



**Skill India**  
कौशल भारत - कुशल भारत

*fssai*

Food Safety and Standards  
Authority of India

# PROJECT CLEAN STREET FOOD



Rediscovering India's Rich Tradition of Street Food





## Background

Street foods are ready to eat foods and beverages, prepared and/or sold by vendors and hawkers, especially in streets and similar public places.

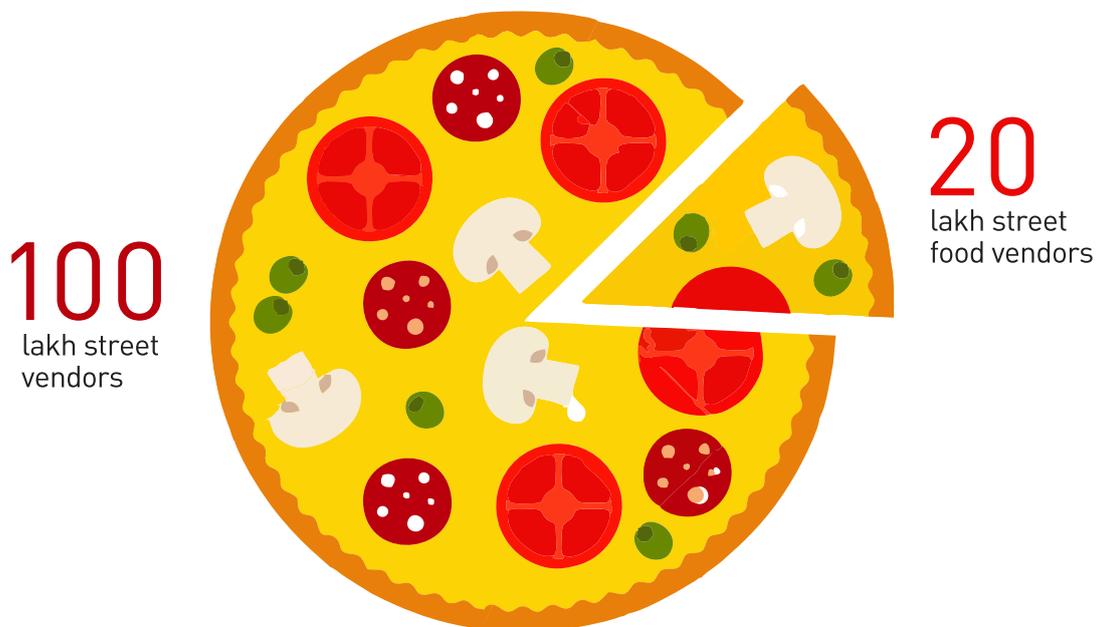
India has a rich history of street food vending reflecting the traditional local culture. Their easy availability coupled with the wide variety and delicacy of the offerings, not to forget the comparative low prices, have made street foods popular with all sections of society, including the elite and international tourists.

Street food often highly nutritious, tastes superb, with a great culinary heritage and one can never get enough of it. It is not surprising to see the food culture and varied tastes changing every few hundred metres within streets of India.

Street food vendors typically operate from semi-permanent premises and use portable booths food carts or trucks to sell their items. Street food businesses are usually owned and operated by individuals or families. Apart from providing livelihood opportunities for countless number of people nationwide, these businesses also make a substantial contribution to the local economy.

There has been no census of street food vendors in the country. The Ministry of Urban Poverty Alleviation, Government of India, has estimated that there are about 100 lakh street vendors in the country. About 20% of them, that is, 20 lakh are expected to be street food vendors.

### Street Vending Ecosystem in India



- Street foods popular with all sections of society but health risk a worry
- Most street food biz owned & operated by economically disadvantaged set



## Issues and Concerns

Various studies have shown that street food vending is a source of earning for a very large number of unskilled people. Street food caters to consumers from all strata of society and is a major source of nutrition for the urban poor and lower middle class. The food served is generally quite fresh. Food vending areas also take up very little space and moreover act as places for social interaction and recreation.

Street food, therefore, can serve as a great attraction for tourists and has a huge potential for the tourism industry as well.

On the negative side, street vending is often associated with poor environmental conditions with vendors paying little attention to the safe handling of food, hygiene, and sanitation. The microbiological quality of the foods served is therefore poor. Vendors also often use non-permitted food colours.

Thus, street food in India is often perceived as being unhygienic and a major public health risk. This concern needs to be addressed through guidance and self-compliance by the vendors themselves and effective enforcement involving the citizens.



## Multiple Initiatives

In the recent past, several initiatives have been taken by the Government to improve the quality of street food in India. Swachh Bharat Swachh Pakwan (Hunar Zaika) Project of the Ministry of Tourism is aimed at upgrading the skills and hygiene standards of street food vendors to enable these people to serve as excellent brand ambassadors of the variety that India offers.

Not just that. The Ministry of Consumer Affairs, Food & Public Distribution has launched Surakshit Khadya Abhiyan in partnership with industry body, CII, the National Association of Street Vendors of India (NASVI) and Voluntary organization in Interest of Consumer Education (VOICE) to promote awareness around food safety with a special focus on street food vendors.

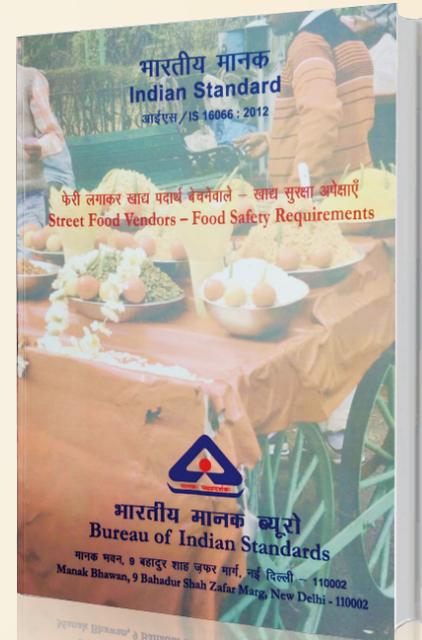




## New Regulatory Environment

The Food Safety and Standards Act, 2006 read with Food Safety and Standards (Licensing and Registration) Regulation, 2011 requires all petty food businesses such as food vendors in the country to be registered with the Food Safety and Standards Authority of India (FSSAI), the regulator for food safety and standards. In 2012, the Bureau of Indian Standards (BIS) developed standards on "Street Food Vendors – Food Safety Requirements". The Standards cover both mobile and fixed food vendors serving cooked/raw food for human consumption.

In 2014, a new law, the Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, has been enacted. This legislation provides for demarcation of "vending zones" on the basis of "traditional natural markets" and other associated mechanism to safeguard the interests of street vendors including food vendors.



## Rediscovering India's Rich Tradition of Street Food

# PROJECT CLEAN STREET FOOD



Project – Clean Street Food has been conceived by the Food Safety and Standards Authority of India (FSSAI) to enhance the popularity of street food by transforming it into a global brand by itself.

By building on the lessons of past initiatives in the foods arena, the Project would see the FSSAI work closely with other Ministries of the Government of India to train street vendors in aspects of safe food and hygiene so that they may improve the quality of their offerings and thereby be in a position to attract more customers and increase their earnings.

Apart from raising the health and safety standards of street foods, the Project will play a big role in the social and economic uplift of the street vendor community by providing them with skills training under the Government's flagship Pradhan Mantri Kaushal Vikas Yojana (PMKVY). Besides help India's food streets to emerge as new tourist attractions by themselves as in many other parts of the world.

The Project will change the lives of millions of Indians, boost the country's economic development and lead to rediscovery of India's rich tradition of street food.



Make a global brand out of Indian street foods

Raise health & safety standards of street foods

Reduce incidences of street food-borne diseases

Help street vendors improve quality of offerings, attract more clients & earn more

Enable street food operators move up in life

Transform lives of millions of people at bottom of pyramid



## How it Will Work

**PROJECT CLEAN STREET FOOD** would involve training and capacity building of the street food vendors and ensure proper regulatory oversight over them under the Food Safety and Standards Act, 2006, and safeguard them from harassment with effective implementation of the Street Vendors Act, 2014.

The Project would involve several partners in four distinctive phases. The first phase would involve mobilization and enrolment. Second phase would be skill training for capacity building and registration, third phase would be the quality assurance and the fourth would be the sustainability phase.

Multiple partnerships and co-ownership would be the building blocks of this Project and mass public awareness and involvement would be its soul. These would be essential ingredients for the success of the Project.

### **Multiple Partners and Convergence**

FSSAI, under the overall guidance of the Ministry of Health and Family Welfare, with the support of the Ministry of Skill Development and Entrepreneurship (MSDE), Ministry of Food Processing Industries and Department of Consumer Affairs, would lay down the overall framework of the Project

In the first phase, field staff of the State Food Safety Commissioners and the volunteers of the Mobilization Partner would work together.

In the second phase, the framework of Recognition of Prior Learning (RPL) of the Ministry of Skill Development & Entrepreneurship's Pradhan Mantri Kaushal Vikas Yojana (PMKVY) would be used for providing training.

Tourism and Hospitality Sector Skill Council (THSC), an affiliate of the National Skill Development Corporation (NSDC), Ministry of Skill Development & Entrepreneurship, will be involved in the process of training through their affiliated training partners. Certification is done on the basis of assessment done by third party assessment bodies.



## Defining Roles: Partnership between Food safety and Skill Ecosystem

### Food Safety Ecosystem - Partners

- State Food Safety Commissioner
- Mobilization Partner\*
- Outreach Partner (s)

### Key Roles

- Survey and identify street food vending areas and divide them into Zones
- Assign volunteers through mobilization partner and Food Safety Officer to one or more zone
- Coordinate, mobilize and enrol vendors by ensuring that vendors have Aadhaar card, bank account and proof of address and get enrolment forms filled in.
- Identify suitable training venues and help trainees reach the venue for training and assessment
- Registration of Vendors on Food Licensing and Registration System (FLRS)
- Enable vendors to get the skill cum registration cards and the hygiene kits.
- Identify and engage youth volunteers and corporate champions for sustainability and follow up and monitoring

### Skill Training Ecosystem - Partners

- National Skill Development Corporation (NSDC)
- Tourism and Hospitality Skill Council (THSC)
- Training Partner(s)
- Assessment Partner(s)

### Key Roles

- Develop standard curriculum and content and assessment tool
- Select and allocate Training Partners (TPs) and publicity with posters and banners at the venue.
- Identify the trainers and train the trainers
- Conduct actual training, monitor progress and validate data for Skill Development Management System (SDMS)
- Select and assign batches to Assessment Agency and validate results
- Issue Skill cum registration cards
- Ensure timely payments are made to all stakeholders.

\* National Association of Street Vendors of India (NASVI) would be the Principal Mobilization Partner; \$ Delhi-based GoBuzzinga is the Outreach partner for Delhi Project. There could be other local organizations as Mobilization and Outreach Partners in different areas.

## Quick Survey, Mobilization and Enrolment

Mobilization of street food vendors would be done through marketing of the project through different Media vehicles, which would include Radio, Newspapers and hoardings. Outreach Partners would be given the responsibility to create mass public awareness through social and other digital media. In this regard, they will be required to conduct regular innovative campaigns, offline and online, within the specified budget,

Display ads in Metro and other similar busy public intersections will be added to create public awareness. The outreach partner is required to conduct regular offline activities to create awareness as well.

Thereafter, the office of the Food Safety Commissioners and Mobilization Partners will identify and enrol vendors through field visits by their field staff.

Office of the Food Safety Commissioners and Mobilization Partners will pre-screen vendors with Aadhaar cards and enrol them as per a standard form that could be used both for training and assessment and also registration.

## Training, Assessment and Registration

Training will be provided based on industry aligned National Occupational Standards (NOS) through training providers and coordinated by the Tourism and Hospitality Skill Council (THSC). Training would be done on the Qualification Pack (QP) - "Street Food Vendor-Standalone". This would be aligned with the control check points developed by the Bureau of Indian Standards.

Assessment will be done through a THSC nominated Assessment body on the same day or the next working day, post training. Once the trainee clears the assessment, he/she will be eligible for reward under the provisions of the PMKVY scheme and a Certificate. Vendors are also eligible to receive a reward amount of Rs. 2600/- on successful completion of training.

Training would be done in batches of 40. Venue for training would be arranged either by the office of Food Safety Commissioner with the help of Mobilization Partner or by the Training Partner. Fixed training cum assessment centres would be created over a period of a month or more until the desired target is achieved.

Out of the reward amount, an amount of Rs. 500 is given in cash to the vendor. Cost of registration of Rs. 100 only under the Food Licensing and Registration System (FLRS) is borne out of the reward amount. The vendor is also provided a hygiene kit that would comprise of a pair of branded aprons, a T-shirt, a cap and packet of disposable hand gloves. He is given a QR-coded Skill cum Registration Card. Balance amount is used for mobilization, training, assessment and follow up activities.



## Quality Assurance

Vendors would receive a government recognized certificate that would encourage them to continue upgrading their skills and knowledge through structured training to help them achieve a formal qualification. This initiative will help in aligning the competencies of the un-recognized street vendors of the country with the standardized National Skills Qualification Framework (NSQF), and contribute to enhancing their businesses and unfolding new opportunities hitherto unavailable to them.

Apart from periodic checks on how the Project has contributed to improving food safety, there could also be health checks of the vendors and their families to determine the efficacy of the initiative. Insurance coverages for health and equipment would also be worked out as part of the Project.

A MoibleApp is being launched to get citizen feedback on food safety. This would be leveraged for taking corrective measures, plan enforcement and retraining and further capacity building efforts as required.





For sustained success of this project, a robust partnership between government, street vendors, the private sector and the community organizations is key. Social media can be effectively leveraged through appropriate outreach partners to facilitate mass awareness and create a crowd powered movement, especially around the youth, to monitor and mobilise the vendors and to engage with corporates through a program where established corporations become “Corporate Champions”.

Corporate Champions programme would involve well established corporations operating in India to adopt/ take up responsibility of one or more zones under the Project Clean Street Food in their zones and enforcement. Responsibilities of the corporate champions and incentives and responsibilities of the corporate champions would be broadly as under.

On the other hand, consumer groups will be encouraged to monitor and report lapses through the FSSAI mobile application. Initially, monitoring is expected to be done by volunteers who identify with the cause. Eventually, all consumers would be educated to report lapses through FSSAI mobile app. The inspection by volunteers is to be repeated every two months.

The responsibility of consumer and volunteer mobilisation also lies with the outreach partner, with support from FSSAI, who will work on targeted campaigns from time to time within the specified budget.

To ensure the Corporate Championship programme continues to carry forward the project, there will be included a healthy competition based on the FSSAI mobile application data; the Champion with least number of reports may be given a chance to trade their zone for a more popular zone (or the option to retain their present zone).

Public media also helps in reporting the progress of the project. Consumers in the area are aware of the logo and the meaning it carries and choose only the establishment with logo displayed. This social force strongly helps pushing the project forward.



The Project aims to provide universal coverage of all estimated street food vendors in the country. In Phase I of the Project, 200,000 street food vendors in identified areas would be taken up. These would include all metropolitan and major cities in the country, places of pilgrimage and places of tourist attraction. DELHI PROJECT would be launched in Mid-March 2016. It would cover 20,000 street food vendors. The first two phases of the Delhi Project would be taken up in March-April 2016. Based on experience of Delhi Project, this would be rolled out in other places in the country.

A separate initiative would be worked out for Railway Stations and Ports.



# SAFETY TIPS

## i

I MAINTAIN PERSONAL HYGIENE



I USE SAFE DRINKING WATER



I PROTECT FOOD FROM PESTS AND DUST



I USE CLEAN UTENSILS



I DISPOSE WASTE PROPERLY



I KEEP MY PLACE CLEAN



# fssai

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