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FSSAI taking initiatives for safe and nutritious food

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New Delhi: Awareness and capacity building are key to usher in a culture of safe and wholesome food. Through focussed interventions, Food Safety and Standards Authority of India (FSSAI) is sharing and reiterating the message that safe and nutritious food has to be a way of life. The FSSAI has undertaken several initiatives under the umbrella of 'Safe and Nutritious Food' (SNF) for citizen guidance and behavioural change in every sphere at home, school, workplace or eating out.

The SNF portal i.e., www.snfportal.in serves as an online resource centre containing information pertaining to this initiative with access to resource materials developed by the FSSAI, interactive guides on understanding food safety and nutrition and a gateway for everyone to participate in these initiatives through partnerships, official sources said here.

Ensuring safe and nutritious food for all Indian citizens on Pan-India basis calls for massive outreach efforts which can be achieved only in partnership with multiple stakeholders and role of state governments is paramount for adaptation, implementation and coordination of this initiative.

A roundtable conference was organised by the Ministry of Health and Family Welfare and the FSSAI with State Health Ministers, Senior State government officials, related Central Government Ministries, Industry Associations and other stakeholders in January this year.

It was agreed to address these issues through a systematic and structured approach for bringing about a large-scale social and behavioural change in citizens on SNF by way of taking up awareness and engagement activities in campaign mode, developing effective institutions and institutional arrangements backed with competent human resources and adequate financial resources. States have also been encouraged to use funds under National Health Mission for food safety and nutrition related activities.