



Eat Right

Mela



Toolkit

fssai



**FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA**

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

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Preface

The aim of this toolkit is to provide the concerned authorities with the information and guidance needed to organize the Eat Right Mela at the state/district/city level. This toolkit provides basic steps involved while planning and organizing any such event.

The Eat Right Mela would be conducted annually by FSSAI headquarters in New Delhi. The model has been successfully replicated in cities like Chennai, Mumbai, Indore and at district level in Barpeta (Assam). This mela is an info-tainment model of a street food festival to engage, excite enable citizens to make the right food choices.

This toolkit provides just a template while the scale, duration and activities of the mela rely on the discretion of the organizers. The toolkit is divided into six sections which provides a comprehensive view about the background, how to design and plan, branding, logistics involved and components to be included in the mela.

It is hoped that by end of the toolkit you will be ready to organize a successful info-tainment festival.

Arun Singhal (CEO, FSSAI)

Contents

01	About Eat Right Mela	03
02	Planning	04
03	Branding for Mela	06
04	On-site logistics	07
05	Mela components	09
06	Checklist	12
07	Annexure	14

01 About

What is Eat Right India?

The Eat Right India Movement has begun to usher in a 'new food culture' in the country by nudging both the food businesses and consumers to eat safe, healthy and sustainably– these are the pillars of the movement. Safety (if it's not safe, it's not food); Health (food should not only serve the palate but the body and mind); and Sustainability (food has to be good both for people and the planet). On the supply side, the movement nudges businesses to promote healthier food options, reduce the amount of salt, sugar and fat, especially trans-fat in their products, reformulate their products to healthy ones and adopt good hygiene and retail practices. On the demand-side, this movement is focused on engaging, exiting and enabling people to make the right food choices.

What is Eat Right Mela?

Eat Right Mela is envisioned as a massive outreach to citizens to build awareness on safe food and healthy diets through an interactive and informative model. The idea is to promote messages around three key pillars in an infotainment model.

While a mela consists of fun activities along with food stalls, however the Eat Right Mela is an innovative concept to engage with and educate consumers through various interesting activities. The mela provides an opportunity to learn about safe food and healthy diets, including quick tests for adulterants, health and nutrition benefits of food, dietary advice by experts, information on Government programs and initiatives, and much more. Pavilions displaying interesting exhibits and stalls showcasing local thalis, temple foods and organic foods are some of the features.

Apart from reaching out to consumers with specific messages around health and nutrition, it also provides a platform for various stakeholders including the government, food businesses, consumer organizations, professional bodies, to name a few to showcase their work in the domain.

The first National Eat Right Mela was organized in 2018 in New Delhi. Since then numerous such melas have been organized at the state and district levels. More details can be found at <https://eatrightindia.gov.in/EatRightMela/ERM2018/index.html>.



02 Planning

A well thought out and thorough planning is required before doing on ground activity. The following questions need to be answered before going further with the event.

Who is your audience?

Mela will be a platform to reach out to:

1. Citizens
2. Food Businesses
3. Other Stakeholders – Government, students, professionals, media

What is your theme?

The theme of the mela should be aligned with FSSAI Eat Right India movement based on three pillars: Eat Safe, Eat Healthy and Eat Sustainable.

When will it be?

The food authority has not fixed any date for organizing the Mela, however, it is encouraged that the authorities can plan the event on or near to important dates, festivals, sidelines of any other regular event or plan it as a pre-celebration for any upcoming local festival.

Where will it be?

The location will depend on the size of the festival and the amount of people it is expected to attract. The authorities are encouraged to organize the event at a place which is well connected and is easier for people to travel. Any public grounds, beachside, lawns of academic institutions, etc. can be explored for organizing the event.

How to finance the event?

Melas have been envisaged as a participatory effort of various stakeholders. The avenues to consider include:

- CSR funds from corporates. In addition to offering financial investment, businesses can also offer other types of benefits and brand association.
- Sponsorships from various organizations, agencies, companies in the food, nutrition and health sector
 - » Fund-raising events
 - » Making Mela a ticketed event
 - » Partnership with professional associations
 - » State funds

What to budget for the Mela?

The cost of the event will depend on the size and scale at which it is planned. Partnerships and sponsorships available will also decide the overall size of the mela. The authorities may choose to hire an event management firm to streamline the logistics and planning part. Nonetheless, the following list covers the main factors to consider when budgeting but is not exhaustive:

- » Venue including power.
- » Content, competitions, brand experiences, design of venue and props.
- » Entertainment i.e. live music, a DJ, children's entertainment, workshops, demonstrations.
- » Infrastructure and furniture: marquee, stalls, tables, chairs, bins.
- » Electric and water supply for caterers.
- » Security
- » Branding
- » Marketing/Publicity
- » Staff with special skills in each area such as event management, logistics, traffic control, crowd control, health and safety, hosting, marketing, PR and media.
- » Administration costs.



Top tip

Be realistic and be creative. Do your research to find out how much different elements of the event will cost, and work out what you can afford.

03 Branding for Mela

Branding captures the essence of theme and messaging. The branding and content must communicate consistent and clear messages.

- Branding captures the essence of theme and messaging. The branding and content must communicate consistent and clear messages.
- The branding should include Standardized the branding for the Mela is available at FSSAI's website <https://eatrightindia.gov.in/EatRightMela/>. This would cover the Eat Right India logo, resource materials such as posters, flyers, videos etc.
- The branding can be done through:
 - » Digital Platform: such as social media, event websites, event apps, email marketing etc.
 - » Onsite: Banners, standees, flyers



Top tip

Do translate the materials available in the local language. Reach out to FSSAI to connect to the experts.

04

On-site logistics

Event logistics is the science of planning, controlling and managing the transfer, storage and other tangible and intangible operations performed in the process of event planning and management.

Safety

The first and most important aspect to consider when selecting a site is safety. Access points are extremely important; considerations must be made for wheelchair users and entry of ambulance/fire brigade.

Size

Take following into consideration:

- Number of stalls/plots (as a starting rule of thumb add 30% to calculated total to include required fire spaces and contingency)
- Entertainment space
- Cookery demonstrations area (as a starting rule of thumb add 30% for audience space)
- Services (vehicle parking areas, toilets, first aid, police...)

Car parking

You will need to take into account three groups of vehicles:

- Staff
- Exhibitors
- The public

Staff parking will depend on the size of your team on the day, and may also be used for disabled parking, first aid and celebrity guests. Exhibitors may need to unload from a large truck and will need onsite access, or may keep their vehicle onsite and operate from it. Ensure you gather information on transport requirements of the exhibitors when booking. With regards to the public, your estimated footfall projection will enable you to calculate the amount of additional parking spaces required.

Location

Location is extremely important - it must be somewhere fairly central with good public transport access. If the state is planning to make it a paid event, the site will also need a secure perimeter; ensuring members of the public can't gain access without a ticket.

Proper personal and surrounding hygiene and sanitation conditions should be maintained.

Permissions required

This is an indicative list of the possible permissions and clearances to be sought prior to organizing an event of this scale. It is advised to seek relevant permissions based on local requirements.

- Licensing unit (City Police Department)
- City Municipal Corporation (including provisions of water for drinking, washing as well as toilets, proper disposal of food waste)
- Law & Order
- Traffic
- Fire Department
- Medical Assistance
- Disaster Management
- Indian Performing Rights Society

Staff (volunteers / paid staff)

Staff are critical to the event, and team members will need specific skills and experience to perform their tasks efficiently. It is suggested to delegate responsibilities and chalk out roles for the team members and also for the members supporting the event from outside. Broad teams can be:

- Planning team – core team members – taking critical decisions - date, venue, activities to be undertaken, coordination with other departments/event management agency experts/guests to be invited
- Content team – drafting letters, identifying experts, content drafting
- Macro logistic team – logistics at venue, parking, permissions, toilets at venue
- Micro logistic team – printing, delivery, pick-up drop facilities for guests, prizes/appreciation tokens for guests
- Media team – Press notes, coordination with media, coverage, pre-event publicity
- Follow-up team – Follow up to invitations to guests/experts

On the venue teams:

- Usher team: Welcoming the guests/experts, arranging the felicitation
- Event-wise supervisory team: adherence to time, ensuring participation
- Venue logistic team: Waste / Recycling

Recycling is good for the environment – FSSAI recommends state authorities to offer recycling of waste at the event – to present visitors with a positive environmental message. FSSAI suggests making Mela plastic-free and use recyclable materials. Efforts to be made to recycle the waste e.g. glass bottles, cans, plastic and paper/cardboard produced during the mela. Other waste to consider is the disposal of waste from portable toilets.

Along with the bins and collection, you may require onsite litter pickers to collect dropped litter throughout the event and empty any overflowing bins. Connecting with municipal authorities or local volunteer groups could be considered.

Top Tip

Planning is a key aspect in event logistics management. When making a plan, keep in mind that it must be reasonable, as your efficiency depends on it.

05

Mela Elements

The mela will primarily have two parts: the stalls which will comprise of theme base interactive information models and food stalls. The second part would cover activities engaging visitors through various on the spot competitions for different age groups and interactive sessions with experts.

1. Theme-based stalls

These are intended to be the big stall attractions for the mela which provide information to citizens on specific themes.

- **Suggested number:** 1-2 big theme stalls
- **Suggested themes:** Eat Healthy, Eat Safe, Eat sustainable, Health, Nutrition, Food fortification, Diet diversity, Food adulteration, innovations in food to name a few. State FDA stall and Food Safety on wheels could also be stationed. The themes could include some or:

a) *Eat Safe-*

- » Demonstration of Food Safety on Wheels
- » Demonstration of DART tests
- » Dissemination of commodity specific information (in regional languages)
- » Licensing and Registration - Information dissemination on licensing and registration process, eligibility criteria and fee structure.
- » Consumer Grievance Redressal – Educate consumers on complaint redressal process and direct them to relevant information portals for more details.

b) *Eat Healthy*

- » Play Aaj se Thoda Kam video in regional languages
- » Educate consumers about: trans-fats & trans-fat free India by 2020 goal
- » harmful effects of repeated frying, balanced eat, Reducing intake of salt, sugar and fat from diet

c) *Eat Fortified*

- » Play the fortification film featuring Sakshi Tanwar in regional languages
- » Sale of fortified staples available in the state
- » Educate consumers about: Health benefits of fortification, Promotion of +F logo, Availability of Safety Net Program (ICDS, MDM, PDS), Open market availability

d) *Innovations in Food*

- » Collaborate with state-based research institutes, start-ups, businesses for creating awareness on food innovations
- » Sampling and display of innovative and healthy food products, technology and research studies.

- **Suggested Contacts:** NetProFaN, State FDA, NetSCoFaN

2. Food Stalls

- Food Stalls of famous street food of the area, local delicacies, prashad etc. will be the main attraction of the mela. You can contact the local street food and restaurant association.
- FSSAI suggests to hold a training for the food vendors before inviting them to participate in the mela. All the vendors should have FSSAI registration and need to follow hygiene and sanitation practices according to schedule 4 of FSS Act.

3. Consumer facing activities

Mela should be a platform to engage with various stakeholders by organizing various activities based on the pillars of Eat Right India targeting to different audience groups.

- *Suggested activities for kids:*
Physical activity: Yoga, Zumba etc.
Competitions: Poster-making, Singing, Fancy dress, Quiz, Story-telling, puppetry etc.
- *Suggested activities for adults:*
Physical activity: Yoga, Zumba, Meditation etc.
Competitions, Quiz, cookery etc.
- *Suggested contacts:* NetProFaN, independent professionals (fitness expert, yoga teacher), school teachers

4. Informative Talks and Discussions

Mela can also be an opportunity for citizens to hear directly from experts about health, nutrition and hygiene related issues. Various capacity building or educative activities can also be organized.

- *Suggested activities:*
 - » Talks by experts
 - » Panel discussions
 - » Workshops
 - » Demonstrations
 - » Street Play
- *Suggested contacts:* NetProFaN (contact details <https://fssai.gov.in/NetProFaN/chapter.jsp>), FSSAI

5. Other showcase stalls

Mela can be an opportunity for various stakeholders including government departments, food industry, professional organizations, state food authority and start-ups to showcase their programs/ initiatives or innovations.

- *Government departments:* Purpose will be to showcase the state-specific initiative/program by the department. Educational/ promotional material may also be distributed during the mela. Health, Women and Child Development, Rural Development, Agriculture, FSSAI, Department of Food & Civil Supplies, Department of Elementary Education, Higher Education department, to name a few may be approached

- *Private Sector:* The purpose will be to showcase any innovations related to food – food product or technology.
Food Companies and SMEs associated with food
- *Professional Networks/organizations:* NetProFaN, NetCoFaN, State chapters of IDA, NSI, IMA, AFSTI, AOAC, IFCA, IPHA; other educational bodies from the district/state; schools
- *Development partners and local NGOs including SHGs*

For more details: <https://eatrightindia.gov.in/EatRightMela/index.html>

Email: eatrightmela.fssai@gmail.com



Top Tip

To make sure your next event is a packed out, bustling success plan in advance and use effective promotional strategies.

Checklist

Completed	Activities	Detail Steps	Tips/Examples	Note
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STEP 1: Initial Pre-Planning (3 months)

	Identify Date, Time and Place of event	<ul style="list-style-type: none"> ● Identify the Event core team ● Permissions 	Try not to schedule event when other Community events are already planned	
	Organized the Planning Committee	<ul style="list-style-type: none"> ● Planning team ● Content team ● Macro logistic team ● Micro logistic team ● Media team ● Follow up team ● Others as needed 	Develop contact list based on event	
	Identify Roles and Responsibility	<ul style="list-style-type: none"> ● Detail out the roles and responsibilities of each team 		

STEP 2: About the Event (2 months)

	Budget	<ul style="list-style-type: none"> ● Financial Allocated ● Event cost <ul style="list-style-type: none"> » Tent Rental » Food » Table and Chairs » Media Costs » Others ● Financial Support <ul style="list-style-type: none"> » Donations » Business Sponsorship » Others 	Try not to schedule event when other Community events are already planned	
	Identify Hazards/risks	<ul style="list-style-type: none"> ● Weather ● Slip, trips and falls ● First Aid Station 		

<i>Completed</i>	<i>Activities</i>	<i>Detail Steps</i>	<i>Tips/Examples</i>	<i>Note</i>
	Traffic and Pedestrian Plan	<ul style="list-style-type: none"> ● Adequate parking ● Access for people with disabilities ● Access routes to the venue ● Adequate lighting ● Shuttle services ● Road Closures ● Access for Emergency Vehicles 		
	Insurance			
	Site Plan Checklist	<ul style="list-style-type: none"> ● First Aid stations/posts ● Seating ● Media ● Vehicle access routes ● Parking ● Fire Extinguisher ● Lost kids/property ● Food Vendor ● Water sites ● Information Site 		
	Public Health Risks	<ul style="list-style-type: none"> ● Proper sanitary measures ● Adequate number of toilets & hand basins factors ● Handicap toilets ● Water ● Waste Management ● Shelter 		
	Public Safety	<ul style="list-style-type: none"> ● Security & Crowd Control ● Lighting and Power ● Temporary Structures ● Signage 		

STEP 2: About the Event (2 months)

	Event Promotion and Marketing	<ul style="list-style-type: none"> ● Invitation ● Flyers ● Local media and newspapers ● Social Media Pages 		
	Signage	<ul style="list-style-type: none"> ● Entrance and Exits ● Parking ● Traffic Signs ● First Aid Posts ● Security ● Health Promotion ● Smoke Free Events ● Don't drink & drive ● Food & water available 		

Logo-



The Eat Right India logo represents a healthy thali/plate to ensure a balanced and wholesome diet comprising of all food groups in the right quantity for good health. Each colour in the logo represents a food group with the size of the arc representing the proportion of that food group to be consumed.





Eat Safe



Eat Healthy



Eat Sustainable

Reduce salt, sugar and oil
to decrease risk of diabetes, hypertension and heart diseases

Avoid sprinkling salt or sugar over food Limit salty, sweet and oily foods Replace with healthier options

Use smaller measuring spoons to add salt, sugar and oil Buy limited quantity

Aaj Se Thoda Kam

Aaj se thoda Kum

+F FORTIFIED *dekha kya...*

Eat fortified foods with added

Vitamin A: Promotes night vision
Vitamin D: Supports strong bones
Iron: Fights anemia
Iodine: Normal growth, thyroid and brain function
Folic Acid: Fetal development and blood formation
Vitamin B12: Normal functioning of nervous system and blood formation

vitamins and minerals for your daily nutritional needs

Food Fortification



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