat	4 Flours/1 Day
3.	Food Processing Units- Packaged Water	Level 3 (Special) Food Safety Supervisor Course- Packaged Water	4 Hours/1 Day
4.	All food processing unit other than those at SI No 1,2,3	Level 2(Advanced) Food Safety Supervisor Course Manufacturing	8 Hours/ 1-2 Day
5.	Catering establishment including Hotels, Restaurants, Dhabas, Caterers, Rail and Flight Catering, Canteens etc	Level 2 (Advanced) Food Safety Supervisor Course- Catering	8 Hours/ 1-2 Day
6.	Retailer and Distribution	Level 2 (Advanced) Food Safety Supervisor Course- Retailer & Distribution	8 Hours/ 1-2 Day
7.	Storage & Transportation	Level 2 (Advanced) Food Safety Supervisor Course- Storage & Transportation	8 Hours/ 1-2 Day