

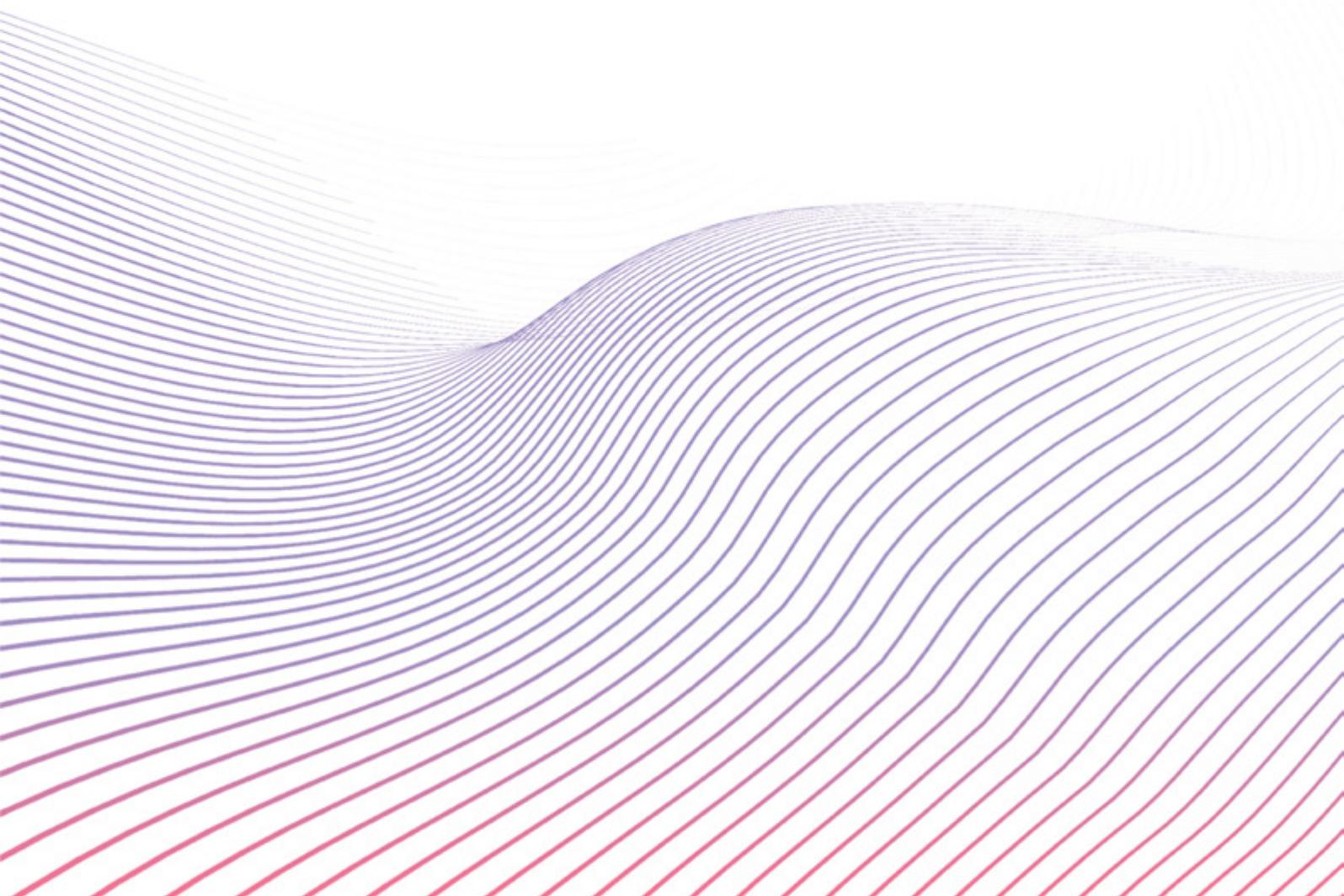


fssai |  **Eat Right India**
सही भोजन. बेहतर जीवन.

EAT RIGHT INDIA HANDBOOK



EAT RIGHT INDIA HANDBOOK



*The first form of happiness is sound health.
One should partake nutritious, balanced food to keep the
body healthy. So it is essential to maintain the health of
the mind and body simultaneously.*

-Rig Veda

ACKNOWLEDGEMENTS

The Food Safety and Standards Authority of India (FSSAI) would like to express its heartfelt gratitude to Ms. Madhavi Das, former Executive Director (ED), FSSAI, for her invaluable contribution in making this book a reality. She has not only been instrumental in bringing many of the initiatives under Eat Right India to life, but has also provided a coherent narrative to integrate all aspects of this movement into a comprehensive guide book.

STATEMENT OF INTENT

'The Eat Right India handbook' has been created as a guide for various stakeholders to scale-up initiatives under the 'Eat Right India' movement, which has been launched to transform the food ecosystem of the country. This movement, led by the Food Safety and Standards Authority of India (FSSAI), aims to usher in a culture of safe, healthy and sustainable food processes and practices. This handbook does not cover the normal regulatory role of FSSAI and enforcement activities by State Food Safety Commissioners. It is intended to comprehensively address Eat Right India as a mission and a movement that brings together consumers, producers and all stakeholders to ensure a healthier, better nourished India. It is meant to serve as a resource for implementing various Eat Right initiatives at the ground-level in states and districts across the country.

The book is divided into four sections. The first section emphasizes the need to 'Eat Right' to improve public health outcomes in the country. It elaborates on Mahatma Gandhi as the inspiration behind this movement, and how his principles continue to guide large-scale social and behaviour change around food in the country.

The second section describes all initiatives under Eat Right India in the following three categories- supply-side initiatives, demand-side initiatives and sustainability-related initiatives. In this section, a brief description of each initiative, its key objectives, steps for implementation along with the role of each stakeholder, resource material and partners, contact information and success stories for inspiration are provided.

The third section focuses on various partnerships, networks and collaborations under Eat Right India to facilitate its implementation, coordination efforts, outreach activities as well as systems of rewards and recognition for these collaborations to incentivise adoption and scaling up of the initiatives.

This book may be used by State Food Safety Commissioners and district officials such as District Commissioners and Food Safety Officers as a reference to adopt and scale-up Eat Right India initiatives. It may be particularly useful for participation in the Eat Right Challenge for districts and cities. It may also be used by members of various networks, especially Network of Professionals in Food and Nutrition (NetProFaN), to implement these initiatives at the grass roots level across the country. Lastly, corporates interested in utilizing their Corporate Social Responsibility (CSR) Funds for public service may also find this book useful to understand the scope and impact of various projects and adopt them successfully.

It is hoped that this book becomes a 'one-stop-shop' on all matters related to Eat Right India in action.



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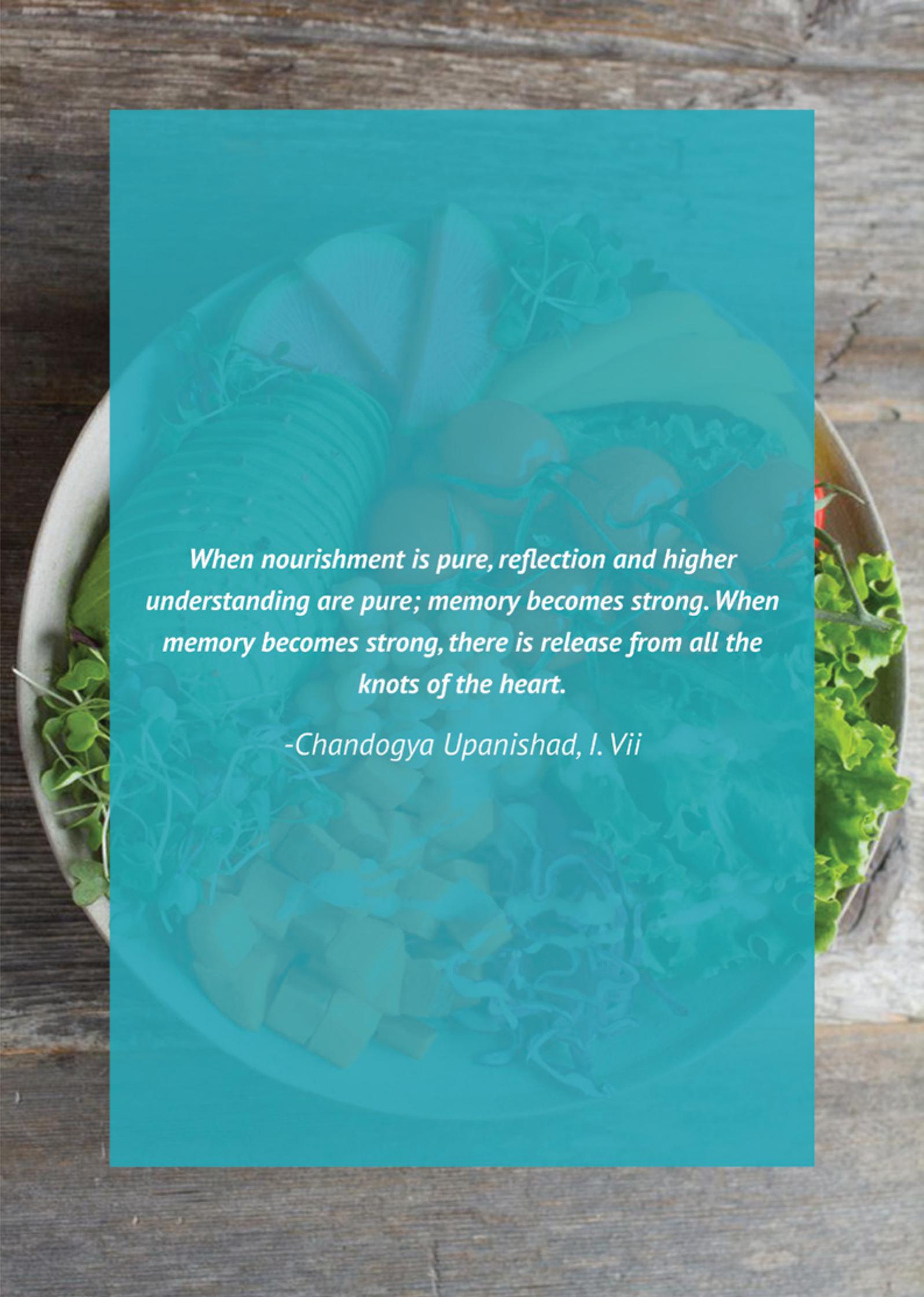


Part 1: Vision

The Challenge: A Silent Epidemic

The Solution: Eat Right India Movement

The Inspiration: Mahatma Gandhi



When nourishment is pure, reflection and higher understanding are pure; memory becomes strong. When memory becomes strong, there is release from all the knots of the heart.

-Chandogya Upanishad, I. Vii

PART 1 : THE VISION

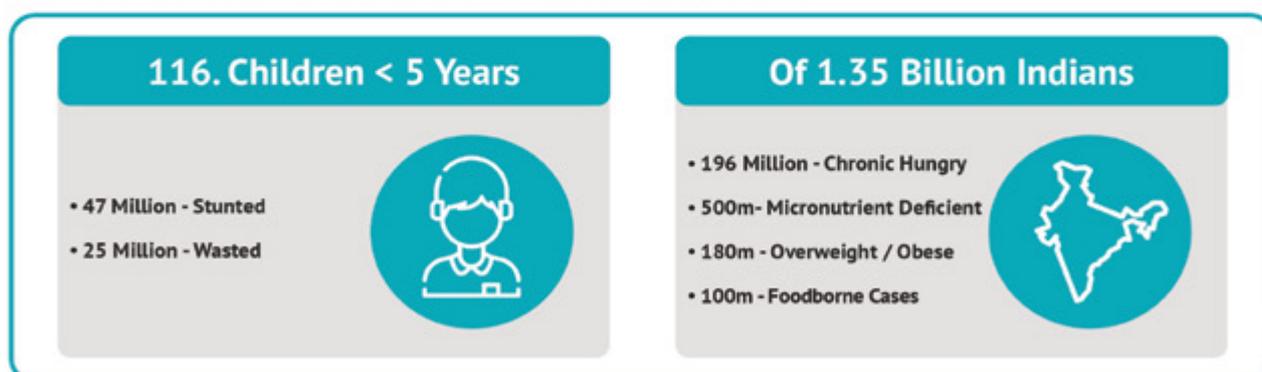
FOOD SAFETY AND HEALTHY DIETS FOR ALL

THE CHALLENGE: A SILENT EPIDEMIC

Pandemics like Covid 19 burst upon us suddenly, shocking the world into taking immediate corrective steps. But the equally deadly “silent epidemic” caused by our food habits goes largely ignored, despite multiple alarm bells. Nutrient deficiencies and toxicity from unsafe and poor dietary habits today are linked to nearly all modern health conditions. Diabetes, heart disease and even cancer (that are rapidly increasing in India and other advanced nations) are all highly influenced by one’s diet – and the same can be said for allergies, autoimmune disorders like arthritis, thyroid disorders and many more. The double burden of under nutrition coupled with increasing incidence of obesity, particularly among children, is threatening our social and economic fabric.

- 61.8% of deaths in India are caused by diet related non-communicable diseases like diabetes, hypertension and cardiovascular disease¹.
- Unsafe food costs India as much as US\$15 billion annually—a very high economic burden caused by food-borne diseases².
- According to the United Nations Development Programme, nearly 40 per cent of the food produced in India is wasted or lost every year. High food loss and waste and ill-effects to the environment due to food production practices and water crisis are reaching breaking point.

So, if ever there is a time to change our food habits, it is **now!**



Sources:

- Stunted and Wasted: Global Nutrition Report, 2018
- Chronic Hungry: FAO State of Food Security and Nutrition in the World, 2018
- Micronutrient deficiency: Rao ND, Min J, DeFries R, Ghosh-Jerath S, Valin H, Fanzo J (2018). Healthy, affordable and climate-friendly diets in India. *Global Environmental Change* 49: 154-165
- Foodborne cases: World Economic Forum and Harvard School of Public Health, 2014

¹Indian Council of Medical Research, Public Health Foundation of India and Institute of Health Metrics and Evaluation. India: Health of the Nation's States – The India State Level Disease Burden Initiative. 2017

²Jaffee, Steven, Spencer Henson, Laurian Unnevehr, Della Grace, and Emilie Cassou. 2019. The Safe Food Imperative: Accelerating Progress in Low and Middle-Income Countries. Agriculture and Food Series. Washington, DC: World Bank. doi:10.1596/978-1-4648-1345-0. License: Creative Commons Attribution CC BY 3.0 IGO.

THE SOLUTION: EAT RIGHT INDIA



In the preamble to the Food Safety and Standards Act, 2006, the Food Safety and Standards Authority of India (FSSAI) is expected to ensure availability of safe and wholesome food for the people in India. Inspired by the focus on preventive and promotive healthcare in the National Health Policy 2017 and flagship programmes like Ayushman Bharat, POSHAN Abhiyaan and Swachh Bharat Mission, FSSAI has embarked on a large-scale effort to transform the country's food system in order to provide people safe, healthy and sustainable food through the "Eat Right India" movement.

The Eat Right India movement is based on three key themes/pillars - Eat Safe, Eat Healthy, and Eat Sustainable.

1



Eat Safe: Ensuring personal and surrounding hygiene, hygienic and sanitary practices through the food supply chain, combating adulteration, reducing toxins and contaminants in food and controlling food hazards in processing and manufacturing processes.

2



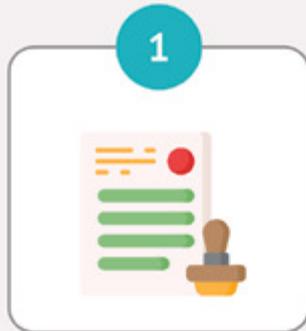
Eat Healthy: Promoting diet-diversity and balanced diets, eliminating toxic industrial trans-fats from food, reducing consumption of salt, sugar and saturated fats and promoting large-scale fortification of staples to address micronutrient deficiencies.

3



Eat Sustainable: Promoting local and seasonal foods, preventing food loss and food waste, conserving water in food value chains, reducing use of chemicals in food production and presentation and using safe and sustainable food-packaging material.

These key themes are operationalised through six strategic priorities viz.



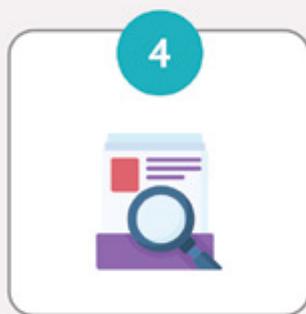
Robust standards and codes of practices.



Credible food testing and effective surveillance



Strengthened compliance, enforcement and emergency response



Strong culture of self-compliance.



Promoting healthy diets and sustainability.



Empowered consumers.

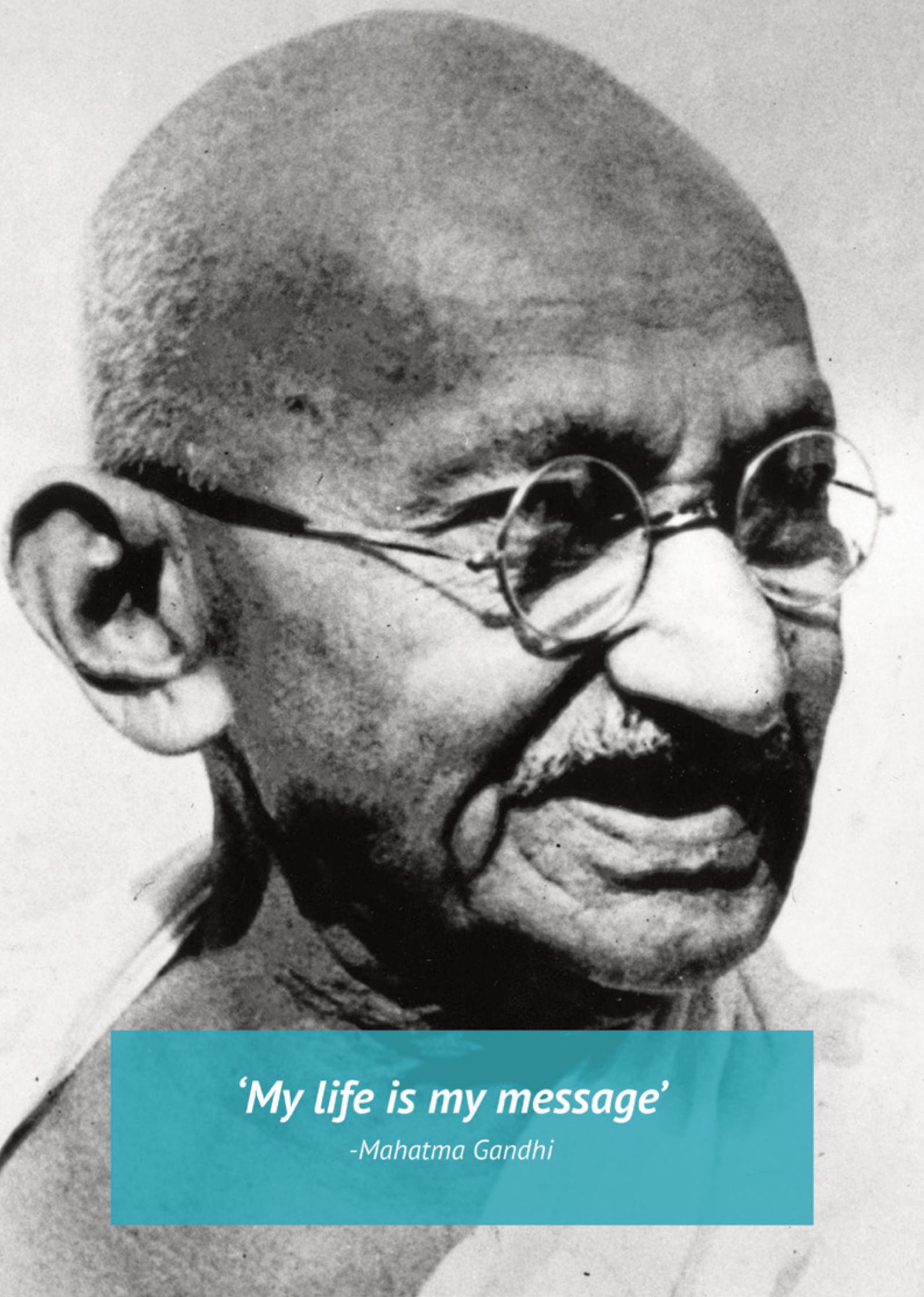
Priorities 1 to 3 are essentially core regulatory functions that are the basis of any national food control system. The focus here is to strengthen food safety through science-based, robust and high-quality standards at par with global benchmarks, effective enforcement drives and efficient (or risk-based) compliance checks through judicious as well as innovative use of resources. This would include bringing all food businesses under the licence and registration regime, conducting periodic risk-based inspections and/or third-party audits, conducting robust checks on imported food, adopting an integrated risk-based approach across the food value chain e.g., better regulation of food packaging materials, regulatory oversight on animal feed etc., increasing the level of surveillance, sampling and testing drives and building capacities for food-testing through innovative approaches such as public-private partnerships, mobile food-testing vans, rapid food-testing kits etc.

However, given the size, spread and complexity of India, where a large proportion of the food businesses are in the unorganised sector, assuring safe and nutritious food to 1.35 billion citizens requires the participation of every stakeholder. Traditional regulatory tools alone cannot achieve this. Priorities 4 to 6, thus, focus on hitherto unaddressed areas of capacity

building and social and behaviour change for all stakeholders viz. food businesses as well as consumers. The idea is to educate and inform the citizens on the one hand, and train and build capacities of food handlers on the other, to bring in a culture of safe and wholesome food processes and habits. To maximise outreach, FSSAI is working with civil-society organisations, academic and research institutions, corporates (food or non-food) and every other stakeholder in the system.

This book focuses on Priorities 4 to 6 and various partnerships with stakeholders for outreach and implementation. To bring a nationwide transformation, it is imperative for State machineries to take up implementation of these projects and to incorporate messaging on safe and wholesome food in their existing healthcare schemes. Eat Right India would also contribute towards achieving the Sustainable Development Goals (SDGs) which are linked directly or indirectly to the food system through healthy diets that are good both for the people and the planet.





'My life is my message'

-Mahatma Gandhi

THE INSPIRATION: MAHATMA GANDHI

The 150th birth anniversary celebrations of Mahatma Gandhi have given us an opportunity to remind ourselves of his teachings. Gandhiji's lessons are relevant in many areas of public action even today, including the area of food and nutrition, hygiene and cleanliness and role of mass mobilization in bringing about large-scale social and behaviour change.

Mahatma Gandhi practiced what he preached. He believed in simplicity and minimalism in all aspects of life. Food was no exception. He did not see food as a means to satisfy hunger or the palate, rather, it was seen as an essential ingredient that influences human consciousness. He experimented with various diets before he settled with one that helped him to maintain his health and simple lifestyle. He believed in consuming seasonal produce and eating raw fruits and vegetables to maximize their nutritional benefits. As a sweetener, he preferred jaggery over refined sugar.

Gandhiji strongly believed in and practiced fasting for Satyagraha and for its numerous health benefits. It is interesting to note that science has now established that fasting has definite health benefits. It allows the body to detoxify, use up unused sources of nutrition like fat, cleanse the stomach, relieve constipation and helps it cope with any infections that might be present. The 2016 Nobel Laureate, Dr. Yoshinori Ohsumi, has discovered the underlying mechanisms of a physiological process called "autophagy" through which the body degrades and recycles damaged cells, proteins and toxins.

Gandhiji's biggest contribution in the freedom struggle was that he inspired and led an expansive "Jan-Andolan" (People's Movement). Through nation-wide action, he sought to mould millions of Indians and succeeded in uniting the country. The 'Eat Right India' movement is designed to be a collaborative effort, which builds on the collective action of all stakeholders - consumers, food businesses, community organizations, experts and professionals, and the government, bringing them together in a Jan Andolan towards a healthier, happier India.



Part 2: Strategy and Action Plan

Strategy - Addressing Demand, Supply and Sustainability

I. Supply Side Initiatives: Strengthening Food Businesses

- Training and Capacity Building

- Benchmarking and Certification Schemes

II. Demand Side Initiatives: Empowering Consumers

- Building Consumer Awareness

- Addressing Adulteration

- Enabling Healthy Choices

III. Sustainability Initiatives: Responsible Production & Consumption



*The foods which promote life, vitality, strength, health, joy
and cheerfulness, which are sweet, soft, nourishing and
agreeable are dear to the good.*

-Bhagavad Gita

PART 2: EAT RIGHT INDIA - STRATEGY AND ACTION PLANS

ADDRESSING DEMAND, SUPPLY AND SUSTAINABILITY

'Eat Right India' is not merely a concept or an abstract thought - it is an action-oriented program, driven by a judicious mix of regulatory, capacity-building, collaborative and empowerment measures with implementable projects and initiatives.

The strategy of Eat Right India is to ensure that our food is good for both the people and the planet. The action plan, thus, encompasses a bouquet of initiatives to promote both the demand for, and supply of, safe and healthy food, in a sustainable way. While the supply-side interventions are aimed at building capacities of food businesses to promote self-compliance, the demand-side initiatives work towards motivating consumers to demand safe and healthy food.

Supply Push: To build capacities of food businesses on food safety, FSSAI has initiated Food Safety Training and Certification (FoSTaC) – a unique program to ensure a trained and certified Food Safety Supervisor (FSS) on each food business premise. Several benchmarking, certification schemes and cluster initiatives to improve the infrastructure and hygiene compliance levels in food establishments (e.g. Clean Street Food Hubs, Hygiene Rating etc.) are in place. On eating healthy, food businesses are being encouraged to reformulate their products to healthier versions; several corporates have voluntarily signed a pledge on such reformulation and promotion of healthier food options. On sustainable food production, food service establishments are being nudged to stop the repeated use of cooking oil, which is unsafe, and instead provide used cooking oil for repurposing into biodeisel. They are also being encouraged to reduce food loss and food wastage and donate surplus food to those in need.



A SHARED RESPONSIBILITY

- Governments must ensure safe and nutritious food for all.
- Agriculture and food producers need to adopt good practices.
- Business operators must safely prepare, transport and store food.
- Consumers need timely, clear and reliable information on nutritional- and disease-risks associated with their food choices.
- UN organizations, governments, regional bodies and the private sector must work together on food safety issues.

Recommended Action Plan for Food Safety by UN.

Demand Pull: For consumers, the 'Eat Right India' movement is propagated through awareness and capacity-building programs. The messaging is holistic, focusing on personal and environmental hygiene as well as detecting adulteration (eat safe), eating a balanced diet, avoiding trans-fats and foods high in fat, sugar and salt and the importance of fortified foods in providing essential micronutrients for human health and development (eat healthy) and also reducing food wastage, donating surplus food and avoiding plastic food packaging (eat sustainable). Simple, scientifically accurate material has been co-created with domain experts and is disseminated through various initiatives and guidance booklets like The Pink Book for home kitchens, The Yellow Books for schools, The Orange Book for campuses etc. National Level Resource Persons and Health and Wellness Ambassadors propel the dissemination. Consumer Guidance Notes to educate consumers and address common misconceptions related to food safety are placed in the public domain periodically. The Eat Right Toolkit has been developed for Health and Wellness Centres under Ayushman Bharat to ensure the message reaches the grassroots level. It is equipped with interesting activities and training aids for Accredited Social Health Activists (ASHA), Auxiliary Nurse Midwives (ANM), Anganwadi Workers (AWW) and other frontline workers to carry the message to every household.



Structured Projects: To ensure that each initiative is easily implementable (and scalable) in a State/UT/District, standard operating procedures (SOPs), a rich repository of content and supporting agencies in the form of empanelled training partners, auditing agencies etc. have been put in place. The objective of each initiative, the target group for participation, the steps for implementation, the roles and responsibilities of various stakeholders and the resources that can be used to operationalise the initiative are captured in a simple manner, so projects

can be taken up seamlessly by stakeholders including State Governments, local authorities, FBOs, Professional Agencies and other partners. Success stories showcase the best practices that have been adopted and serve not only as inspiration for adoption, but also as proof-of-concept based on actual experiences.



Supply-Side Initiatives

▶ Training and Capacity Building



▶ Benchmarking and Certification Schemes

Cluster Certification



Hygiene Rating

- Restaurants and other Catering Establishment
- Meat Shops
- Sweet Shops/Bakery Shops/Other Retail Shops



Demand-Side Initiatives

▶ Building Consumer Awareness



▶ Addressing Adulteration

Food Safety on Wheels



Dart Book



Food Safety Magic Box



Consumer Connect

- Guidance Notes & Mythbusters

▶ Enabling Healthy Choices

Food Fortification



FORTIFIED
SAMPURNA POSEAN
SHASTI JESTAN

Reduction of Salt, Sugar & Fat



#AajSeThodaKam



Sustainability Initiatives



Jaivik Bharat



REPURPOSE USED COOKING OIL



SAVE FOOD
SHARE FOOD

Safe and Sustainable
Packaging in Food and
Beverage Sector



I. SUPPLY-SIDE INITIATIVES: STRENGTHENING FOOD BUSINESSES

Food safety is primarily the responsibility of the Food Business Operator (FBO), who is in the best position to know the manufacturing processes and critical points where food safety can be affected. Internationally, the most effective regulatory systems are those based on self-compliance by the FBO. However, in India, under the earlier Prevention of Food Adulteration regime the approach was essentially adversarial, with a disproportionate reliance on monitoring, inspections and deterrent punishments by the regulatory authorities rather than on self-compliance by the FBO. In essence, this placed the responsibility for food safety and hygiene primarily in the hands of the regulatory authorities instead of in the hands of the FBO, which is not a workable model.

Given the complex landscape of India's food business ecosystem, where millions of small, unorganized entities co-exist with giant domestic and multinational companies, innovative ways to ensure self-compliance across the food value chain is not an easy task. A two-pronged approach has been adopted by FSSAI to promote self-compliance by FBOs:



Large-scale training and capacity building and



Benchmarking and certification schemes, both for clusters/ agglomerations of FBOs and for standalone entities.

Enforcement is then ensured through an appropriate mix of enabling self-compliance, backed by deterrent measures in case of non-compliance. This approach does not overburden the regulatory system and helps to overcome the challenges of limited manpower and other resources. It also enables self-reliance among food businesses, making them equal and active partners in ensuring food safety for all.



TRAINING AND CAPACITY BUILDING: Food Safety Training and Certification Scheme (FoSTaC)



Safety can be endangered at any point in the food value chain, from manufacture to storage to transport. FSSAI has specified procedures and practices to be followed by food businesses for actively controlling hazards throughout the food value chain. Every FBO is required to have a documented Food Safety Management System (FSMS) plan and comply with good hygiene and manufacturing practices as laid down under Schedule 4 of the Food Safety and Standards (FSS) Regulations, 2011.

Objective: To help FBOs understand and comply with Schedule 4 requirements, a "Food Safety Training and Certification" programme or 'FoSTaC' has been put in place, whereby Schedule 4 requirements have been simplified into easy-to-deliver training materials.

While FoSTaC training is voluntary at present, the Food Authority has approved, in-principle, a decision to make the training mandatory. So every food business establishment will soon be required to have at least one trained and certified Food Safety Supervisor (FSS) through FoSTaC for every 25 food-handlers in their premises.

Food Safety Commissioners/officials in all States/UTs/Districts are, therefore, advised to coordinate with empanelled Training Partners to organise training in their respective areas.

About FoSTaC: There are 19 certification courses developed by a panel of domain experts empanelled by FSSAI that are offered at three levels: Basic, Advanced & Special, covering the entire food value chain as under:

Basic - 5 Courses of Short duration - 4 Hours

(Industry: Street Food Vending, Catering, Manufacturing, Storage & Transport, Retail)

Advanced – 4 Courses of 8 Hours each

(Industry: Catering, Manufacturing, Storage & Transport, Retail)

Special - 9 Courses of 4-8 Hours each

(Industry: Milk & Milk Product, Animal Meat Meat Product's, Poultry Meat & Meat Products, Fish & Seafood, Packaged Water, Bakery Level 1 and Level 2, Edible Oil & fats, Health Supplements)

The short course duration of 4 to 12 hours conducted over 1-2 days ensures food handlers can easily participate in the training programme without disturbing their work. The training is being delivered by FSSAI-certified trainers with the help of Training Partners in the premises of the food business (in-house) or in a classroom provided by training partners. At the end of the training, after testing, successful candidates awarded a Food Safety Supervisor (FSS) certificate by FSSAI. The FSS is expected to train other food handlers in the premises periodically.

FoSTAC- Standard Operating Procedure

Role of Stakeholders

1. **Food Safety Department of States/Uts** - The role of the State Food Safety Department is the most crucial since they act as a catalyst by pulling all stakeholders together. The responsibility of ensuring food safety is with the State Food Safety Department who has to coordinate with the training partners, food businesses, market associations or other similar associations.
2. **Training Partners** - FSSAI-empanelled training partners will play the role of mentor besides providing training. The trainer may handhold each of the trained FSS as a follow-up to their individual learning process.
3. **Funding Partners** - Entire training and certification process involves some cost which can be borne by the FBOs themselves, any business house from their Corporate Social Responsibility (CSR) funds, government bodies, local bodies or the market association.
4. **Large FBOs** - Large food businesses have a larger catchment area. Besides investing out of their CSR fund, industries can train their upstream and downstream supply chains.

Steps for Implementation

1. For ease of access and transparency, the entire training program is managed (i.e. trainers invited and empanelled, training schedules fixed and certificates delivered) through a dedicated online portal
2. The actual training under FoSTaC is delivered offline/in classroom modules through empanelled trainers.
3. FSSAI has not prescribed any fixed fee for any course, though fees are expected to be nominal since the training content and use of FoSTaC portal are provided free of charge by FSSAI.
4. However, there would still be some cost involved and this can be met by the FBOs whose employees are being trained, through other Government schemes or through CSR funds of Companies etc.

Resources

1. Guidance Document:

<https://fostac.fssai.gov.in/fostac/doc/fostacbook.pdf>

2. Website:

<https://fostac.fssai.gov.in>

3. Partners :

A. Training Parters:

<https://fostac.fssai.gov.in/fostac/listoftrainingpartner>

4. Supplementary Resources

Training manuals along with their translated versions are available at

<https://archive.fssai.gov.in/home/capacity-building/e-library/training-manual.html>

For more details, contact:

fostac@fssai.gov.in

Success Stories

In two years, more than 2000 trainers have been trained and 12,000 training programmes conducted. Over 3,00,000 Food Safety Supervisors, including standalone food vendors, have been trained and certified so far under FoSTaC. To ensure training at scale, 242 Training Partners are empanelled by FSSAI on a pan-India basis.

BENCHMARKING AND CERTIFICATION SCHEMES

There are millions of food businesses in the unorganised sector (street food vendors, fruit and vegetable markets, meat and sweet shops and even restaurants and caterers).

Relying solely on training or on punitive action to ensure food safety and hygiene for this segment will not lead to a sustainable change in habits and practices. What is needed is a more comprehensive approach through structured schemes and projects that help to first identify, and then systematically address the gaps in their food safety ecosystem, while simultaneously creating an economic incentive to sustain the change.

One of the biggest challenges in ensuring food safety and hygiene in India is posed by the huge number of food businesses in the unorganised sector. FSSAI's comprehensive Benchmarking and Certification Schemes are a systematic, step-by-step approach involving a gap-analysis and corrective actions based on pre-defined checklists for each kind of business to ensure safe and hygienic food. The checklists are comprehensive, including inter alia personal hygiene, environmental hygiene, basic infrastructure etc. The benchmarking and certification give recognition to food clusters and boost livelihood through creating positive consumer perceptions.

Empanelled Training Partners and Audit Agencies bring in the necessary professional expertise to FSSAI's Benchmarking and Certification schemes, that operate at two levels:

1 Clusters

2 Individual Outlets



A. BENCHMARKING AND CERTIFICATION FOR CLUSTERS

For petty food vendors and hawkers, a cluster approach is adopted. A cluster is an aggregation of vendors located in a given geographical area with similar kind of business; for e.g. an aggregation of around 50 street food vendors is a cluster and can be certified as a Clean Street Food Hub. A structured process of defining benchmarks, gap analysis, filling infrastructure gaps, training, capacity building and certification is adopted in a cluster. This is a systematic way to ensure compliance to food safety standards and helps to organize hawkers and petty food vendors to improve food safety and hygiene. It is also an important convergence point, with local municipal authorities taking a lead in setting up clusters (e.g., clean street food hubs, vegetable and fruit markets etc.) and with other government programs like Swachh Bharat Abhiyaan (for cleanliness drives) and Jal Jeevan Mission (for potable water supply).

The Cluster Certification model has five simple steps:

STEP 01

Cluster Identification: The Food Safety Department of State/UTs in association with the local bodies (Panchayat, municipalities, municipal corporations etc.), will identify geographical areas with an aggregation/cluster of vendors and ensure they are licensed/registered as a first step.

STEP 02

Pre-Audit: Benchmarks and checklists have been defined by FSSAI, covering parameters like location, facilities, personal hygiene etc., to be followed by the FBO, based on Schedule 4 requirements. The State Food Safety Department representatives from local bodies and an FSSAI-empanelled auditing agency will conduct a pre-audit to identify gaps against the benchmarks, through a physical visit to the cluster.

STEP 03

Training and Infrastructure Improvement: After the pre-audit, training of Food Safety Supervisors will be conducted under the FoSTaC programme. The trainer will focus on the gaps identified during pre-audit. Further, for non-compliance due to infrastructural issues, the local Food Safety Department/municipalities/concerned state department/funding partner would help to plug the gaps; the trainer or training partner may guide the FBOs with suitable solutions. In certifying any given cluster, the audit agency and training partner will be two different entities to avoid conflict of interest.

STEP 04

Final Audit and Certification: The final audit has to be conducted within six months of the pre-audit, by the same audit agency that did the pre-audit. The report will be submitted to the concerned State Food Safety Department and if the benchmarks, as prescribed, are met, FSSAI and the State Food Safety Department will jointly issue a certificate with a plaque to the cluster, which will be prominently displayed. The plaque will help to assure consumers that the cluster meets food safety and hygiene standards, thereby increasing business and enhancing livelihood of the vendors.

STEP 05

Sustenance and Renewal of Certificate: The certificate will be valid for two years. In these two years, certified clusters will be routinely inspected and samples drawn and tested by the Food Safety Department of State/UTs in accordance with Schedule 4 of FSS Regulations, 2011. For renewal, an audit is to be conducted by an empanelled agency/ State Food Safety Department one month prior to the expiry date of the certificate. On receiving approval from State Food Safety Department, the certificate will be renewed for the next 2 years.

Currently, cluster initiatives include:

- ♦ **Clean Street Food Hubs**
- ♦ **Clean and Fresh Fruit and Vegetable Markets**
- ♦ **BHOG (Blissful Hygienic Offering to God) - Places of Worship**
- ♦ **Eat Right Station**





Cluster Initiative 1: Clean Street Food Hub (CSFH)



Objective: This initiative aims to raise the quality of street food vending to the level of food courts and established hotels and restaurants. It also aims to upgrade food streets and build trust among consumers about enjoying safe and hygienic local eating experiences.

About Clean Street Food Hub (CSFH): A Clean Street Food Hub (CSFH) may be defined as a hub or cluster of vendors/shops/stalls selling popular street foods, 80 per cent or more of which represent local and regional cuisines and meet the basic hygiene and sanitary requirements, excluding fine dining.

Standard Operating Procedure

Role of Stakeholders

- 1. Food Safety Department of State/Uts** - It has the most crucial role since it will act as a catalyst by pulling all stakeholders together. It would coordinate with local bodies, street food vendor association, audit and training partners etc. to get the certification done.
- 2. Local self-government [Panchayat/Municipality/MC]** - Since local bodies are directly regulating aspects such as cleaning of street food vending area, managing waste, providing potable water, drainage, maintaining infrastructure etc. they are indispensable to the whole process.
- 3. Street Food Vendors Committee** - Street food vendors located in particular area/lane are managed by some association or committee. Such bodies are the real stakeholders and are responsible for implementation and sustenance.
- 4. Audit and Training Partners** - FSSAI empanelled audit agency and training partner will play the role of mentor. While an auditor will identify the gaps, the trainer will handhold each one of them so that FBOs can mitigate those gaps
- 5. Funding Partners** - Entire certification process involves some cost which can be borne by business houses out of their CSR funds, government bodies, local bodies or the street food Committee/ Association themselves. The funding partner's contribution could be acknowledged on the Plaque/website etc.

Steps for Implementation

1. The 5 steps for cluster certification listed on page 33 are to be followed.

2. Compliance to suggestions given during initial inspection to be done within 30-60 days, which is to be confirmed by concerned the State Food Safety Department official. The cluster will be delisted from the potential hub list if final audit is not conducted within six months of pre-audit.

3. FSSAI will certify the cluster as a "Clean Street Food Hub" and reward the hub with a plaque after the final audit if 80% compliance is achieved. If 80% compliance is achieved in the pre-audit, the cluster may be certified as "Clean Street Food Hub" after the pre-audit.

Resources

1. Guidance Document:

Implementation guidelines

<https://archive.fssai.gov.in/home/capacity-building/e-library/training-manual.html>

Flyer

http://fssaigov.in/CleanStreetFood/assets/docs/CSF%20hub_Flyer.pdf

2. Website:

<https://fssai.gov.in/CleanStreetFood/indexhome>

3. Partners :

Auditing Agency

<http://fssaigov.in/CleanStreetFood/assets/docs/List%20of%20Auditing%20Agencies.pdf>

Training Partners

http://fssaigov.in/CleanStreetFood/assets/docs/CSF%20hub_Flyer.pdf

Funding Partners

Companies through CSR like HUL, Nestle, Jubilant Food Works, Herbalife etc. have supported. Both food and non-food companies can support.

4. Supplementary Resources

Food safety and hygiene checklist for audit under CSFH

<http://fssaigov.in/CleanStreetFood/question.jsp>

For more details, contact:

csfhfssai@gmail.com

Success Stories

The project has seen great enthusiasm from several States, and so far 20 have been certified covering Gujarat, Maharashtra, Madhya Pradesh, Punjab, Tamil Nadu, Chandigarh and Chhattisgarh; another 19 locations are in the pipeline. The CSFH have been inaugurated by CMs/other dignitaries in the states of Maharashtra and Gujarat. CSR support has been extended by companies like HUL, Nestle, Jubilant Life Science, Zydus, Herbalife etc.

One of the first Clean Street Hubs to be certified was in Kankariya, Ahmedabad. Other iconic street food hubs which have been certified as Clean Street Food Hubs include Juhu Chowpatty and Girgaon Chowpatty (Mumbai), Chappan Dukaan (Indore), Urban Chowk (Ahmedabad), Sector 8 Market (Chandigarh) etc. These hubs took several measures to improve hygiene and food safety standards. Food handlers started wearing gloves, mask, caps etc. in the correct manner. They made a policy for procurement of raw and packed products from FSSAI-licensed/registered suppliers only. Products started being tested randomly at frequent intervals of time. They replaced non-food grade disposables with food-grade disposables for serving, which is healthy for consumers and the environment too. Cast iron and wood utensils have been replaced with stainless steel utensils. Now, proper arrangements for storage of raw food and semi-cooked food have been made. They have also started using potable water for washing of utensils and demarcated a common pot washing area. The Municipality is taking care of timely disposal of waste. Proper hand washing points/stations have been made available to consumers. License/Registration along with Food Safety Display Boards is prominently displayed in each vendor's stall.





Cluster Initiative 2: Clean and Fresh Fruit and Vegetable Market



Objective: This initiative aims to ensure that safety standards are maintained in fruit and vegetable retail. A Clean and Fresh Fruit and Vegetable Market may be defined as a cluster of vendors/ stalls selling fruits and vegetables. These mandis will also be a hub for consumer awareness with respect to fruits and vegetables.

About Clean and Fresh Fruit and Vegetable Market: Under this cluster certification initiative, an entire 'Sabzi Mandi' will be audited, trained and certified. It is expected that the fruit and vegetable shops in such certified Mandis will follow food safety standards individually and collectively.

Standard Operating Procedure

Role of Stakeholders

- 1. Local Self-Government [Panchayat/Municipality/MC]** - Since local bodies are directly regulating other aspects such as cleaning of the market area, managing waste, providing potable water, drainage, maintaining infrastructure etc., they are indispensable in the whole process.
- 2. Market Committee** - Every market is managed by a market association or committee. Such bodies are the real stakeholders and are responsible for implementation and sustenance.
- 3. Food Safety Department of State/Uts** - The role of State Food Safety Department is the most crucial one since they will act as a catalyst by pulling all stakeholders together. However, responsibility of ensuring food safety is with the State Food Safety Department. They, therefore, have to coordinate with the local bodies, market associations, audit and training partners to get the certification done.
- 4. Audit and Training Partner** - The FSSAI-empanelled audit agencies and training partners will play the role of mentor. While the auditors will identify the gaps, the trainers will handhold each one of them so that FBOs can mitigate those gaps.
- 5. Funding Partner** - The entire certification process involves some cost, which can be borne by business houses out of their CSR funds, government bodies, local bodies or the market association themselves.

<p>Steps for Implementation</p>	<ol style="list-style-type: none"> 1. The 5 steps for cluster certification listed on page 33 are to be followed. 2. The market will be delisted from the potential market list if the final audit is not conducted within six months of pre-audit. 3. After proper examination post the final audit, FSSAI will certify the market as a "Clean and Fresh Fruit and Vegetable Market" and reward the market with a plaque.
<p>Resources</p>	<ol style="list-style-type: none"> 1. Guidance document on Implementation of Clean and Fresh Fruit and Vegetable Market: Implementation guidelines https://fssai.gov.in/upload/uploadfiles/files/Guidance_Document_Clean_Fresh_Fruit_Vegetable_11_05_2020.pdf Flyer https://fssai.gov.in/cms/smart-consumer-poster-series.php 2. Website: http://fssai.gov.in/cleanvegetablemarket
<p>For more details, contact:</p>	<p>cleanfreshfruitvegmarket@gmail.com</p>

Success Stories

This is a relatively new initiative, but already seven markets have been identified and are at various stages of completion. Five are in Delhi, one in Uttarakhand and one in Goa. The final audit is pending in all the cases.





Cluster Initiative 3: BHOG-Blissful Hygienic Offering to God



Objective: BHOG is an initiative to encourage places of worship to ensure the health and welfare of the pilgrims by educating food handlers in the premises and vendors in the surrounding areas about proper food safety and hygiene.

About BHOG: Under this initiative, places of worship where offerings are cooked/handled are identified, audits conducted and basic training imparted to food handlers. Display of food safety messages and Food Safety Display Boards (FSDB) at prominent locations in the place of worship to encourage adoption of safe and hygienic food habits by the devotees is an important element of this initiative. After successful completion of all the steps, the identified place of worship is recognized/certified.

Standard Operating Procedure

Role of Stakeholders

- 1. Food Safety Department of State/UTs:** It has the most crucial role since it will act as a catalyst by pulling all stakeholders together. It would coordinate with the local bodies, Temple Authorities/ Association, Audit and Training Partners to get the certification done.
- 2. Local Self-Government [Panchayat/Municipality/MC]** – Since local bodies are directly regulating places of worship falling under their jurisdiction along with the Local Municipality on aspects such as managing waste, providing potable water, drainage, etc., they are indispensable to the whole process.
- 3. Temple Board/Trusts/Committee/Associations** - Almost every place of worship is managed by a Temple Board/Trust/Committee/ Association. Such bodies are the real stakeholders and are responsible for implementation and sustenance.
- 4. Audit and Training Partner** - The FSSAI-empanelled audit agency and training partner will play the role of mentor. While an auditor will identify the gaps, the trainer will handhold each FBO to help mitigate those gaps
- 5. Funding Partner** - The entire certification process involves some cost which can be borne by business houses out of their CSR funds, government bodies, local bodies or Temple Board/Trust/Committee/ Associations themselves. The funding partner's contribution could be acknowledged on the Plaque/website etc.

Steps for Implementation	1. The 5 steps for cluster certification listed on page 33 are to be followed.
Resources	<p>1. Guidance Document: Implementation guidelines https://fssai.gov.in/eatrightbhog/learning-material</p> <p>Flyer https://fssai.gov.in/eatrightbhog/learning-material</p> <p>2. Website: https://fssai.gov.in/eatrightbhog</p> <p>3. Partners :</p> <p>Auditing Agency https://fssai.gov.in/eatrightbhog/auditpartner</p> <p>Training Partners https://fostac.fssai.gov.in/fostac/listoftrainingpartner</p> <p>Funding Partners Temple Trust/Authorities, companies through CSR like HUL, Nestle, Jubilant Food Works etc. Both food and non-food companies can support.</p> <p>4. Supplementary Resources Food safety and hygiene checklist for audit under BHOG https://fssai.gov.in/eatrightbhog/checklist</p>
For more details, contact:	bhogfssai@gmail.com

Success Stories

Under BHOG, 30 places of worship are certified across the states of Gujarat, Himachal Pradesh, Chhattisgarh, Tamil Nadu and Madhya Pradesh. Another 100 places of worship are identified in Tamil Nadu for implementation.

Famous Temples like Shri Mahakal Mandir, Ujjain, M.P and Shri Ram Mandir, Raipur, Chhattisgarh have implemented BHOG and shown remarkable improvement. They made significant changes in infrastructure and lay-out, based on the gaps identified during the pre-audit to ensure unidirectional flow of food. They have started using food-grade lubricants and cleaning agents that come in contact with food items and utensils. Procurement

managers are ensuring only food-grade material with the FSSAI logo. Other good practices initiated include temperature-monitoring devices like thermometer or digital display to make sure food is adequately cooked and safe for consumption, discontinuing the use of equipment and packing material made from non-food grade plastics, newspaper, thermocol etc. Testing of water and maintaining test reports and proper documentation on procurement, maintenance, personal hygiene, medical certificates, pest control, visitors and trainings.





Cluster Initiative 4: Eat Right Station



Objective: Railway stations in India house several petty food vendors/stalls and see heavy footfall. The Eat Right Station initiative is designed to ensure that safe and wholesome food is served to passengers, visitors to railway stations and railway officials.

About Eat Right Station: Under this initiative, all food vendors on the railway station will be audited, trained and certified. Railway stations that fulfil benchmark criteria will then be recognized as "Eat Right Station" through plaques and/or certificate of excellence, which they would display prominently to enhance customer confidence.

Standard Operating Procedure

Role of Stakeholders

- 1. Indian Railways/ Indian Railway Catering And Tourism Corporation (IRCTC)/Indian Railway Stations Development Corporation (IRSDC) -** They will conduct Self-Assessment as per the checklist; provide overall support in identification, implementation and sustenance and mobilize resources to become a certified 'Eat Right Station'.
- 2. FSSAI -** It will be responsible for overall implementation and identification of railway stations; verification of self-assessment report and final audit reports and recommendations for declaring 'Eat Right Station'.
- 3. Corporates/Funding Partners -** They will adopt railway stations for Eat Right Station certification, promote awareness, use CSR funds for training, printing and translation of training material etc.
- 4. Training Partners -** They will mobilize participants and conduct FoSTaC-Food Safety Supervisor (FSS) trainings, translate training material in local languages.
- 5. Third-Party Auditing Agencies (www.fssai.gov.in) -** They will mobilize participation, ensure timely audits, push for further improvements.

Steps for Implementation

1. The 5 steps for cluster certification listed on page 33 are to be followed.
2. Display of food safety messages and Food Safety Display Boards (FSDBs) at prominent places in the station is to be done.

Steps for Implementation

3. Based on final audit score & recommendation by auditor, the station complex will be declared as an "Eat Right Station" with ratings from three star (least score) till five star (max score) by FSSAI with a validity up to 2 years.

4. Half-yearly assessment of performance as per the given checklist will be conducted by the Eat Right Fellow nominated by FSSAI. The score will be considered in renewal of the certificate.

5. All food service establishments in the railway stations are to adopt Hygiene Rating.

Resources

1. Guidance Document:

<https://eatrightindia.gov.in/EatRightIndia/index>

2. Partners :

Auditing Agency

Third-party Audit agencies empanelled with FSSAI

Training Partners

<https://fostac.fssai.gov.in/fostac/listoftrainingpartner>

3. Supplementary Resources

Food safety and hygiene checklist for audit under BHOG

Eat Right Station flyer

Checklists: Developed and shared once proforma is received

For more details, contact:

eatrightstation@gmail.com

Success Stories

Under This is a recent initiative, but already three stations have been certified through the active involvement of the concerned Railway Authorities.

The first railway station to be certified was Mumbai Central Railway station; subsequently Chhatrapati Shivaji Terminus Railway Station, Mumbai and Anand Vihar Terminal Railway Station, Delhi have also been certified. At these stations, significant changes were made in infrastructure & lay-out, based on the gaps identified during pre-audit. Kitchen managers are ensuring purchase of ingredients with the FSSAI logo. Other good practices initiated include-temperature-monitoring devices like thermometer or digital display to make sure food is

adequately cooked and safe for consumption, discontinuing use of equipment and packing material made from non-food grade plastics, newspaper, thermocol etc, testing of water and maintaining test reports and proper documentation on procurement, maintenance, personal hygiene, medical certificates, pest control and trainings.



Benchmarking and Certification of Clusters can lead to a virtuous circle. For the vendor, since the certification is backed by robust processes of gap analysis, audit and systematic capacity building, they are empowered to ensure self-compliance. For the consumer, the Plaque and Certificate are a visible symbol of food safety and good hygiene practices and can lead to higher demand, thereby creating an economic incentive to sustain proper food safety management systems and practices.



B. BENCHMARKING AND CERTIFICATION FOR INDIVIDUAL OUTLETS: Hygiene Rating Certification

Hygiene rating is a technology-enabled, user-friendly scheme where individual food service establishments are given a rating for their hygiene and food safety compliance. Establishments participating in the scheme are awarded a consolidated “Star Rating” (between 1 to 5) based on the level of their compliance to multiple safety and hygiene parameters prescribed by FSSAI through a simple checklist. The Hygiene Rating is a powerful visual symbol that allows consumers to make informed choices by finding out how hygienic and well-managed food preparation is at any of the star-rated premises, while also boosting the business of the establishment. Moreover, it encourages businesses to improve their hygiene standards and reduce the incidence of food borne illnesses.

Hygiene Rating can be implemented in standalone food establishments such as restaurants (even those present in food courts or hotels), cafes, caterers, sweet shops, bakeries and meat shops etc. These food establishments can be located in a market, mall, tourist spots, airport, highways, institutes, hospitals, etc. The Hygiene Rating Certification is valid for 2 years.

Pre-requisite to apply for Hygiene Rating: Before applying for hygiene rating scheme, an FBO must meet the following mandatory requirements:

1 Be licensed/registered by FSSAI.

2 At least one FoSTaC certified Food Safety Supervisor (FSS) must be available and the FSS in turn should have trained all the food handlers on the premises.

Hygiene Rating has 3 simple steps:

STEP 01

Self-Assessment by FBO: The stand-alone food establishment can login to the Hygiene Rating Portal with their existing Food Licensing and Registration System (FLRS) Login ID & password. After logging in, the FBO will self-assess their food safety compliance against parameters enumerated in the relevant Hygiene Rating Checklist that has been created by FSSAI. The self-assessment helps in identification of gaps in food safety compliance that the food establishment has to address. After the identified gaps are filled, the Food Establishment can approach an FSSAI-empanelled audit agency for final verification.

STEP 02

Verification by Auditing Agency: The stand-alone food establishment will have the option to choose an FSSAI-empanelled auditing agency, who will visit and inspect the premises for food safety compliance.

STEP 03

Generation and display of Hygiene Rating: Based on the inspection, verified hygiene rating will be generated. The FBO can download the Hygiene Rating Certificate and display it in their premises where it is visible to the consumers. The simple design of Hygiene Rating Certificate, wherein the score is depicted through smileys, makes it very easy for consumers to understand the hygiene standards of a restaurants.

FSSAI has introduced the Hygiene Rating (HR) Certification for:

- ♦ **Restaurants and Catering Establishments**
- ♦ **Meat Shops**
- ♦ **Mithai and Namkeen Shops**





Hygiene Rating Initiative 1: Restaurants and Catering Establishments

About HR for restaurants/caterers: Hygiene rating implies that a restaurant, including cafes, diners, eating joints and caterers is compliant to Schedule 4, FSS Regulations 2011. Once a Hygiene Rating certificate is earned by an FBO, it can be displayed prominently in their premises. This would boost their business as a safe place to eat by helping consumers make informed choices.

Standard Operating Procedure

Role of Stakeholders

- 1. Food Businesses** - The actual implementation of this scheme will be carried out by eligible food establishments and audit agencies. Food establishments need to comply with the pre-requirements (ensuring valid FSSAI License/Registration and completing FoSTaC training) before applying for the scheme.
- 2. Audit Agencies** - FSSAI-empanelled Audit Agencies play an important role of assessing/verifying the level of food safety compliance in a food establishment.
- 3. Training Partners** - Training partners ensure the food establishment understands the food hygiene and safety practices to be adopted by training the Food Safety Supervisor.
- 4. Food Safety Department of State/UTs** - Food Safety Departments will be responsible for mobilising FBOs to participate and for overall monitoring of the implementation.
- 5. Restaurant Associations** - Associations can support State/UTs Food Safety Department in implementation of this scheme by reaching out to members, organizing workshops, etc.

Steps for Implementation

1. The 3-step procedure for Hygiene Rating mentioned page 55 is to be followed.

Resources

1. Guidance Document:
www.fssai.gov.in/hygieneRating/resources/pdf/guidance_doc_new.pdf
2. Website
www.fssai.gov.in/hygieneRating

Resources	<p>3. Partners :</p> <p>Auditing Agency www.fssai.gov.in/hygieneRating/resources/pdf/auditingagency.pdf</p> <p>Training Partners https://fostac.fssai.gov.in/fostac/listoftrainingpartner http://www.fostac.fssai.gov.in/fostac/tpdashboarddata</p> <p>4. Supplementary Resources</p> <p>Checklist - https://fssai.gov.in/hygieneRating/SelectOption?callFrom=hygieneCheckList</p>
For more details, contact:	servesafe@fssai.gov.in

Success Stories

More than 1800 food establishments (including leading hotels, international and national restaurant chains and traditional restaurants) have voluntarily opted for Hygiene Rating scheme in the states of Maharashtra, Tamil Nadu, Delhi, Gujarat, etc. This scheme gave an opportunity to food businesses to understand the gaps in implementation of Good Manufacturing Practices (GMP) and Good Hygiene Practices (GHP) mentioned in Schedule 4 of FSS (Licensing and Registration of Food Businesses) Regulation, 2011. FoSTaC- trained staff supported in finding solutions to fill the gaps identified. GRT Grand Hotels reported that in comparison to many international food safety certification programmes, FSSAI's hygiene rating scheme has greater impact since the initial step of self-assessment ensured higher involvement of managers and the checklist criteria was apt for local conditions with more workflow orientation.

Jubilant Foodworks Ltd. reported that this scheme has helped them build confidence amongst consumers as well as business partners, as it comes from the apex food regulator of the country.





Hygiene Rating Initiative 2: Clean and Safe Meat Shops



About HR for Meat Shops: Meat Retail Shops sell meat products after minor processing or no processing at all. They are considered a high-risk retail sector, and must comply with licensing and food safety requirements, have a trained Food Safety Supervisor and ensure safe and hygienic practices.

FSSAI has advised Food Safety Department of States/UTs to conduct Third- Party Audits of 1350 meat shops across India (50 shops in each state and 20 in each UT). Hygiene Rating will also be awarded to these shops by the audit agency.

Standard Operating Procedure

Role of Stakeholders

- 1. Food Safety Department of State/UTs** - Food Safety Departments will be responsible for overall monitoring of the implementation.
- 2. Meat Retail Shops** - The actual implementation of this scheme will be carried out by meat retail shops and audit agencies. It is essential for meat retail shops to comply with the requirements and apply for the scheme.
- 3. Audit Agencies** - Hygiene Rating Audit Agencies play an important role of assessing and verifying the level of food safety compliance in a food establishment.
- 4. Training partners** - Training partners ensure the food establishment understands the food hygiene and safety practices to be adopted by training the food safety supervisor.
- 5. Associations** - Associations can support State/UTs Food Safety Department in implementation of this scheme by reaching out to members, organizing workshops, etc.

Steps for Implementation

1. Identify and mobilise participation of meat retail shops and their association in the district with support of the Food Safety Department of State/UT.
2. Organize an awareness drive along with food safety officers and audit agencies for meat retail shops to sensitize and draw a plan for implementation (with timelines) of this scheme.

Steps for Implementation

3. Follow the 3-step procedure for Hygiene Rating mentioned at Page 55
4. Regular monitoring of the progress of implementation of the scheme to identify challenges faced by stakeholders and provide support in overcoming them.
5. Ensure that hygiene rated meat retail shops display the rating certificate prominently in the food premises.

Resources

1. Guidance Document:
www.fssai.gov.in/hygieneRating/resources/pdf/guidance_doc_new.Pdf
2. Website
www.fssai.gov.in/hygieneRating
3. Partners :
Auditing Agency
www.fssai.gov.in/hygieneRating/resources/pdf/auditingagency.pdf
Training Partners
<https://fostac.fssai.gov.in/fostac/listoftrainingpartner>
3. Supplementary Resources
Checklist -
<https://fssai.gov.in/hygieneRating/SelectOption?callFrom=hygieneCheckList>

For more details, contact:

servesafe@fssai.gov.in





Nirala Sweet House
 10000 W. 11th Street
 Fort Worth, TX 76132
KHEER MOHAN
 12¢ 15¢

Nirala Sweet House
 10000 W. 11th Street
 Fort Worth, TX 76132
GULAAB JAMUN
 12¢ 15¢



Nirala Sweet House
 10000 W. 11th Street
 Fort Worth, TX 76132
WALNUT HALWA

Nirala Sweet House
 10000 W. 11th Street
 Fort Worth, TX 76132
PEDDA
 12¢ 15¢

Hygiene Rating Initiative 3: Clean and Safe Mithai Shops



About HR for Mithai Shops: Mithai (sweets) are an essential part of Indian cuisine and culture. Sweet shops are involved in preparation and/or sale of dessert items (majorly traditional Indian sweets) prepared mainly from milk, milk products, cereals, pulses and nuts. Sweet shops handle high-risk food products such as milk and milk products (where adulteration, use of artificial colours and food hygiene are common issues). It is essential that these establishments comply with licensing and food safety requirements stated under FSS Act, 2006.

Standard Operating Procedure

Role of Stakeholders

- 1. Food Safety Department of State/UTs** - Food Safety Departments will be responsible for overall monitoring of the implementation.
- 2. Sweet Shops** - The actual implementation of this scheme will be carried out by mithai (sweet) shops and audit agencies. It is essential for mithai (sweet) shops to comply with the requirements and apply for the scheme.
- 3. Audit Agencies** - Hygiene Rating Audit Agencies play important role of assessing and verifying the level of food safety compliance in a food establishment.
- 4. Training Partners** - Training partners ensure that the food establishment understands the food hygiene and safety practices to be adopted by training the Food Safety Supervisor.
- 5. Associations of Sweet Manufacturers** - Association(s) can support State/UTs Food Safety Department in implementation of this scheme by reaching out to members, organizing workshops, sensitising about the scheme, etc.

Steps for Implementation

1. Identify mithai (Sweet) shops and their Associations in the district with the support of the Food Safety Department of State/UT.
2. Organize an awareness drive along with Food Safety Officers (FSO) and audit agencies for mithai (Sweet) shops to sensitize and draw a plan for implementation (with timelines) of this scheme.

Steps for Implementation

3. Conduct a licensing drive and trainings to meet the prerequisite requirements of hygiene rating (if not fulfilled already).
4. Ensure Hygiene Rating of shops by following the 3-step procedure for Hygiene Rating mentioned at para page 55.
5. Regularly monitor the progress of implementation of the scheme to identify challenges faced by stakeholders and provide support in overcoming them.
6. Ensure that hygiene rated mithai shops (sweet shops) display the rating certificate prominently in the food premises.

Resources

1. Guidance Document:
www.fssai.gov.in/hygieneRating/resources/pdf/guidance_doc_new.pdf
2. Website
www.fssai.gov.in/hygieneRating
3. Partners :
Auditing Agency
www.fssai.gov.in/hygieneRating/resources/pdf/auditingagency.pdf
www.fssai.gov.in/upload/uploadfiles/files/Food_Safety_Auditing_Agencies_Lists_13_11_2019.pdf
Training Partners
<https://fostac.fssai.gov.in/fostac/listoftrainingpartner>
3. Supplementary Resources
Checklist -
<https://fssai.gov.in/hygieneRating/SelectOption?callFrom=hygeineCheckList>

For more details, contact:

servesafe@fssai.gov.in

To ensure that the FSMS practices are implemented effectively, FBOs are subject to periodic inspections by Central and State Licensing Authorities. Further, a system of Third Party Audits through empanelled auditors is in place through the Food Safety and Standards (Food Safety Auditing) Regulations, 2017. The Regulation stipulates that select Food Categories prescribed by the Food Authority will be subject to mandatory Food Safety Auditing. Food businesses not subject to mandatory food safety auditing will be encouraged to voluntarily opt for and meet the audit parameters.





II. DEMAND SIDE INITIATIVES: EMPOWERING CONSUMERS

Empowering citizens to make informed choices in favour of safe and wholesome food creates a demand-pull; so if each citizen of India, young or old, becomes a “Food Smart Consumer,” FBOs will have no choice but to put in place systems to ensure that they deliver as per demand.

The Demand-Side initiatives of FSSAI aim at large-scale social and behaviour change by engaging consumers and educating them on eating right. They work on three major focus areas as follows:



Building Consumer Awareness



Addressing Adulteration



Enabling Healthy Choices



BUILDING CONSUMER AWARENESS

Nudging consumers to eat right calls for a slew of measures that not only create awareness, but constantly reiterate the importance of 'mindful' eating to ensure a sustainable change in habits. Since food is consumed not only at home, but also at the workplace, in schools/colleges etc, there are opportunities in every space to promote safe and wholesome food habits. Home food choices can be influenced by targeting consumers directly through various IEC and awareness campaigns. Food choices in schools, workplaces or other campuses can be influenced by creating visible symbols/logos/ratings for a campus, based on compliance to a set of well-defined benchmarks that go beyond mere safety and hygiene to include aspects of healthy and responsible food consumption.

Building Consumer Awareness, thus, rests on three pillars

1 Eat Right Campus

2 Eat Right School

3 Eat Right Toolkit

The Eat Right Campuses and Eat Right Schools would serve to remind consumers to eat right, wherever they are, whether at home, school, workplace etc. The Eat Right Toolkit is a community resource, delivered at the grassroots level by frontline health workers and other community resource persons, with informative content and simple reiterative messaging to remind consumers to be aware, be cognizant and demand safe and nutritious food.

These initiatives focus on bringing about social and behaviour change around food safety, hygiene, healthy diets and responsible consumption and should become a powerful tool available to every citizen. Hence every stakeholder must play their part to ensure their pan-India implementation.



Pillar 1 of Consumer Awareness: Eat Right Campus (ERC)



About Eat Right Campus (ERC): The Eat Right Campus initiative has a two-fold objective: it helps to create an environment of safe food and healthy eating for residents and visitors in various campuses through compliance to a set of well-defined parameters; and equally importantly, it continuously reiterates the message of “mindful eating habits” in places that are part of our daily routine e.g. at people’s workplaces, colleges, institutes or any other campus.

The ERC initiative can be taken up in any of the following campuses:



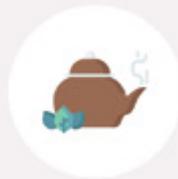
**Workplaces/
Corporates**



**Colleges/Institutes/
Universities**



**Hospitals/Health
Institutions**



Tea Estates



Jails

Standard Operating Procedure

Role of Stakeholders

- 1. Food Safety Department of State/Uts** - Its role includes overall implementation and identification of campus; verification of self-assessment report and final audit report and recommendation for declaring eat right campus.
- 2. Training Partners (www.fostac.fssai.gov.in)** - Their role is mobilizing campuses to participate, training Food Safety Supervisors; creating a trainers’s pool etc.
- 3. Auditing Agencies (www.fssai.gov.in)** - Their role is mobilizing participation, ensuring timely audits, hand-holding for further improvements.
- 4. Corporates/Funding Partners** - Their role is adopting campuses for ERC certification; promoting awareness, using CSR funds for training, printing and translation of training material, etc.
- 5. Academic Institutions/Colleges/Universities** - Their role is to conduct self-assessment as per the checklist; provide overall support in identification, implementation and sustenance; mobilize resources to become a certified ERC.

Steps for Implementation

1. Identification of campus and submission of enrolment form.
2. Self-assessment/Pre-audit on a clearly defined checklist to identify gaps.
3. Food Safety Training & Certification through FSSAI empanelled Training Partners.
4. Rectification of gaps by campus authority.
5. Final audit by FSSAI empanelled third party auditing agency for certification & rating of the campus. The certificate will be valid for 2 years.
6. Sustenance: Designate a staff/student as ERC Fellow, who will be trained for periodic internal audits. Local FSO will draw sample randomly as per the risk involved.

Resources

1. Guidance Document:
The Orange Book: A handbook on Eat Right Campus:
<https://fssai.gov.in/book-details.php?bkid=14>
2. Website:
<https://eatrightindia.gov.in/EatRightCampus>
3. Partners:
Auditing Agency
www.fssai.gov.in/hygieneRating/resources/pdf/auditingagency.pdf
www.fssai.gov.in/upload/uploadfiles/files/Food_Safety_Auditing_Agencies_Lists_13_11_2019.pdf
Training Partners
<https://fostac.fssai.gov.in/fostac/listoftrainingpartner>
4. Supplementary Resources:
The Pink Book: A guide to eating safe, healthy and sustainable food at home.
<https://fssai.gov.in/knowledge-hub.php?hubname=Book,Report,Manuals>
Brochure
<https://www.eatrightindia.gov.in/EatRightCampus/images/pdf/flyer.pdf>
AV Film
<https://www.eatrightindia.gov.in/EatRightCampus/videoGallery>
Posters, Standee
<https://www.eatrightindia.gov.in/EatRightCampus/communicationKit>

For more details, contact:

eatrightcampus@gmail.com

Success Stories

Eat Right Campus has been gaining momentum since its launch in 2019. On the first World Food Safety Day, 7th June 2019, seven campuses were awarded the Eat Right Campus certification by Dr. Harsh Vardhan, Hon'ble Minister of Health and Family Welfare at FSSAI. The following campuses were recognized for their exemplary standards- IIT Gandhinagar, IIT Roorkee, LBSNAA, Mussourie, Unilever, Bengaluru, Wipro, Bengaluru, HCL Noida and Genpact, Gurugram.

One of the first Eat Right Campuses to be recognized is the Lal Bahadur Shastri National Academy of Administration (LBSNAA), Mussourie. They have not only got the Hygiene Rating of their canteen done but have taken additional steps such as replacing plastic bottles with personalised glass bottles for probationers, introducing healthy snacks such as sprouts/ channa instead of fried items, adopting a healthy menu, putting posters on healthy habits in the premises and conducting sessions with nutritionists for officers in the institute.





Pillar 2 of Consumer Awareness: Eat Right School



About Eat Right School: Poor eating habits impact not only the physical, but also the mental and cognitive development of children, lower their immunity and can have serious implications on learning outcomes. Schools are well-poised to influence dietary practices and promote lifelong healthy habits, as students spend an average of 7-8 hours per day in school and are strongly influenced by peers and teachers. Moreover, most of our food habits are established at a young age. Hence as a special focus, FSSAI has put together the Eat Right School Campaign, at the heart of which lies the creation of Eat Right Schools.

Eat Right School is designed help school children inculcate the habit of eating safe, eating healthy and eating sustainably through an interactive learning model. The Yellow Books I & II that have been developed specifically for school children from grades 1-8 with age appropriate and scientifically credible content on healthy habits. Schools may also create Health and Wellness Teams, certified by FSSAI, to drive this programme in the school. Further, a comprehensive matrix has been created for schools that includes curricular and extracurricular activities based on which points are awarded. Based on the score received on the matrix, a school may be certified as an Eat Right School.

Standard Operating Procedure

Role of Stakeholders

- 1. Individual Schools/School Foundations or Trusts** - Their role is in implementing the Eat Right School programme.
- 2. Central and State Education Departments and School Boards** - Their role is to increase outreach, create regionalised content, and to facilitate the adoption of the Eat Right School programme.
- 3. Ministry of Human Resource Development (MHRD) - DIKSHA:** This is a learning & certification platform for teachers and students with curated learning material on all topics. Diksha platform and Project Management Unit will aid dissemination of content and certification of Health & Wellness Ambassadors under the health and wellness track in all states. They have an outreach of 30 lakh teachers in 28 states.
- 4. National Institute of Open Schooling (NIOS)** - An MoU has been signed with NIOS to integrate the Eat Right principles into the curriculum of the largest open schooling board in India with an outreach of over 5 lakh students.

Role of Stakeholders

5. **Anemia Mukt Bharat and UNICEF** - Their role is to converge efforts and joining hands to spread awareness among school children across India

6. **Publishing Houses/Corporates** - Their role is to integrate content from the Yellow Books into text books for outreach as well as printing/distribution of Yellow Books

7. **Implementation Partners such as NGO** - Their role is to integrate Eat Right School messages into mainstream curricular & co-curricular activities.

8. **Domain Experts** - They can lend expertise to create credible content and dissemination through Safe and Nutritious Food (SNF) Fellows

Steps for Implementation

1. A School can register online on the School Portal: (www.fssai.gov.in/eatrightschool) A user-friendly and comprehensive online portal has been created for school registration, creation of Health & Wellness teams, and access to many activities under Eat Right School.

2. Create and Certify Health and Wellness Ambassadors (HWA): School teachers and/or parents can be nominated as Health and Wellness Ambassadors /Health and Wellness teams. They would be certified by FSSAI by undertaking an online certification program at www.fssai.gov.in/eatrightschool. and drive the Eat Right School programme.

3. Conduct Eat Right Activities - Schools will create an activity calendar and conduct activities around eating right such as organizing 'Eat Right Carnival' and 'Healthy Recipe Day', include eating safe and healthy food as a part of SUPW activities, organise sessions with mothers for healthy & tasty snacks, identify 'Master & Miss Sehat' from each class on a weekly/monthly basis, create school kitchen gardens, paint a wall, participate in theatre, puppet activities based on Eat Right Themes etc. The evidence of these activities must be uploaded on the school website.

4. Monitoring and Evaluation: Schools will use the Eat Right Matrix available on the website www.fssai.gov.in/eatrightschool to monitor and evaluate the programme.

5. Eat Right School Certification: Suitable reward and recognition will be given to the schools on the basis of their performance.

Resources

1. Guidance Document:

<https://fssai.gov.in/eatrightschool/learning-books.php?req=ybook>

- **Yellow Books** - These are available in 11 languages (English, Hindi, Punjabi, Gujarati, Marathi, Telugu, Tamil, Malayalam, Kannada, Bengali & Assamese) on www.fssai.gov.in/eatrightschool. The English version is also available on www.fssai.gov.in/eatrightschool.
- **DIKSHA** - National Teacher's Platform, created by MHRD for teachers across India.
- **Activity Book** - A fun-filled activity book has been designed to teach and reinforce the message of safe and nutritious food.
- **Training Manual** - A teacher training manual has also been developed to give an in-depth understanding of the concepts on food safety and nutrition.

2. Website:

www.fssai.gov.in/eatrightschool

3. Supplementary Resources:

The Pink Book: A guide to eating safe, healthy and sustainably at home

<https://fssai.gov.in/knowledge-hub.php?hubname=Book,Report,Manuals>

The DART Book: A guide to Detecting Adulterants with Rapid Testing (DART) at home

<https://fssai.gov.in/knowledge-hub.php?hubname=Book,Report,Manuals>

For more details, contact:

snfatschool@fssai.gov.in

Success Stories

Over 33,000 schools across the country have enrolled in the programme through an online portal www.fssai.gov.in/eatrightschool.

Schools like Gyan Mandir Public School, Delhi Public School, R. K. Puram and Mt. Abu School have trained Health and Wellness Ambassadors and now use resources such as Yellow Books and Activity Book in the curriculum. They conduct competitions/melas such as 'Healthy Recipe Contest' that are available and accessible to parents, Eat Right Carnival, which includes student exhibits, full-day events and design of paper bags by students to make the campus plastic free. Students also identify and train petty vendors around the campus selling food to ensure safety of food.

Eat Right Creativity Challenge was launched by FSSAI from 14th November 2018 – 10th January 2019 to unleash the creative talent of young people and engage, excite and enable them to inculcate healthy eating habits. A total of 75,137 children from 3621 schools across numerous States/UTs participated in 'On-the-Spot Poster' Competition, Wall-Art Competition and Digital Creative Competition. The winners were awarded cash prizes and appreciation certificates in a grand award ceremony in New Delhi on 29th January 2019.



Pillar 3 of Consumer Awareness: Eat Right Toolkit

Bringing about large-scale social and behavioural change to promote right eating habits at the grassroots level calls for two critical elements:

Simple, powerful and reiterative messaging through engaging content.

The services of resource persons who are trusted and recognised by the local community to

About Eat Right School: The Eat Right Toolkit is an interactive training kit that has been designed to be integrated with the existing training modules of frontline health workers such as Anganwadi workers (AWW), ASHA workers, ASHA Sangini, Multi-Purpose Worker-Females (MPW-F), Community Health Officers (CHOs)/Mid-Level Health Providers (MLHPs) and Medical Officer (MO-MBBS) at Health and Wellness Centres. The Toolkit has been co-developed by FSSAI, National Health Systems Resource Centre (NHSRC) and Voluntary Health Association of India (VHAI). It has a training manual as well as useful tools in the form videos, posters, activity cards flyers and interactive games to educate people about safe and healthy diets in a simple, clear and engaging manner.

Through this toolkit, community members would learn about eating safe by following safe food practices (including personal and surrounding hygiene) and combating food adulteration. They would also learn about eating healthy (i.e. balanced diet, fortified foods, avoiding foods high in salt, sugar and fat, and eliminating trans fats).

Standard Operating Procedure

Role of Stakeholders

- 1. State Governments** - Their role is to facilitate procurement and placement of the 'Eat Right Toolkit' in Health and Wellness Centres (HWCs) as well as training of trainers (ToT) at state and district levels and training of frontline health workers.
- 2. State/UT Food Safety Departments** - Their role is to facilitate trainings and provide Food Safety on Wheels (FSW-mobile food-testing van) on the day of the training. They also have to identify other government programmes for integration of the Toolkit.
- 3. NHSRC** - This is the nodal body for integrating the 'Eat Right Toolkit' in HWCs under Ayushman Bharat. Their role is to conduct training of the trainers (at national, state and district level) along with FSSAI and VHAI. Their role is to train frontline health workers and contextualize the toolkit into regional languages for better outreach.

Role of Stakeholders

4. Network of Professional of Foods and Nutrition (NetProFaN) - Members from NetProFaN will lend expertise to create a pool of master trainers at the national/state level and integrate the toolkit/ components from the toolkit in their community outreach efforts.

5. MHRD - Their role is in the training of the Nodal Officers of the Mid Day Meal Programme, integration of Eat Right toolkit into the school curriculum and/or as co-curricular activities.

6. Frontline Workers at HWC [ASHA, CHO/MLHP, MPW (F)] - They will do on-the-ground implementation of the toolkit.

Steps for Implementation

The Eat Right Toolkit is available online on the Eat Right India website and will be soon available on Government E-Marketplace (GEM) portal for direct procurement by stakeholders. The toolkit is also being translated in regional languages to be used across India. It has been included in state PIPs (Programme Implementation Plan) by Ministry of Health and Family Welfare (MoHFW). The steps for implementation are as follows-

- Training of the national trainers and followed by training of the State and district trainers to create a pool of Master Trainers.
- Master trainers will then train frontline health workers by integrating the toolkit in their existing training programmes as an additional module.
- Printing/Procurement of Toolkits for placement in Health and Wellness Centres across the country by states in a phased manner.
- Frontline health workers to use the toolkit to educate their respective target audiences to educate them about eating right.
- Convergence with other Ministries: Ministries, with frontline worker force [Anganwadi workers – Ministry of Women and Child Development (MWCD); Agriculture extension workers - Ministry of Agriculture and Farmers Welfare; Swachhta Preraks – Ministry of Drinking Water and Sanitation; Community Resource Persons - Ministry of Rural Development] can integrate the 'Eat Right toolkit' in their respective outreach programmes.

Resources

1. Guidance Document: Eat Right Toolkit Handbook
https://eatrightindia.gov.in/EatRightIndia/rbook/?rf=spice&viewFile Path=file/Eat%20Right%20Toolkit%20Handbook2020_English.pdf#rbook/
2. Website:
<https://eatrightindia.gov.in/EatRightIndia/index>
3. Partners: NHSRC, VHAI, members from NetProFaN, State Food Safety Department
4. Supplementary Resources:
E-Course in Eat Right for Frontline Workers Videos (14 Videos series)
<https://fssai.gov.in/erfw>
Weblink for Eat Right Toolkit
<https://eatrightindia.gov.in/outreach.jsp>
GEM portal link for procurement
<https://gem.gov.in>

For more details, contact:

snfatschool@fssai.gov.in

Success Stories

The first Eat Right Toolkit orientation master-class was held in December 2018 in Delhi for ASHA, Auxiliary Nurse Midwife (ANM), AWW and Nodal officers of the Mid-day Meal programme. The toolkit was well received by the audience and around 700 ASHA & ANM, 600 AWW and 600 teachers, who were the Nodal officers of the Mid-Day Meal Programme, actively participated in the master-class.

Pilot training of the Eat Right toolkit was conducted at Regional Health & Family Welfare Training Centre (RHFWTC), Meerut, Uttar Pradesh. The training was attended by a diverse group of participants (42)- members of Sub Health Centre (SHC-HWC) and Primary Health Centre (PHC-HWC) [ASHAs, ASHA Facilitators (ASHA Sangini), Multi-Purpose Worker-Females (MPW-F), Community Health Officers (CHOs)/Mid-Level Health Providers (MLHPs), MO-MBBS, Pharmacist, Lab Technician and Staff Nurse].



ADDRESSING ADULTERATION

Food adulteration must be addressed by guiding the consumer about common adulterants and the need to be vigilant. Further, in view of the increasing incidence of fake news that spreads rapidly in today's social media world and causes undue panic, it is equally critical to address 'perceptions' about adulteration through informing and educating consumers.

With these objectives in mind, FSSAI's initiatives to address adulteration are as follows:

1

Food Safety on Wheels (FSW), DART Book, Food Safety Magic Box

2

Consumer Guidance Notes and Myth Busters

All resources created for the initiatives above are available for use by States/UTs, Food Businesses, Consumers, Consumer Organizations, Schools, Colleges and others.

To combat adulteration effectively, every stakeholder is strongly encouraged to access these resources and ensure they are used extensively and disseminated through multiple channels.

Addressing Adulteration: Food Safety on Wheels (FSW), DART Book and Food Safety Magic Box

A series of innovative tools including mobile testing labs, portable testing kits and guidance booklets to empower consumers to deal with adulteration have been created by FSSAI and are available for wide dissemination across the country.

Food Safety on Wheels (FSW)



Taking testing facilities to remote areas is a challenge. To address the issue of lack of food testing infrastructure in remote areas and cater to basic analytical needs of consumers, FSSAI has set up mobile food-testing laboratories called Food Safety on Wheels (FSW) that are being provided to States/UTs on a first-come-first-served basis, depending upon their readiness.

Food Safety on Wheels performs three key functions – Testing, Training and Awareness generation. The mobile labs are equipped with basic testing infrastructure plus training facilities including an LED screen and awareness material in the form of videos/audios/flyers and manuals. FSWs are also being used for cold chain logistics for movement of regulatory/surveillance samples, as off-site wings of Labs, a handy tool for training street food vendors,

providing information and support for licensing and registration, training and/or awareness programs for plantation workers about food safety, as a module for communicating IEC materials in vernacular languages and as a tool for creating awareness during any pandemic or epidemic.

Information related to FSW and the soft copy of manuals is available on the website of FSSAI and can be freely downloaded and printed without changes by any individual or company or publisher for individual use or widespread dissemination.

For more details on Mobile lab- <https://fssai.gov.in/cms/mobile-labs.php>

Detect Adulterants with Rapid Testing (DART)



To tackle economically driven adulteration, a booklet titled “Detect Adulteration with Rapid Test (DART)” has been co-created with domain experts. DART is a compilation of common quick tests that consumers can conduct themselves at home, to detect common food adulterants. The booklet depicts differences between pure and adulterated food products through pictorial representations. It covers more than 50 quick tests that can be performed easily for detection of food adulterants with the help of water and simple solutions like tincture of iodine in various food products like Milk & Milk Products, Oils and Fats, Sugar & Confectionary, Food Grains and its products, Spices & Condiments, etc. These tests also include sensory evaluation of food for establishing authentication of food product.

The soft copy of DART booklet is available on the website of FSSAI. The Food Safety Department of States/UTs are using this booklet as a tool to spread awareness for combating adulteration by downloading and printing, free of cost, in regional languages. Some States/UTs are making videos based on DART for demonstration purposes to public. Schools/colleges use DART for demonstrating these simple tests and teaching students in their labs. This booklet is available in the form of a pocket-sized booklet, keychain and in a smaller size for better distribution and wider dissemination of information.

To access resources:

- ▶ **DART Book** :- <https://fssai.gov.in/flipbook.php?bookid=201#book2/>
- ▶ **Videos for testing common adulterants in food items** :- <https://fssai.gov.in/fssaivideolibrary/allepisodeList?seriesId=6>

Food Safety Magic Box



The Food Safety Magic Box is a self-contained portable food testing kit, useful as a pedagogical tool for school children, in primary health centres, for frontline health-workers etc. The Magic Box is a small-sized, light-weight box that contains a few basic chemicals, small instruments and safety gadgets. It also has a companion guidance book that illustrates testing across various food products in a very simple way through pictures.

A total of 102 very simple tests can be performed with the Magic Box, including tests to determine adulterants like water, urea, detergents, starch, pulverised soap etc in milk; starch and artificial colours in spices and condiments; mineral acid in beverages, adulteration in sugar and honey.

Institutions/State Authority/Schools can buy the reasonably priced Food Safety Magic box from Government e-Marketplace portal https://mkp.gem.gov.in/food-safety-magic-box/food-safety-magic-box/p-5116877-99155009246-cat.html#variant_id=5116877-99155009246. Further, the soft copy of Food Safety Magic Box Companion Book is available on the website of FSSAI and can be freely downloaded and printed without changes by any individual or company or publisher for personal use or widespread dissemination. The Companion Booklet for the Magic Box can act as a standalone resource, wherein hands-on experiments can be done at school labs using materials available readily in their science laboratory.

To access the Food Safety Magic Box Companion Book-

<https://fssai.gov.in/book-details.php?bkid=346>

**MYTHS
VS
FACTS**



Addressing Adulteration: Consumer Guidance Notes and Myth Busters

Consumer Guidance Notes

In order to keep citizens informed about the latest developments in food safety, nutrition, food sustainability and related areas and clarify their doubts and queries, FSSAI releases consumer guidance notes from time to time and circulates them through social media as well as through its website: - <https://fssai.gov.in/cms/guidance-notes.php#>

The topics of these consumer guidance notes range from safety and quality of milk, concerns about pesticides in food to stickers on fruits and vegetables. These guidance notes provide credible information vetted by scientific experts associated with FSSAI. They provide complete and correct information on topics particularly about which there is a lot of misinformation.

Myth Busters

It has been observed time and again that various fake news articles are circulated through social media channels such as YouTube, WhatsApp, Facebook etc which have a wide reach among masses. These fake news messages are not based on scientific facts and create panic among citizens. With all the false and misleading information propagated through these media, FSSAI, in consultation with the subject experts, issues clarification on these fake news items from time to time under the 'Myth Busters' section on its website and through social media : - <https://fssai.gov.in/cms/myth-buster.php>

These myth busters serve to provide citizens with clear and correct information and reassure them of the safety of food they are consuming.





ENABLING HEALTHY CHOICES

FSSAI's mandate is to ensure both "safe" as well as "wholesome" food for human consumption. To nudge consumer-demand towards healthier food choices, FSSAI has prioritised the following focus areas for enabling healthy choices: -

1 Food Fortification

2 Reduction of Salt, Sugar and Fat

3 Trans-fat Free India@75 by 2022



Focus Area 1: Food Fortification



About Food Fortification: While a balanced diet and dietary diversification is always the primary source for fulfilling nutritional requirements, food fortification is a useful complementary strategy to address the widespread micronutrient deficiencies in our country. It involves adding small amounts of vital micronutrients to staple foods, for which FSSAI has defined standards of fortification. Fortification fills the gaps in nutrition without any change in taste, texture or flavour of food, thereby making it easy to adopt without calling for behaviour change.

An enabling ecosystem for large-scale adoption of food fortification is now in place. FSSAI has gazette-notified the Food Safety and Standards (Fortification of Foods) Regulations dated 2nd August, 2018 on fortification of food in key staples like Oil and Milk (with Vitamin A and D), Wheat Flour and Rice (with Iron, Folic Acid and Vitamin B 12), and Double Fortified Salt (with Iodine and Iron). The Logo (+F) for fortified foods, has created a rallying point for the industry to adopt fortification, placing fortification firmly on the national agenda. Various advisories for premix supplier, endorsement of +F logo, and scientific health claims for label declaration of fortified foods approved by the Scientific Panel on Nutrition and Fortification have also been released.

Stakeholders (including States/UTs as well as FBOs) can thus systematically adopt fortification by following the standard operating procedure

Standard Operating Procedure

Role of Stakeholders

- 1. States/UTs/Line Ministry Departments** - Their role lies in overall implementation and scaling-up fortification in their States.
- 2. Food Industry** - Their role is to provide fortified products for open market and government safety net programmes.
- 3. Development Partners** - They help to provide technical know-how and support to scale-up fortification by mobilizing the state officials and food industry.
- 4. Food Safety Department of State/UTs** - They can encourage open market availability by guiding the FBO through the +F logo endorsement process and supporting State government by supply-chain alignment of fortified staples.

Steps for Implementation

1. Coordination by an appointed nodal officer among line departments of ICDS/MDM/PDS to discuss the current progress of fortification in the state and next steps.
2. FDA department to ensure that the FSOs are sensitized and trained towards food fortification.
3. Trained FSOs to hold a meeting with the food businesses and encourage them to adopt fortification. For any technical assistance, FFRC may be approached.
4. Once the businesses adopt fortification, ensure the +F endorsement of fortified products through the FLRS system of FSSAI.
5. Provide the list of businesses or connect the businesses to ICDS/MDM/PDS departments, along with sample tender documents for procurement of fortified staples.
6. Conduct mass awareness activities to generate awareness and increase consumption of fortified staples.
7. Once the city/district is progressing on fortification, provide the information to FSSAI and FFRC.

Resources

1. Guidance Document:
FSO guidebook by FFRC:
<https://ffrc.fssai.gov.in/mpublication?mreq=books-references>
Books and other publications:
<https://ffrc.fssai.gov.in/mpublication?mreq=books-references>
Directives issued by line ministries
<https://ffrc.fssai.gov.in/snp>
Directives issued by FSSAI
<https://ffrc.fssai.gov.in/order-advisory>
FFRC brochures
<https://ffrc.fssai.gov.in/brochure>
2. Website:
www.ffrc.fssai.gov.in
3. Partners:
<https://ffrc.fssai.gov.in/partners>
4. Supplementary Resources:
Training videos
<https://ffrc.fssai.gov.in/mgallery?mreq=video>
Danglers/Posters/Standees
<https://ffrc.fssai.gov.in/advocacy-comm?mreq=standee>

Resources

TVC and other videos

<https://ffrc.fssai.gov.in/mgallery?mreq=tv>

Radio spots

<https://ffrc.fssai.gov.in/mgallery?mreq=tv>

Social media

Twitter@ffrc_fssai, Facebook@ffrc.fssai, LinkedIn: Food Fortification Resource Centre

For more details, contact:

fortification@fssai.gov.in

Success Stories

As of now, 114 large as well as Micro, Small & Medium Enterprises (MSME) companies are offering ~ 157 fortified products across commodities. There has been tremendous traction in the oil and milk industry, with 47 per cent of top ten players of packaged refined edible oil industry and 36.6 per cent of the organized milk industry fortifying as per FSSAI standards.

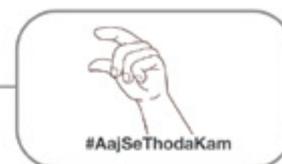
Currently, 19 States (Odisha, Karnataka, Haryana, Gujarat, Uttar Pradesh, Himachal Pradesh, Madhya Pradesh, Maharashtra, Jharkhand, Rajasthan, Tamil Nadu, Tripura, West Bengal, Kerala, Bihar, Chhattisgarh, Andhra Pradesh and Delhi) and 5 UTs (Dadra and Nagar Haveli, Daman & Dui, Andaman & Nicobar Islands, Chandigarh) have adopted fortification of several commodities in the government safety net programmes (SNP) namely ICDS, MDM and PDS.





Aaj Se Thoda Kam

Focus Area 2: Reduction of Salt, Sugar and Fat



The exponential increase in the consumption of High Fat, Sugar and Salt (HFSS) foods is leading to grave consequences in the form of diet-related non-communicable diseases (NCDs) like diabetes, hypertension, heart diseases etc. Children are particularly vulnerable, with childhood obesity increasingly co-existing with micronutrient deficiencies, causing irreversible harm to their physical, cognitive and mental health. Unfortunately, the extent of damage to health by excessive consumption of such foods is not widely understood by consumers.

As food habits (dietary behaviour) cannot change overnight, FSSAI has initiated a two-pronged approach to nudge both consumers and producers to address the issue. A nation-wide media campaign “Aaj Se Thoda Kam” to encourage consumers to make dietary modifications by gradually decreasing the consumption of fat, sugar and salt has been launched. The renowned bollywood actor Mr Rajkumar Rao is the face of the campaign, and a series of short videos (with subtitles in 12 languages) have been created along with with flyers, banners, audio clips as well as an Eat Right India website with useful inputs on gradually reducing HFSS foods consumption. Simultaneously, manufacturers are being encouraged and supported to reformulate their food products to healthier options. To recognize the contribution of food companies and individuals towards “Aaj Se Thoda Kam” campaign, institutional and individual “Eat Right Awards” have been instituted under various categories. The success of the campaign depends on the widest possible dissemination and reiteration of the simple message, and a standard operating procedure is in place to enable large-scale participation by various stakeholders.

Standard Operating Procedure

Role of Stakeholders

- 1. Food Safety Department in States/Uts** - Their role is to initiate and implement the campaign in their states/UTs through showcasing videos, posters in public places, cinema halls, community radios etc.
- 2. Food Industry/Vendors** - Their role is to produce, reformulate and promote foods low in fat, sugar and salt, responsible advertising of foods.
- 3. Health, Food and Nutrition Associations/Organizations NetProFaN and NetSCoFaN** - They can create awareness on adverse health effects of foods high in fat, sugar and salt and ways to reduce them in the diet.

Role of Stakeholders

4. Media (print, electronic and social media) - They play an important role in disseminating correct eat right messages and addressing myths and misconceptions.

Steps for Implementation

The "Aaj Se Thoda Kam" campaign content is available online at FSSAI's website/You Tube to all stakeholders including States/UTs, FBOs, Consumer Organisations, the Medical and Professional Community, Educational and Training Institutes etc. for wide dissemination and reiterative messaging which can be done as follows:

- Use the material for creating awareness by playing the video at various events like conferences, seminars, workshops, trainings, Eat Right Melas etc along with distribution of posters, flyers and other education material on the importance and ways to reduce fat, sugar and salt.
- Connecting with food businesses like hotels, restaurants, dhabas, sweet shops, bakeries, etc. to reformulate the recipes.
- Creating awareness and engaging street food vendors to use less fat, sugar and salt.
- Engaging members from Network of Professionals of Food and Nutrition (NetProFaN) and Network for Scientific Co-operation for Food Safety and Applied Nutrition (NetSCoFaN) to create awareness on reduced fat, sugar and salt.
- Funding Opportunities- From State exchequer funds, NHM funds for IEC activities, CSR or voluntary funds from businesses/ organizations. Funding partners contribution could be acknowledged on the plaque/website etc.

Resources

1. Guidance Document:
Health concerns with High Fat, Sugar and Salt (HFSS) consumption
<https://fssai.gov.in/cms/guidance-notes.php>
2. Website:
<https://eatrightindia.gov.in/EatRightIndia/index>
3. Partners: NetProFaN & NetSCoFaN

Resources

4. Supplementary Resources:

Videos

Aaj Se Thoda Kam, featuring Rajkummar Rao

<https://www.youtube.com/watch?v=Ue39uvSQI4s>

Plus-Minus rule, featuring Virat Kohli

<https://www.youtube.com/watch?v=xUsFYbaMKVg>

Eat Right Quick Tips

<https://fssai.gov.in/knowledge-hub.php?hubname=Video,Audio,Photos>

Posters/Flyers

<https://eatrightindia.gov.in/EatRightIndia/IECMaterial.jsp>

5. Food Safety and Standards (Advertising and Claims) Regulations, 2018:

https://www.fssai.gov.in/upload/uploadfiles/files/Gazette_Notification_Advertising_Claims_27_11_2018.pdf

For more details, contact:

hfss.eri@gmail.com

Success Stories

- The Aaj Se Thoda Kam campaign has been run in cinema halls, social media platforms like PVRs, TV channels (Doordarshan and Food Food), Facebook, Twitter, Youtube, etc. The campaign was effectively run and reached a larger population during Swasth Bharat Yatra across India including the remote areas and Eat Right Melas in Delhi, Tamil Nadu (Chennai), Assam (Barpeta) and Madhya Pradesh (Indore). Additionally, NetProFaN through its 22 chapters disseminated the messages of the campaign to various stakeholders by means of conferences, workshops, trainings, etc. Around two lakh posters, tent cards and piano folds have been circulated for sensitizing doctors and patients; restaurants and hotel staff and customers; airlines staff and travellers.
- Fifteen major food companies (Britannia, Bikanervala, Bagrry's, Del Monte, Haldirams, ITC, MTR, Nestle, Patanjali, Kellogg's, Marico, Weikfield, HUL, Mapro, Kraft Heinz) have taken voluntary pledge to reformulate packaged foods to reduce the level of fat, sugar and salt.
- Three food services establishments (Bikanervala, Haldirams's and Jubilant foods) took voluntary pledges to provide healthier food options and introduce menu labelling.
- Nine major food retail players (Amazon, Sanpdeal, Zomato, Spencers's Retail, Kendriya

Bhandar, Big Basket, Cloudbtail, ANI technologies pvt ltd and New Modern Bazaar) including e-commerce players pledged to promote healthier food options and responsible retail practices.

- FSSAI organized a 'Salt Challenge' for medical and nutrition professionals, students, chefs etc. across India in November 2019 inviting simple, practical and easy to use suggestions/tips for reducing salt content in home cooked and restaurant prepared meals/snacks. Overwhelming response was received from all over the country and 45 winners were awarded certificates.





**Eat Right, Stay Fit,
Tabhi India Superfit...**

Nutrition Facts

Serving Size 1/4 package (2.5g)
(makes 1/2 cup)

Servings Per Container 4

Calories 10

Daily Value*

Total Fat 0g

0%

Saturated Fat 0g

0%

Trans Fat 0g

3%

Total Carbohydrate

0%

Sugars 0g

Protein 1g Not a significant source of

Not a significant source of Calories from Fat, Cholesterol,
Dietary Fiber, Vitamin A, Vitamin C, Calcium, and Iron.

Focus Area 3: Trans fat Free India@75 by 2022

**TRANS FAT
FREE**

We aim to eliminate industrially produced trans fats from the food supply chain in India by 2022, a year ahead of the global target of 2023 by the World Health Organization (WHO), thus making India trans-fat free in its 75th year of Independence.

Poor lifestyle and diet along with consumption of trans fats; especially industrially produced (IP) trans fats has emerged as a major risk factor for cardiovascular diseases. Trans fats are usually found in partially hydrogenated vegetable oils (PHVOs)-vanaspati, margarine, bakery shortening and food products which are prepared using PHVOs like bakery products (biscuits, fan, cakes), fried foods (bhatura, samosa), etc. A small amount of trans fats also gets generated when the same cooking oil is used for repeated frying.

Currently, FSSAI Regulations limit the Trans fatty acids (TFA) content to not more than 5% of total fats in various PHVOs, including interesterified vegetable fats, vanaspati, bakery shortening and bakery and industrial margarine. In 2018, a draft amendment in the regulation was issued stating that all edible oils and fats shall limit the trans fats content to not more than 3% by weight, on and from 1st January, 2021 and not more than 2% by weight, on and from 1st January, 2022. Additionally, in 2019, a draft notification was published to expand the regulation (not more than 2% trans fats) to food products which use edible oils and fats as ingredients.

FSSAI has adopted a multifaceted approach to make India 'trans fat free'. Apart from regulatory steps, FSSAI has also run various campaigns to eliminate trans fats. One such campaign called "Heart Attack Rewind" was launched on 30th November, 2018 in the form of a Public Service Announcement (PSA) aimed to create awareness about the harmful effects of trans fats. This 30-second video is available in 17 languages and has been disseminated through various media and social media platforms. To ensure maximum visibility and spread awareness about the negative effects of trans fats, standard operating procedures have been put in place for ease of sharing the content through various forums.

Standard Operating Procedure

Role of Stakeholders

- 1. Food Safety Department of States/Uts** - Their role is to initiate and implement the campaign and carry out surveillance and regulatory actions related to trans fats.
- 2. Edible Oil Industry** - The industry is encouraged to produce and promote trans fat free oils/fats and carry out responsible advertising of fats/oils.

Role of Stakeholders

3. Food industry/Vendors/Retailers - They should produce, reformulate and promote trans fat free foods and engage in responsible advertising of foods.

4. Health, Food and Nutrition Associations/Organizations - Their role is to create awareness on adverse health effects of trans fats and ways to eliminate it from the diet.

5. Media (print & electronic and social media) - The media is encouraged to disseminate effective and correct messages regarding trans fats.

Steps for Implementation

1. The State/UT Food Safety Department can engage members from Network of Professionals of Food and Nutrition (NetProFaN), Network for Scientific Co-operation for Food Safety and Applied Nutrition (NetSCoFaN) to support this initiative by providing technical inputs to the food industry and creating awareness among citizens.

2. NetProFaN and NetSCoFaN members can conduct conferences, seminars and workshops to create awareness on trans fats among citizens and the food industry.

3. The State Food Safety Department along with NetProFaN members can engage street food vendors, food businesses like hotels, restaurants, dhabas, sweet shops, bakeries and Chefs to use trans fat free fats/oils.

4. The State Food Safety Department along with NetProFaN and NetCoFaN members can conduct trainings for capacity building of laboratory staff for accurate analysis of trans fats in fats/oils and foods.

5. The State Food Safety Department should conduct surveillance and enforcement drives for adherence to the trans fat regulation.

6. NetSCoFaN members can support analytical laboratories for upgrading their facility for high quality trans fat analysis in fats/oils and foods.

7. NetSCoFaN members can also support partially hydrogenated vanaspati oil (PHVO) manufacturers in technology transfer to trans fat free fat/oil.

Resources

1. Guidance Document:

Eliminate trans fats from your diet

<https://fssai.gov.in/cms/guidance-notes.php>

2. Website:

<https://eatrightindia.gov.in/EatRightIndia/index>

3. Partners: NetProFaN & NetSCoFaN

<https://fssai.gov.in/NetProFaN>

4. Supplementary resources

Videos

Heart Attack Rewind- Public Service Announcement on Trans Fats

<https://eatrightindia.gov.in/hfss.jsp>

In Conversation with Dr Tom Frieden, President & CEO of Resolve to Save Lives

<https://www.youtube.com/watch?v=eb8KOVkFJAY&t=211s>

Digital Trans Fat Free logo

<https://eatrightindia.gov.in/EatRightIndia/hfss.jsp>

Posters/Flyers

<https://eatrightindia.gov.in/EatRightIndia/IECMaterial.jsp>

Regulations

• https://www.fssai.gov.in/upload/uploadfiles/files/Gazette_Notification_Advertising_Claims_27_11_2018.pdf

• https://fssai.gov.in/upload/advisories/2019/07/5d3b01c07b950Letter_TransFat_24_07_2019.pdf

• https://fssai.gov.in/upload/uploadfiles/files/Gazette_Notification_TFA_28_08_2015.pdf

For more details, contact:

transfat.eri@gmail.com

Success Stories

The "Heart Attack Rewind" PSA reached a large audience (approx. 34,900,000) through digital/social media and radio spots.

Voluntary commitments to create awareness and phase out trans fats by 2022 [India@75 - Freedom from trans fats by 2022] was signed by the edible oil industry (Indian Vanaspati Producers' Association, The Solvent Extractors' Association of India, The Vanaspati Manufacturers' Association of India), bakery associations (Indian Bakers Federation, The Society of Indian Bakers, Assocom Institute of Bakery Technology & Management, Wheat Products Promotion Society, Federation of Biscuits Manufacturers of India), Halwai

association and professional associations like the Nutrition Society of India (NSI), Indian Dietetics Association (IDA), Association of Food Scientists and Technologists (India) and Indian Medical Association (IMA).

Ten bakeries were felicitated by Dr. Harsh Vardhan, Honorable Union Minister of Health and Family Welfare at the 8th International Chefs Conference, organized by Indian Federation of Culinary Associations (IFCA) for adopting methods/techniques to gradually eliminate trans fats from their food products or who commit to do so in near future.





**TRANS FAT
FREE**



III. SUSTAINABILITY INITIATIVES: RESPONSIBLE PRODUCTION AND CONSUMPTION

There is a symbiotic relationship between our food, health and planet - one cannot grow at the expense of the other. Unfortunately, unsustainable practices in production and consumption of food (that seem to have become the global norm) have grave environmental consequences like land degradation, water and air pollution, and biodiversity loss, thereby threatening our very survival.

We need to adopt responsible production and consumption practices with a sense of extreme urgency, starting NOW.

To encourage and support responsible production and consumption, FSSAI is spearheading the following initiatives:

1 Jaivik Bharat

2 Save Food, Share Food

3 Safe and Sustainable Packaging in Food and Beverage Sector

4 Repurpose Used Cooking Oil (RUCO)



Sustainability Initiative 1: Jaivik Bharat



Organic foods are grown in a system of agriculture without the use of chemical fertilizers and pesticides with an environmentally and socially responsible approach. India is a growing market for organic foods and to maintain consumers' trust, there is a need to ensure genuineness of foods claimed as 'Organic' for which a regulatory mechanism backed by a robust certification system is required.

Under Section 22 of Food Safety Standards Act, 2006, FSSAI has the mandate to regulate the manufacturing, distribution, sale or import of organic foods. Food Safety and Standards (Organic Food) Regulations, 2017 have been notified in the Gazette of India, as per which all the Food Business Operators are required to comply with the provisions of these Regulations by 1st July, 2018.

Standard Operating Procedure

Role of Stakeholders

1. State Food Safety Commissioners - They need to ensure that (i) all the organic foods sold in the market bear "Jaivik Bharat" logo in addition to all mandatory labeling requirements for conventional foods (ii) Organic food is displayed separately from conventional foods in the retail outlets.

2. FBOs - They have to ensure that they (i) get the organic food certified as per Participatory Guarantee System of India (PGS-India) or National Programme for Organic Production (NPOP) (ii) have valid FSSAI license for organic foods (iii) comply with labeling, quality and food safety requirements of FSSAI in addition to certification under NPOP or PGS-India iv) Display organic food separately from conventional food in retail outlets.

3. Accredited Certification Bodies (CB) - CBs under NPOP as authorized under the programme to certify organic producers.

4. Regional Councils (RC) - RCs under PGS-India as authorized by Participatory Guarantee System of India- National Advisory Committee (PGS-NAC) to coordinate, monitor and approve certification decisions of Local Group under PGS-India.

NOTE:

- The Agricultural & Processed Food Products Export Development Authority (APEDA) is implementing NPOP.
- Integrated Nutrient Management (INM), Division of the Department of Agriculture, Cooperation and Family Welfare (DAC & FW) through National Centre of Organic Farming is implementing PGS-India

Steps for Implementation

1. The FBO shall get registered for certification under PGS-India or NPOP for the appropriate category i.e. Producer/Processor/Trader and meet all regulatory requirements for organic food.
2. For PGS-India, the nearest Regional Council may be contacted. The details of the Regional Councils are at PGS-India website are-<https://pgsindia-ncof.gov.in>.
3. For NPOP, any of the Certification Bodies accredited under NPOP may be contacted. The details of Accredited Certification Bodies are available at the APEDA website – <https://apeda.gov.in>
4. State Food Safety Commissioners to take measures (including periodic inspections) to ensure adherence to regulatory requirements.
5. The FBOs/Regional Councils/Accredited Certification Bodies to ensure that organic foods comply with the requirements of product standards as provided in the Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011 and with limits of contaminants specified in Food Safety and Standards (Contaminants, Toxins and Residues) Regulations, 2011

Resources

1. Guidance Document:
Food Safety and Standards (Organic Foods) Regulations, 2017.
The Regulations can be accessed at
https://www.fssai.gov.in/upload/uploadfiles/files/Gazette_Notification_Organic_Food_04_01_2017.pdf
2. Website:
 - “Indian Organic Integrity Database Portal”, a repository of Organic Food Business Operators certified under NPOP and PGS-India would help consumers verify the authenticity of organic foods (<https://jaivikbharat.fssai.gov.in/>)
 - For PGS- India related issues (<https://pgsindia-ncof.gov.in>)
 - For NPOP related issues (<https://apeda.gov.in>)

For more details, contact:

advisor@fssai.gov.in





Sustainability Initiative 2: Save Food, Share Food



It seems illogical, not to mention unethical, that huge quantities of usable surplus food are thrown away/wasted, even as the underprivileged are unable to afford just 1 square meal a day. The 'Save Food, Share Food' initiative aims to tackle the problem of surplus food wastage by bridging the gap between food business operators, surplus food distribution organizations and those in need. It is also geared towards encouraging food donation amongst food businesses and adopting robust practices to reduce food loss and food wastage in the supply chain.

A network of Surplus Food Distribution Organizations known as 'Indian Food Sharing Alliance' (IFSA) has been created along with a technology platform (website and an upcoming mobile application) to scale up safe and hygienic food donation (pre-packaged, fresh, cooked food), reduce food wastage and ensure safe food collection and distribution through registered agencies. Awareness generation about food loss and food wastage amongst citizens through behavior change strategies is also taken up.

Standard Operating Procedure

Role of Stakeholders

- 1. Surplus Food Distribution Agencies** - These agencies constitute the IFSA network and are the nodal point of this initiative. They are responsible for the core activity of food collection and distribution.
- 2. Food Businesses and their Associations** - Hotels and restaurants, retailers (perishables and packaged foods) and food processing industries that produce and handle food are encouraged to adopt practices to reduce food wastage and donate surplus food to the needy.
- 3. Beneficiaries** - Orphanages, slums, shelter homes, etc. are the end consumers who will receive the food from food distribution agencies.
- 4. Food Safety Departments of States/Uts** - They are responsible for hand holding surplus food distribution agencies to get FSSAI registration and organizing food hygiene and safety training for IFSA team.
- 5. All Businesses** - They can support in development of proper food safety management systems in the supply chain for surplus food distribution agencies by providing refrigerators/ deep freezers/vans etc. through their CSR funds.

Role of Stakeholders

5. Government Departments - Government departments related to Human Rights, Consumers, Food Processing Industries etc. can help in spreading awareness about these initiatives to scale up the effort.

Steps for Implementation

1. FSSAI (Central and State departments) to identify and connect new surplus food distribution agencies with existing IFSA teams.

2. State Food Safety Department may conduct workshops for surplus food distribution agencies and their volunteers where the key agenda can be:

- FSSAI Registration of surplus food distribution agencies
- Food safety awareness training for surplus food distribution agencies and volunteers
- Sensitization about Save Food, Share Food Initiative, its campaigns and Food Safety and Standards (Recovery and Distribution of Surplus Food) Regulations, 2019.

3. State Food Safety Departments may connect agencies with food businesses such as leading hotels, companies and their associations in the district/city.

4. State Food Safety Departments may conduct consumer awareness drives at public events/State Department events, food donation drives etc.

Resources

1. Guidance Document:

Food Businesses

<https://sharefood.fssai.gov.in/regulation-food-business.html>

Citizens

<https://sharefood.fssai.gov.in/regulation-guidance-citizens.html>

Food Distribution Agencies

<https://sharefood.fssai.gov.in/regulation-recovery-agency.html>

2. Website:

www.sharefood.fssai.gov.in

3. Partners: Food Collection Agencies

Resources

4. Supplementary resources

Flyer

<https://sharefood.fssai.gov.in/resource.html>

Video

<https://www.youtube.com/watch?v=XdQgnibrAa0>

For more details, contact:

savefood.sharefood@gmail.com

Success Stories

At present, 82 food distribution agencies are part of the IFSA network. These agencies are collecting surplus food and feeding the underprivileged in more than 100 districts. Over 50 million meals have been donated by these agencies so far. FSSAI was awarded the SKOCH Platinum award for this initiative in year 2018.





Sustainability Initiative 3: Safe and Sustainable Packaging in Food and Beverage Sector

Safety and sustainability of food packaging (especially plastics) has become a subject of importance to all businesses due to its impact on health and the environment. FSSAI has taken the lead in addressing these concerns by taking out advisories on alternative food packaging materials and conducting awareness programmes towards plastic waste management.

Standard Operating Procedure

Role of Stakeholders

- 1. Food Businesses** - They may pledge to reduce the packaging/plastic footprint and to develop infrastructure and systems for its segregation/recycling.
- 2. Food Safety Departments of States/Uts** - These departments may create awareness and educate the public on use of alternatives to plastics, proper plastic disposal and waste management.
- 3. Consumers** - Consumers may responsibly segregate waste and properly dispose of packaging materials to ease collection and recycling.
- 4. Regulators** - FSSAI has constituted a Scientific Panel on Packaging to deal with the challenges in the area and to address them accordingly in the regulations. The Food Authority has also linked various eminent research organizations working in the same field and constituted a Network for Scientific Co-operation for Food Safety and Applied Nutrition (NetSCoFaN), namely the safer & sustainable packaging group to provide necessary scientific research, data and knowledge.

Steps for Implementation

1. Many Food businesses have pledged to eliminate single-use plastic in the coming years; develop environment-friendly substitutes and also adopt an efficient plastic collection and recycling/disposal system. This may be taken up appropriately during food inspection/audits etc. by the field offices.
2. In alignment with the Swachhata Hi Seva Campaign, various awareness generation and collection drives were organized to free houses, offices and workplaces from single-use plastic. FBOs may be asked to organize such activity and this could be made a part of the social responsibility system.

Resources

1. Guidance Document: Advisories

https://www.fssai.gov.in/upload/advisories/2019/09/5d6e4cd671207Letter_Bamboo_Food_Material_03_09_2019.pdf

https://www.fssai.gov.in/upload/advisories/2019/09/5d766553bfdacOrder_Paper_Sealed_Glass_Bottle_09_09_2019.pdf

https://www.fssai.gov.in/upload/advisories/2020/02/5e3d4cdfba1ebDirection_Antinomy_limits_Packaged_Drinking_Water_07_02_2020.pdf

2. Website:

<https://fssai.gov.in/cms/eatrightindia.php>

For more details, contact:

advisor@fssai.gov.in

Success Stories

In September 2019, twenty-two of the top food companies including multinational companies committed to effectively manage plastic waste in their operations and reduce plastic footprint in the coming years in the presence of Dr. Harsh Vardhan, Hon'ble Union Minister of Health and Family Welfare. The food companies also signed a voluntary pledge to reduce plastic footprint in the coming years.

A plastic collection drive, organised by FSSAI from 12th – 19th September, 2019 led to collection of approximately 305 kgs of waste including polyethylene terephthalate (PET) bottles, poly propylene (PP) pouches, low/high density polythene, hard plastic and multi-layered plastics.

Cricket legend Shri Virat Kohli, who is a powerful influencer, joined hands with FSSAI and reached out to millions of fans through his social media accounts to spread awareness around 'plastic waste free India'.





Sustainability Initiative 4: Repurpose Used Cooking Oil (RUCO)



Food Business Operators (FBOs) often use the same cooking oil for repeated frying. The consumption of Used Cooking Oil (UCO) leads to adverse health effects since total polar compounds (TPC) are formed during frying. These compounds are associated with several diseases such as hypertension, atherosclerosis, Alzheimer's disease, liver diseases, etc. UCO is either not discarded at all or disposed of in an environmentally hazardous manner; choking drains and sewerage systems. Also, UCO from organised FBOs reportedly finds its way to small restaurants/dhabas and roadside vendors.

UCO can be repurposed as a feedstock for manufacturing biodiesel or to make soap etc. To harness this potential at scale, FSSAI has launched the Repurpose Used Cooking Oil (RUCO) initiative, an ecosystem to enable the collection and conversion of UCO to biodiesel, soap or other products, which is good for the health of people and the planet.

Standard Operating Procedure

Role of Stakeholders

- 1. Ministry of Petroleum and Natural Gas** - It is responsible for monitoring and administrative matters for conversion of UCO to biodiesel
- 2. Pollution Conservation Research Association** - It is responsible for research and technical support for conversion of UCO to biodiesel
- 3. Food Business Operators** - They are to provide UCO to biodiesel manufacturers/collection agencies instead of using it repeatedly
- 4. Oil Marketing Companies** - They are the suppliers of the biodiesel manufactured from UCO.
- 5. Biodiesel Manufacturers** - They collect UCO and convert it to biodiesel.
- 6. Biodiesel/Biofuel Boards** - Their role is to provide administrative support for conversion of UCO to biodiesel.
- 7. Biodiesel Association of India (BDAI)** - Their role is to onboard biodiesel manufacturers to use UCO as feedstock and in turn help in creating an ecosystem to convert UCO to biodiesel and facilitate collection of UCO.

Role of Stakeholders

8. FSSAI -

- Issuance of guidelines, SOPs, Checklist, Sticker etc.
- Provisional enrolment of biodiesel manufacturers for collection of UCO from FBOs. The enrolment is valid only for one year from the date of issue or until a registration mechanism is devised in States/UTs as per the clause (xiv) of the Gazette Notification dated 30th April 2019 Vide No. P-13039(18)/1/2018-CC(P-26825) issued by Ministry of Petroleum and Natural Gas, whichever is earlier.

9. State Food Safety Commissioners -

- Ensure that FBOs whose consumption of edible oil frying capacity is more than 50 litres per day are maintaining usage records.
- Award RUCO sticker as per SOPs & Checklist to RUCO compliant FBOs.

Steps for Implementation

1. State Food Safety Departments to sensitize the FBOs about the adverse health effects of UCO using the content provided and available on the FSSAI website. (<https://fssai.gov.in/ruco/>)
2. State Food Safety Departments to ensure that FBOs with consumption of more than 50 liters of cooking oil per day mandatorily maintain UCO disposal records as per the directions issued by FSSAI at <https://fssai.gov.in/ruco/direction.php>
3. FSSAI to enroll eligible biodiesel manufacturers and update the same on RUCO website. The guidelines for collection of UCO from FBOs by biodiesel manufacturers are available at https://fssai.gov.in/ruco/guidelines_for_collection.php. Also, FSSAI to update the list of collection agencies who will collect UCO from FBOs on behalf of biodiesel manufacturers so that the FBOs can contact them for giving their UCO for conversion to biodiesel. The list of enrolled biodiesel manufacturers is available at <https://fssai.gov.in/ruco/enrolled-biodiesel-manufacturers.php>.
4. State Food Safety Departments to encourage FBOs to adopt RUCO and support the initiative to make it sustainable.

Steps for Implementation

5. FSSAI to keep record of status of implementation in all states in order identify the gaps and assist States to address it.

6. FSSAI and State Food Safety Departments through their various social media platforms to conduct mass awareness campaigns among the citizens about the RUCO initiative and health hazards of UCO by using posters, flyers, videos in public places or sticking posters in high visibility areas (<https://fssai.gov.in/ruco/picture.php>)

7. FBOs may commit to not using cooking oil with TPC more than 25% and donating UCO to biodiesel manufacturers. Pledges by various FBOs are available at <https://www.fssai.gov.in/ruco/pledge.php>

Resources

1. Guidance Document:

Guidelines for UCO collection https://fssai.gov.in/ruco/guidelines_for_collection.php

Directions for food businesses: <https://www.fssai.gov.in/ruco/direction>

Guidance Note for consumers: <https://www.fssai.gov.in/ruco/guidance-note>

2. Website:

Website: <https://www.fssai.gov.in/ruco>

3. Partners: List of biodiesel manufacturers:

<https://fssai.gov.in/ruco/enrolled-biodiesel-manufacturers.php>

4. Supplementary resources

Gazette Notification

<https://www.fssai.gov.in/ruco/gazette-notification>

Posters, Flyers on RUCO

www.fssai.gov.in/ruco -> Resources

Pledges by FBOs

<https://www.fssai.gov.in/ruco/pledge>

Videos on RUCO

<https://fssai.gov.in/ruco/video>

For more details, contact:

enforcement1@fssai.gov.in

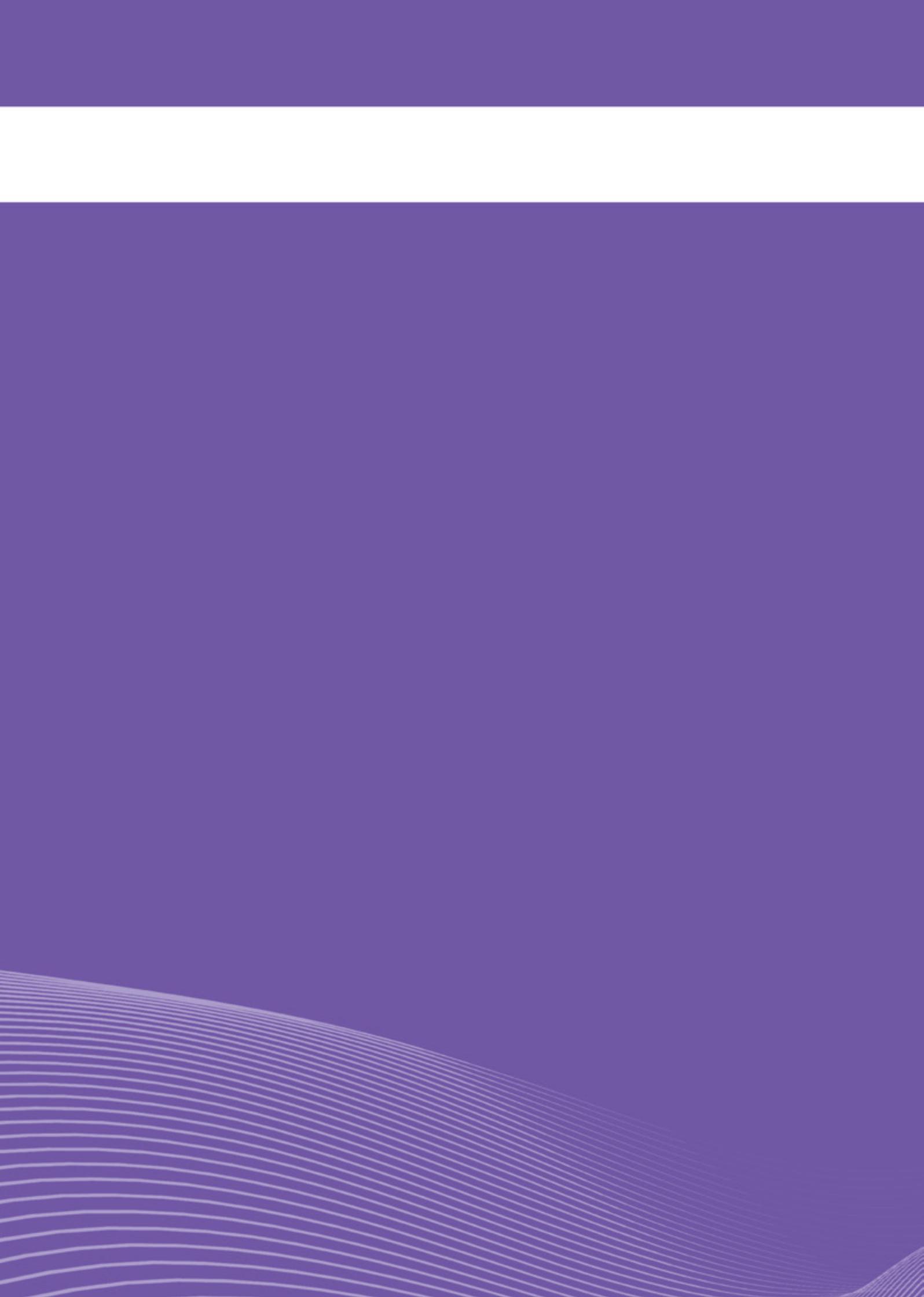
Success Stories

RUCO was formally inaugurated in the State of Gujarat on 4th September, 2018 in association with the Gujarat State Food and Drug Control Administration. At the launch programme, the stakeholders undertook a pledge to collect at least one crore litres of UCO each year for the generation of biodiesel from the State.

Within a short span of time, FSSAI has empanelled 16 Biodiesel Manufacturers across the country for collection of UCO and its conversion into biodiesel. These biodiesel manufacturers have so far collected around 55 lakh litres of UCO and manufactured around 39 lakh litres biodiesel.

In Haryana, an entrepreneur buys over 5,000 kg UCO from over a thousand restaurants in Delhi/NCR every day and converts it into biodiesel. The company has sold over 10 million litres of biodiesel within the first year of its plant operations. This company is receiving huge demand from existing and new customers, thereby cutting imported crude oil dependence, fighting pollution, managing illegal discharge of oil into drainage systems and checking edible oil adulteration.





Part 3: Partners, Coordination, Rewards and Recognition

Strategy - Addressing Demand, Supply and Sustainability

I. Focus on States

Eat Right Challenge for districts and cities
State Food Safety Index

II. Networks

NetProFaN
NetSCOFaN

III. Partnerships

Technical Collaborations

ITC.FSAN
C-MAT
Food Safety Solution Centre (FSSC)
Centre for Food, Planet, Health @LBSNAA
CHIFFS
ReCHaN

Consumer Outreach Partnerships

C4SNF: Corporates for Safe and Nutritious Food
Eat Right Mela

A top-down view of a rustic, light-colored ceramic bowl filled with white rice. A silver fork is placed diagonally across the rice. A folded yellow napkin is tucked under the bowl. The bowl sits on a white wooden surface with vertical planks. A semi-transparent purple rectangle is overlaid on the center of the image, containing text.

Eat in moderation, when you feel hungry, foods that are agreeable to your body, refraining from foods that your body finds disagreeable.

-Thirukkural

PART 3 : PARTNERS, COORDINATION, REWARDS AND RECOGNITION

FOOD SAFETY IS EVERYONE'S BUSINESS

Theme: 1st World Food Safety Day- 2019

In the past few years, FSSAI has used its convening power to foster and develop partnerships with all critical stakeholders to promote a culture of safe and wholesome food. Strong networks and innovative tools have been put in place, so that the Eat Right Initiatives can be replicated at scale across the length and breadth of the country by states and implementation partners.

Designing a robust food system, particularly for a country with 1.35 billion citizens calls for a collaborative approach, hence partnerships and convergence with National and State Governments, local bodies, businesses, scientists and professionals cannot be overemphasized.

These partnerships translate into effective regulatory and implementation frameworks and systems. Thus, while standards are created centrally by FSSAI, the responsibility for enforcement and inspection lies with the Commissioners of Food Safety in States and UTs. Food testing is done in both private labs accredited by NABL, and State Food labs as notified by the Food Authority. The network of over 200 scientific experts plays a key role in setting standards through participation in Scientific Panels and Scientific Committees.

Industry Associations play a vital role in a broad range of areas including development and review of standards, training and capacity building of food business and mobilizing corporates to take up Eat Right India projects through CSR and other voluntary initiatives. Similarly, FSSAI works closely with food professionals (dietitians, nutritionists, chefs and analytical chemists), the medical fraternity and consumer organisations for co-creating material for Information, Education and Communication (IEC) and ensuring its widespread dissemination.

The networks and tools to create an enabling environment for action by every stakeholder focus on:

1 Engagement with States

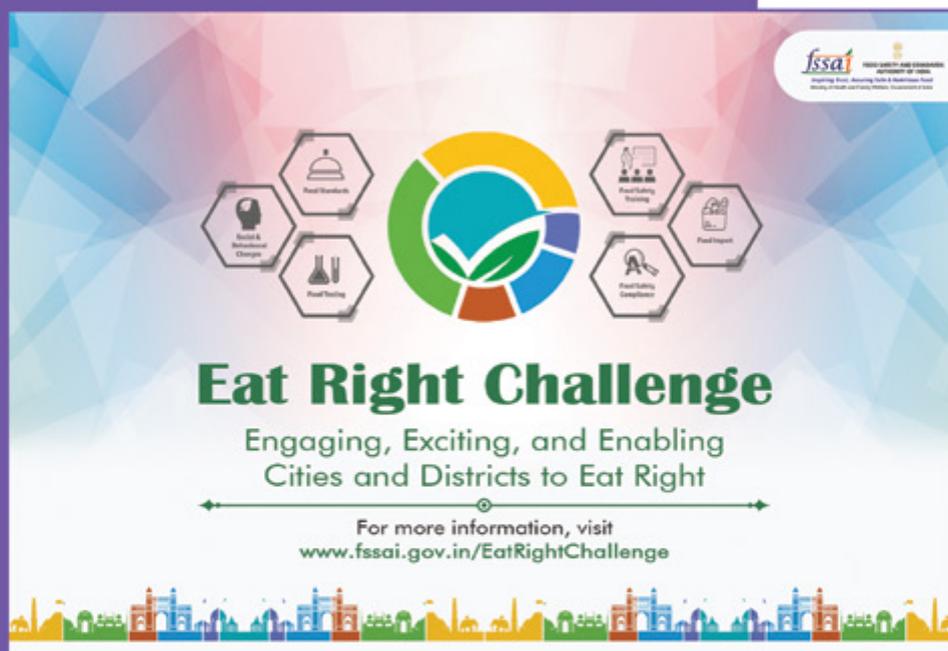
2 Networks of food professionals

3 Partnerships and collaboration

FOCUS ON STATES

Under the Eat Right India movement, FSSAI has engaged States through rankings on various parameters of food safety and created a sense of competition among them. This model has been used to motivate States to also adopt initiatives of Eat Right India and get rewarded for their efforts. Moreover, high performing States, apart from earning prestige, also set an example for others to follow and excel.

State Focus Initiative 1: Eat Right Challenge for Districts and Cities



About the challenge: The Eat Right Challenge is an annual competition among districts and cities to recognize their efforts to broaden the reach of core regulatory activities of FSSAI such as registration/licensing, enforcement and surveillance and also scaling up of Eat Right India initiatives.

The first 150 cities and districts of the country to register on a first-come-first-serve basis are eligible for the challenge.

Implementation Model:

Who can participate: All districts of the country are eligible to register for the Challenge. If a district has a city of population over 5 lakhs, it can register as a district. Cities (with more than 1 district) and a population of over 5 lakhs can register as a city. For North Eastern States and Hill Stations, cities with a population of over 2 lakhs can register. The Municipal

Authorities and District Magistrates will lead the Eat Right Challenge and the District Officer is the nodal officer for all purposes.

How to participate: To register for the challenge, an online form with the details of the head of the city/district administration, nodal officer and bank account details must be furnished. The website is <https://fssai.gov.in/EatRightChallenge/home>. A menu of activities has been created under five sections with some mandatory and some voluntary activities that the cities/districts must conduct to compete.

Funding and rewards: FSSAI will provide seed funding of INR 5 lakhs to the registered cities/districts and an additional fund up to INR 5 lakhs will be provided for any innovative projects proposed on a case-by-case basis. At the end of the Challenge, the top performing district/city would be recognized and felicitated by FSSAI.

State Focus Initiative 2: State Food Safety Index (SFSI)

FSSAI has developed the State Food Safety Index to measure the performance of States on various parameters of food safety.

The Index is based on 5 parameters, with different weightages against each:



Human Resources and Institutional Data



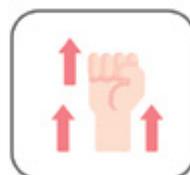
Compliance



Food Testing- Infrastructure and Surveillance

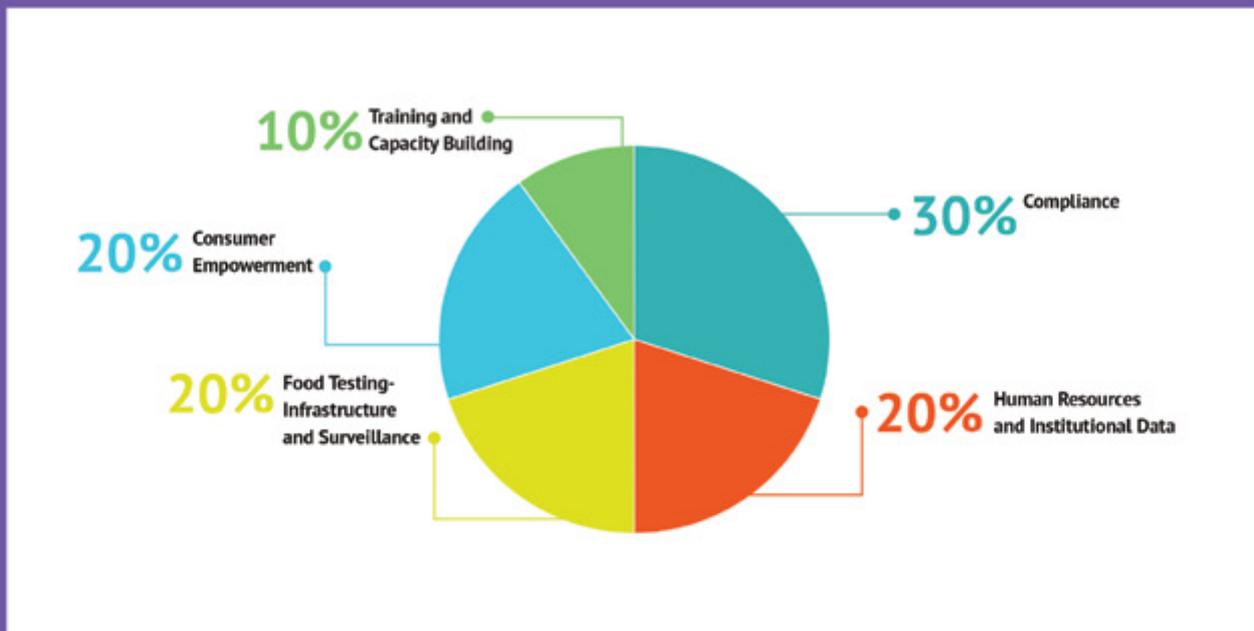


Training and Capacity Building



Consumer Empowerment

Each of the 5 parameters in turn has several well-defined quantitative and qualitative benchmarks against which the actual performance of the State/UT is measured, to arrive at their final index and ranking.



This index would henceforth be released annually on 7th June, World Food Safety Day, based on the overall performance of the States/UTs in the previous financial year. The year 2018-19 saw the first such index being announced. Goa topped with a score of 84% and seven states with a score of 75 % or more were adjudged as Leading States in the Index. The complete result is appended at Annex A. In the year 2019-2020, similar States/UTs were clubbed together into three categories (Larger States, Smaller States and UTs) to ensure comparability among similar entities. Among the larger states, Gujarat was the top-ranking state, followed by Tamil Nadu and Maharashtra. Among the smaller states, Goa came first followed by Manipur and Meghalaya. Among UTs, Chandigarh, Delhi and Andaman Islands secured the first, second and third rank respectively. The complete result is appended at Annex B.

As the food safety ecosystem matures, outcome-based measures like incidence of food borne diseases, food poisoning cases, status of health and wellbeing of citizens etc. will be included to create a more robust index.

Impact of SFSI:

The State Food Safety Index serves multiple purposes - it provides an objective framework for evaluating food safety across all States/UTs; it helps to identify and focus on gap areas; and the ranking creates a positive competition among all States/UTs.

With the release of the State Food Safety Index Rankings, States/UTs have become more vigilant and have been working towards improving in various parameters listed in the Index. For example, many States/UTs have reconstituted the State/ District Level Advisory Committees and are holding regular meetings. States are showing improvement in the field of labs, testing of samples and achieving the target assigned to the State with regard to surveillance and enforcement samples. States/UTs are also focusing more on the training of regulatory staff and the trainings under FoSTaC to improve their scores. States/UTs have also started working towards consumer initiatives like Hygiene Rating, BHOG, Clean Street Food Hubs, Eat Right Campus etc. to score more in the upcoming State Food Safety Indices. With the State Food Safety Index becoming an annual feature and growing more robust each year, a positive trend towards improvement in food safety through competition is becoming evident.



NETWORKS

Professionals in food, nutrition and science have a key role in implementing the Eat Right India initiatives and are critical to its success in more ways than one:

- Their huge body of knowledge and experience imparts credibility to the messaging;
- As trusted influencers in the local community, they are best placed to nudge social and behaviour change towards safe and wholesome food habits; and
- The pan-India presence of these professionals and their associations enables physical outreach to every corner of the country.

Two major networks have been formed by FSSAI to support the Eat Right India Movement:-

1

NetProFaN (Network of Professionals in Food and Nutrition)

2

NetSCoFaN (Network for Scientific Cooperation for Food Safety and Applied Nutrition)

To make the Eat Right India movement a success, all States and UTs must leverage these networks and the huge body of expertise available through them by including their domain experts in State and District Level Steering Committees; supporting their local chapters; involving them in content creation and customisation; using their services as ‘influencers’; and ensuring their regular participation in implementation of various demand-side, supply-side and sustainability initiatives under Eat Right India.



Network 1: NetProFaN (Network of Professionals in Food and Nutrition)



NetProFaN is a network of professional bodies and experts in the areas of food, nutrition and public health, which was launched on 22 March 2019 in New Delhi under the leadership of FSSAI. It has been created to support and expand the outreach of various flagship programmes of the Government on food safety and nutrition, such as the Eat Right India Movement by FSSAI, support professional development of its members and increase their knowledge-base through collaboration across disciplines. It includes the following professional associations-

1. Indian Dietetic Association (IDA),
2. Nutrition Society of India (NSI),
3. Indian Medical Association (IMA),
4. Association of Food Technologists and Scientists-India (AFSTI),
5. Indian Federation of Culinary Associations (IFCA),
6. Association of Analytical Chemists, India Chapter (AoAC) and
7. Indian Public Health Association (IPHA)

NetProFaN is envisaged as a self-sustaining model, functional at national, state and city levels to adapt and implement various activities to address local needs and issues. These include developing new resource material, translating and vetting current resources in regional languages, showcasing Eat Right initiatives in various conferences/seminars at individual or chapter level, organising workshops, Eat Right Melas etc. with various stakeholders and providing technical inputs wherever required.

A two-tier Steering Committee, one at the national level and the other at the state level has been formed as a part of NetProFaN. Each chapter elects its Convener and Co-convener. A rewards system has been created for NetProFaN members to recognize their efforts towards promoting Eat Right India.

Currently, 22 city chapters are functional across 19 States/UTs and it is expected to grow organically over time.

How it works:

Role of Stakeholders

1. **States/Uts** - State Food Safety Officers to ensure active engagement with local chapter of NetProFaN to create awareness and inculcate habits of safe and wholesome food.

2. **NetProFaN chapters** - to take up various Eat Right India initiatives through their local and national chapters on a regular basis plus coordinate with office of the State Food Safety Commissioner for carrying out Eat Right initiatives.

Steps for Implementation

1. Each Chapter would elect its Convenor and Co-convenor.

2. A matrix of suggested activities is provided by FSSAI with a point-system for individuals and chapters in the NetProFaN Manifesto. Chapters and Individuals can register on the NetProFaN website and upload their activities to earn points. A silver lapel pin will be earned by an individual after achieving 100 points and gold lapel pin will be awarded after achieving 750 points. The first three chapters that earn more than 1500 points will be awarded a rank-wise trophy.

3. State/UTs will ensure active engagement with NetProFaN by nominating one person to be included in the NetProFaN State-level Steering Committee to provide guidance to the chapter. Members from state NetProFaN chapters should also be included in State and District level committees as independent experts. Their services should be leveraged for content customisation/translation/dissemination etc.

Resources

1. Guidance Document: Manifesto

<https://fssai.gov.in/NetProFaN>

2. Website

<https://fssai.gov.in/NetProFaN>

3. Resources

Rich repository of content including posters/flyers, booklets, videos, brochures, audios, videos etc. at

<https://fssai.gov.in/creativecatalogue/home>, <https://fssai.gov.in/fssaivideolibrary/login>, <https://eatrightindia.gov.in/resource.jsp>

For more details, contact:

netprof.eri@gmail.com

Success Stories

NetProFaN members have contributed to FSSAI's resource books on eating right such as The Pink Book (1st and 2nd edition) for homes, The Orange Book for campuses, Eat Right Textbook developed by FSSAI, 'The Purple Book on Diets for Diseases' and the 'Eat Right During COVID-19' book. Many members have actively contributed to 'Experts Speak' videos and webinars for the aspirants who want to pursue a career in the field of food safety and nutrition. All the associations have also contributed questions for the Eat Right Quiz. Five Eat Right Melas have been organized so far by the city chapters at Barpeta, Mumbai, Indore, Chennai and Raipur.

States/UTs are encouraged to participate in workshops/seminars/trainings through these technical collaborations; suggest suitable projects/activities that can be taken up through these partnerships based on field requirements; and set up similar collaborations at local/regional levels (e.g. in State Labs, Regional Training Centres etc.)



Network 2: NetSCoFaN (Network for Scientific Cooperation for Food Safety and Applied Nutrition)

The Network for Scientific Cooperation for Food Safety and Applied Nutrition (NetSCoFaN) has been created to foster scientific co-operation, exchange of information, development and implementation of joint projects, exchange of expertise and best practices. It comprises of research and academic institutions working in the area of food and nutrition.

Eight groups have been created to work in different areas of food safety and applied nutrition viz. (i) Biological (BIG) (ii) Chemical (CHG) (iii) Nutrition & Claims (NCG), (iv) Food of Animal Origin (FAG) (v) Food of Plant Origin (FPG) (vi) Water & Beverages (WBG) (vii) Food testing (FTG) and (viii) Safer & Sustainable Packaging (SPG). The groups will collect and collate data on research activities and innovations emerging from these institutions and submit it to FSSAI for risk assessment activities, scientific opinions and policy decisions.

How it works: For each group, a lead institution(s) has been identified to work with selected partner institutions and FSSAI's Scientific Panels in their respective areas. The nation's most eminent institutions are identified as lead and partner institutes including Indian Council of Medical Research (ICMR), Indian Veterinary Research Institute (IVRI), Council of Scientific and Industrial Research (CSIR), Indian Institute of Toxicology Research (IITR), National Institute of Nutrition (NIN), Industry Reference Committee (IRC-Meat) etc. and have been mapped with FSSAI's Scientific Panels.

NetSCoFaN has a three-tier committee structure: (1) National Advisory Committee for overall guidance and advice. (2) National Steering Committee (for each group) and (3) Group Steering Committee with experts from all the partner institutions as members. The National Advisory Committee would meet twice a year, the National Steering Committee and the Group Steering Committees would meet every quarter. FSSAI would provide technical and financial support to the lead institutions. Senior (SFFaN) and Junior (JFFaN) Fellows in Food Safety and Nutrition will be posted either with the Lead institution or the Partner institutions, and a revolving fund will be provided to each lead institution by FSSAI for remuneration to the fellows and to meet expenses on travel, contingency, meetings, data collection and other related work. In addition to the revolving fund, the lead and partner institutions will be eligible for research funding under FSSAI's "Scheme of Research & Development Studies for Food Quality and Safety."

NetSCoFaN was launched on 26th December, 2019 at Jawaharlal Nehru (JLN) Stadium, New Delhi, where the first meeting of the National Steering Committee was held. Rs 10 lakhs

were sanctioned to each lead institution for carrying out NetSCoFaN activities, and the process of selection of senior and junior fellows by Lead Institutions is at an advanced stage.

Resources

- ◆ **Guidance Document:** NetSCoFaN Book
- ◆ **Supplementary Resources:** NetSCoFaN Directory
- ◆ **FSSAI Contact:** netscofan.fssai@gmail.com



PARTNERSHIPS AND COLLABORATION

FSSAI's partnerships and collaborations create a formal structure to attain food safety as a shared responsibility. The partnerships have two major objectives:

1. Pooling of technical knowledge, experience and infrastructure to build capacities of stakeholders (Technical Collaborations).
2. Pooling of physical and financial resources to expand the outreach of Eat Right India initiatives (Outreach Collaborations)

TECHNICAL COLLABORATIONS

Food products, processes, practices and technology are dynamic and evolving at a fast pace. A regulatory system detached from such real-world developments would be neither robust, nor relevant. Formal collaborations/partnerships with domain specialists and industry practitioners can be a powerful tool to move hand-in-hand with actual developments in the food sector, leading to more effective and meaningful regulatory systems.

FSSAI has partnered with expert bodies and institutions to create a collaborative environment to:-

- ◆ Initiate further innovations in food science;
- ◆ Ensure information exchange and data sharing for building robust standards and regulations;
- ◆ Build capacities of all stakeholders through training, workshops, seminars etc.

The five major Technical Collaborations to achieve the above objectives are:

Technical Collaboration 1: The International Training Centre for Food Safety and Applied Nutrition (ITC.FSAN), Mumbai

ITC.FSAN opened on 22 September, 2019 in the premises of the Export Inspection Agency in Mumbai. It is a unique facility in India, and is built on a global public-private alliance of Food Safety and Standards Authority of India (FSSAI), Export Inspection Council (EIC) and Global Food Safety Partnership (GFSP). The ITC.FSAN is designed to impart education that will ensure safety and quality of food throughout the supply chain with hands-on practical

training on food safety and nutritional analysis in accordance with existing national and international food safety standards and regulations. It includes skill development training programmes, a digital library, on-site extension programmes and entrepreneurship development. In the six months since starting operation, the Centre has trained over twenty thousand trainees over a variety of both hands-on theoretical and awareness programs.

Technical Collaboration 2: Center of Microbiological Analysis (C-MAT), National Food Laboratory (NFL), Ghaziabad

C-MAT was established in April 2019 in collaboration with Merck life science Pvt. Ltd to train the laboratory personnel in food-borne pathogen and microbial analysis. It is an operational microbiological testing lab equipped with the latest instruments & technologies. The prime motto behind this initiative is to provide top-notch training in microbiological testing to food safety scientists & officials belonging to government labs and to FSSAI certified private labs, food industries.

Technical Collaboration 3: Food Safety Solution Centre (FSSC), National Food Laboratory (NFL), Ghaziabad

The Food Safety Solution Centre is another center of National Food Laboratory (NFL), Ghaziabad, which is working in collaboration with Thermo Fisher Scientific. This center has been established to cater to the needs of the analytical community by developing critical workflows and integrated solutions that help build food safety capacity in India. It will also help to create a pool of the trainers for imparting further training to the next level of technical personnel. It regularly conducts workshops and seminars for food analysts, food safety scientists and laboratory personnel of State/UTs and FSSAI-notified laboratories. It is equipped with advanced analytical solutions (LC-MS/MS, Orbitrap-High resolution Mass spec, GC-MS/MS, ICP-MS etc.). The laboratory personnel are also trained on the new techniques to make use of advanced technology. Further, it will make the workers handle materials, machines and equipment efficiently and thus prevent wastage of time and resources.

ITC.FSAN, C-MAT and FSSC have now become world-class training centres. A total of 82 laboratory personnel /food analysts including Food Research Officers from Nepal attended the training programs organised at the Center of Microbiological Analysis (C-MAT) and the Food Safety Solution Center (FSSC), NFL, Ghaziabad from September 2019 to January 2020.

Due to the COVID-19 outbreak, online training programs were organized by FSSAI in the month of April and May, 2020. A total of 69 webinar trainings were organized by the Food Safety Solution Center (FSSC) and the Center of Microbiological Analysis (C-MAT) at NFL, Ghaziabad, wherein a total of 7,388 laboratory personnel /food analysts from State Food Testing Labs and FSSAI-notified labs attended this training programme.

States should leverage these centres to train their lab personnel, trainees, food scientists and officials as well as those in the food industry to upgrade their skills and acquire new ones. This would go a long way in building capacity in the food sector for improved food safety measures.

Technical Collaboration 4: Centre for Food, Planet, Health @LBSNAA, Mussourie

A Centre for Food, Planet, Health has been created at the country's premier institution for civil services- Lal Bahadur Shastri National Academy of Administration (LBSNAA) at Mussourie. The mandate of the Centre is to facilitate and support the Academy in orienting and building capacity of senior officers, working at different levels of the government, on safe, healthy and sustainable diets and nudge them to promote the same in their professional and personal environments.

LBSNAA has already been awarded the 'Eat Right Campus' certificate for adopting safe, healthy and sustainable food practices. Topics on food safety and security, nutrition and public health, sustainable food production and promoting local and regional economy have been integrated into the induction as well as in-service training programmes of these officers. This would empower them to address key issues related to food, nutrition and health through a collaborative and citizens-centric approach through their services, field projects and district training assignments. Further, this would encourage out-of-the-box ideas and innovative efforts that would become the hallmark of future governance models characterized by transparency and performance in service delivery.

States can leverage the expertise of civil servants trained at the Centre at LBSNAA to promote various programmes under Eat Right India through collaborations on field projects and assignments, as well as foster learning through experience sharing and documentation of case studies on transformative models.

Technical Collaboration 5: CHIFFS

CHIFSS (CII-HUL Initiative on Food Safety Sciences) is a tripartite partnership between FSSAI, Confederation of Indian Industry (CII) and Hindustan Unilever Limited (HUL) launched in 2016 to strengthen the protection of consumers and promote healthy growth of the food sector. It embodies the principles of food safety sciences and is positioned on risk-based food safety approaches. CHIFSS, in partnership with FSSAI, has brought in best practices on microbiological food safety by engaging domain experts of global repute. Several activities such as public lectures, hands-on training, data sharing, workshops and development of guidance documents are being carried out under CHIFFS for microbiological risk assessment and management, risk assessment and management for novel ingredients and additives and Food Safety and Management Systems.

Technical Collaboration 6: ReCHaN

The Resource Centre on Health Supplements and Nutraceuticals (ReCHaN) is a collaborative initiative of the Confederation of Indian Industry (CII) and International Alliance of Dietary/Food Supplements Associations (IADSA) established in July 2017 to foster a culture of best practices in the formulation and manufacturing of Health Supplements and Nutraceuticals. ReCHaN has published various technical guidance documents, facilitated international dialogue on best practices, organized workshops and developed awareness material on health supplements and nutraceuticals for consumers and is working on curriculum development towards capacity building on Health Supplements and Nutraceuticals for nutritionists, students of pharmacy, and point of sale personnel.

Website - <http://www.rechan.in/index.html>

OUTREACH COLLABORATIONS

There is a huge wealth of resources (both physical and financial) that can be harnessed and invested systematically to enhance the outreach of the Eat Right India initiatives and attain the larger national goal of promoting public health and well-being. FSSAI has put in place outreach partnerships and systematic projects, whereby existing resources are leveraged to create consumer awareness and build safe and healthy food habits.

Outreach 1: C4SNF: Corporates for Safe and Nutritious Food

Corporates for Safe and Nutritious Food (C4SnF) is envisioned as a participatory program for various organizations that are on the lookout for meaningful engagement strategies under their CSR or voluntary support activities. It provides a systematic framework to various interested organizations to come together and contribute to public health. The participation of corporates/private sector in turn helps to improve the impact, efficiency and efficacy of these programs. For sustainable models of engagement, FSSAI aids easy adoption with defined standard operating procedure for projects, resources such as scientifically curated rich-content, pool of trainers in each domain, training modules, and empanelled implementation agencies/NGOs.

The Companies Act 2013 has laid out clear guidelines for Corporate Social Responsibility (CSR), under Schedule VII of the Companies Act 2013 and Companies (Corporate Social Responsibility Policy) Rules, 2014. A few heads that fall within the ambit of 'Eat Right India' are hunger, poverty, malnutrition, education, employment, livelihood enhancement, consumer grievance redressal and protecting consumers' health and safety. These should be undertaken in project/program mode, not as one-off events.

Several corporates have participated in Eat Right India initiatives like training of street food vendors, creation of Clean Street Food Hubs, BHOG, Swasth Bharat Yatra etc. in the past. These include corporates such as Marico, Hindustan Unilever, Amway, ITC, Mondelez, DSM, Calpro Food Essentials, Ferrero India, Rocquette India, General Mills and many more. States can leverage these CSR funds to promote various projects and activities under Eat Right India as well as partner with corporates as implementation partners to bring about change at the grassroots level.

Corporates, Trusts, Foundations, Development Partners and other funding agencies are invited to participate in Eat Right India projects and contribute to the national effort to improve the status of food safety, nutrition and well-being of people. State Governments should leverage CSR and voluntary funds for implementation of various initiatives.

Website - <https://fssai.gov.in/cms/csr-guidelines.php>

FSSAI Contact - C4snf@fssai.gov.in

Outreach 2: Eat Right Mela

This is an info-tainment model of a street food festival to engage, excite enable citizens to make the right food choices. The mela provides an opportunity to learn about safe food and healthy diets, including quick tests for adulterants, health and nutrition, benefits of fortified food, dietary advice by experts, information on Government programmes and initiatives, and much more. Pavilions displaying interesting exhibits and stalls showcasing local thalis, temple foods and organic foods are also some of the unique features of this mela.

The Eat Right Mela would be conducted annually by FSSAI headquarters in New Delhi. The Food Safety Department of States/UTs are expected to conduct these melas on their own along similar lines. Smaller states may conduct at least one mela every year and larger states may conduct two or more. A template for the Eat Right Mela has been created along with resources, stakeholders and their roles. The website for reference is <https://eatrightindia.gov.in/EatRightMela/ERM2018/index.html>

The National Urban Livelihoods Mission (NULM) has an Memorandum of Understanding (MoU) with FSSAI to conduct these melas across the country. Whenever NULM conducts these melas, the State/UT Food Safety Department, mainly the DO and FSOs are to extend full support and bring in resources and experts to participate in this mela.

In addition to this, States can also identify local organizations working with street food vendors, local authorities and related government departments to organize these melas. Further, states should work with these organizations and local authorities to get street food vendors trained under FSSAI's FoSTaC programme.



Unsafe food kills an estimated 420,000 people every year. Globally, one in ten people – 600 million-fall sick because of exposure to food contaminated with bacteria, viruses, parasites or chemicals. These deaths are entirely preventable.

World Health Organization.



**Be a part of the Eat Right India
Movement – for together we can
build a healthier, happier nation.**



Annexures

Annex A

State Food Safety Index 2018-2019

S.No	State	A - Human Resources and Institutional Data (20%)	B - Compliance (30%)	C - Food Testing Infrastructure and Surveillance (20%)	D - Training and Capacity Building (10%)	E - Consumer Empowerment (20%)	Total Sector
1	Goa	17	28	16	9	14	84
2	Gujarat	14	22	18	5	20	79
3	Maharashtra	13	19	17	9	19	77
4	Kerala	11	25	20	7	13	76
5	Chandigarh	18	22	13	10	13	76
6	Madhya Pradesh	12	26	15	6	17	76
7	Tamil Nadu	18	17	15	7	18	75
8	Delhi	13	22	16	8	14	73
9	Jammu & Kashmir	15	24	15	5	12	71
10	Punjab	12	22	15	9	10	68
11	Uttar Pradesh	14	17	16	3	10	60
12	Bihar	8	23	11	5	13	60
13	Andaman & Nicobar	12	21	13	5	7	58
14	Andhra Pradesh	9	24	7	7	10	57
15	West Bengal	13	20	14	6	3	56
16	Meghalaya	11	19	12	5	9	56
17	Haryana	12	28	12	5	10	53
18	Himachal Pradesh	11	14	14	3	8	52
19	Chhattisgarh	10	19	11	4	7	51
20	Dadar & Nagar Haveli	11	19	9	3	8	50
21	Tripura	8	18	13	3	6	48
22	Puducherry	9	20	13	4	2	48
23	Karnataka	7	14	14	5	7	47
24	Manipur	10	23	8	3	1	45
25	Daman & Diu	11	15	14	3	1	44

S.No	State	A - Human Resources and Institutional Data (20%)	B - Compliance (30%)	C - Food Testing Infrastructure and Surveillance (20%)	D - Training and Capacity Building (10%)	E - Consumer Empowerment (20%)	Total Sector
26	Odisha	10	23	8	3	1	45
27	Uttarakhand	11	15	14	3	1	44
28	Rajasthan	7	13	12	3	8	43
29	Assam	9	16	11	5	2	43
30	Telangana	7	14	15	4	0	40
31	Nagaland	8	12	12	2	5	39
32	Sikkim	9	9	13	3	3	37
33	Mizoram	4	20	6	2	4	36
34	Arunachal Pradesh	5	14	9	3	4	35
35	Jharkhand	7	12	8	2	4	33
36	Lakshadweep	2	12	6	0	2	22

Annexures

Annex B

Table 1 : Index Ranking For Larger States

S.No	State Name	Human Resources and Institutional Data	Compliance	Food Testing Infrastructure and Surveillance	Training and Capacity Building	Consumer Empowerment	Total
1	Gujarat	17	24	16.5	4.75	16	78.25
2	Tamil Nadu	13	28	10.9	5	18	74.9
3	Maharashtra	13	23.5	12.5	7.75	16	72.75
4	Kerala	15	21	16.1	7.5	12	71.6
5	Punjab	14	19	12.6	7.75	12	65.35
6	Karnataka	11	23.5	12.3	4.5	11	62.3
7	Uttara Pradesh	15	20.5	14.7	3	7	60.2
8	West Bengal	13	19	13.6	4.75	9	59.35
9	Telangana	10	21.5	11.3	4	10	56.8
10	Madhya Pradesh	9	17	10.3	5.5	13	54.8
11	Rajasthan	9	23	12	4.5	6	54.5
12	Himachal Pradesh	9	20.5	6.9	9	8	53.4
13	Odisha	9	20	10.4	4.75	9	53.15
14	Chhattisgarh	8	21.5	6.4	5.5	7	48.4
15	Bihar	9	18	7.4	6.5	6	46.9
16	Haryana	8	17	8.3	7.75	5	46.05
17	Uttarakhand	8	18	6.4	4.25	8	44.65
18	Andhra Pradesh	8	17.5	4.8	6.5	6	53.4
19	Assam	5	18	12.1	2.5	2	39.6
20	Jharkhand	10	14	5.9	4.25	5	39.15

Table 2 : Index Ranking For Smaller States

S.No	State Name	Human Resources and Institutional Data	Compliance	Food Testing Infrastructure and Surveillance	Training and Capacity Building	Consumer Empowerment	Total
1	Goa	18.5	24.5	17	8	15.5	83.5
2	Manipur	12	21.5	15	6.5	9	64
3	Meghalaya	12	18	12.5	5	13	60.5
4	Tripura	8	19	12	5	8.5	52.5
5	Sikkim	13	14.5	7	5	3	42.5
6	Nagaland	8	14	13	2	5	42
7	Arunachal Pradesh	6.5	18	4	0.5	4.5	33.5
8	Mizoram	7	10.5	1	2.5	1	22

Table 3 : Index Ranking For UTs

S.No	Union Territories	Human Resources and Institutional Data	Compliance	Food Testing Infrastructure and Surveillance	Training and Capacity Building	Consumer Empowerment	Total
1	Chandigarh	14	20	12	8	13	73
2	Delhi	11	24	14	9	10	68
3	Andaman	16	26	11	5	9	67
4	J&K	14	22	13	7	8	64
5	Daman & Diu and Dadar & Nagar Haveli	11	18.5	11	0	4.5	45
6	Ladakh	8	15	13	7	2	45
7	Puducherry	10	19	13	3	0	45
8	Lakshadweep	9	5	5	1	2	22









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Food Fortification Resource Centre



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FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA

Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India