

fssai



EATSMART CITIES CHALLENGE

Webinar 2



Eat Right India Movement – 3 Pillars



Eat Safe

Safe Food 'not safe' is not food

- Personal/surrounding hygiene
- Hygiene/sanitation in food value chain
- Combating adulteration
- Eliminate toxic residues in food
- Prevent hazards of used cooking oil



Eat Healthy

Diets not only for the palate, but for body and mind

- Balanced diet: less and timely
- Diet Diversification – eat variety
- Eliminate industrial trans-fats
- Reduce salt, sugar and saturated fats
- Eat fortified staples



Eat Sustainable

Sustainable Diets good for both people and planet

- Eat local and seasonal
- No food waste
- Reduce, recycle plastics
- Conserve water in food processing
- Reduce chemicals in food chain

Eat Right India – What We Have Achieved So Far?

- Adopted a **‘Whole of Government’** approach by aligning all ministries/ government departments for convergence
- **‘Whole of Society’** approach by converging with experts in food safety and nutrition; consumer organisations and NGOs
- **Steering Committee** to plan future course of action and undertake impact evaluation of the programs
- Selected as one of the ten global organizations for an **award by Rockefeller Foundation**, in partnership with SecondMuse, and OpenIDEO for the ‘Eat Right India’ vision 2050 from over 1300 applicants
- **Largest mass mobilization** effort through a Pan-India Cyclothon “Swasth Bharat Yatra” witnessing the participation of 20,000 cyclists, 10 lakh participants in over 2000 places in the span of a 100 days, touching the lives of 2.5 crore Indians



Eat Right India – What We Have Achieved So Far?

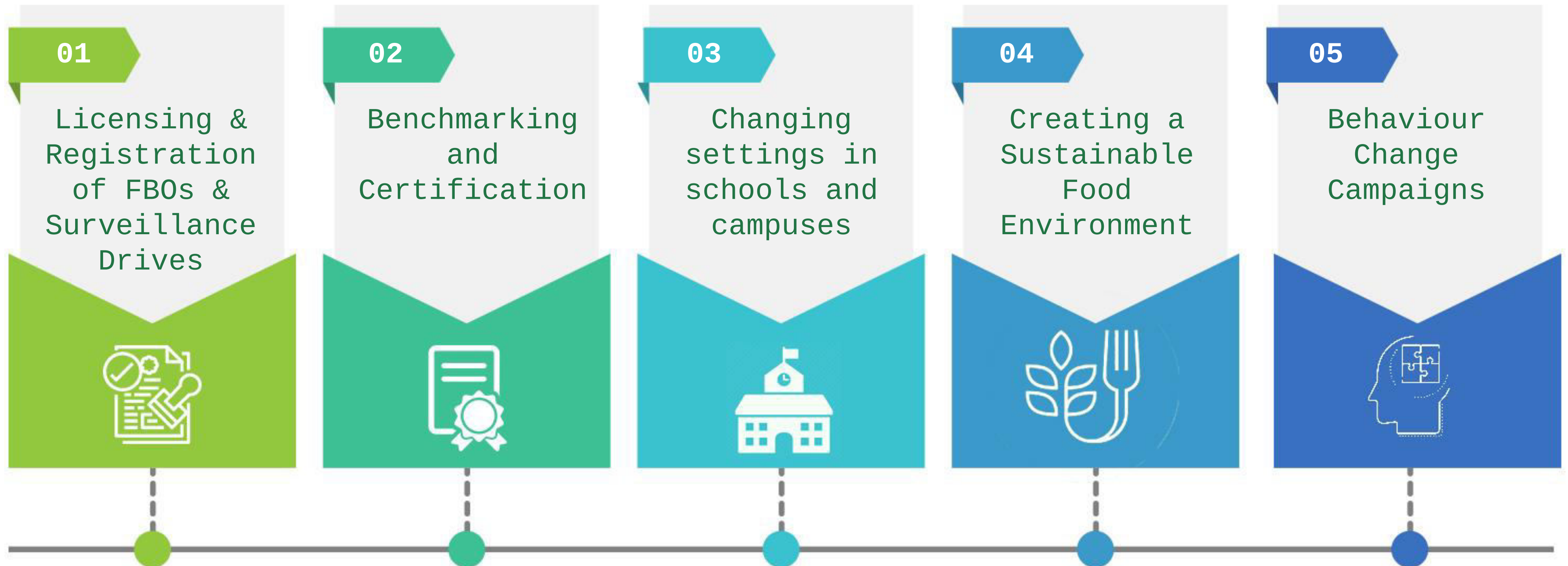
- **Endorsement from influencers** across sectors in the field of Sports, Cinema, Hospitality etc. (e.g. Virat Kohli, Indian Cricket Captain; RajKummar Rao; Bollywood Celebrity; Sanjeev Kapoor, Indian Celebrity Chef
- **Nation-wide media campaign “Aaj Se Thoda Kam”** to encourage consumers to make dietary modifications by gradually decreasing the consumption of fat, sugar and salt
- Over **20 companies** (packaged food businesses) **have taken a pledge** to support Eat Right India by reformulating their products with less amounts of fats, salt and sugar.
- India@75: Freedom from trans fats by 2022 - **Limiting industrial trans fatty acids (TFA)** in all fats and oils upto 2% by the year 2022

#AajSeThodaKam #EatRightIndia

Reduce **Salt, Sugar & Fat**
 in your daily diet.
 Start from today!

EAT SAFE. EAT HEALTHY. EAT FORTIFIED

EatSmart Cities Challenge: 5 Key Actions for Implementation



Licensing and Registration of Food Businesses and Surveillance Drives

Licensing & Registration

Every FBO must have a valid **license/registration** from FSSAI

Online platform across the country through Food Safety & Compliance Systems (FosCoS)

Limited paper work

Ease of doing business

Website : foscoss.fssai.gov.in

Surveillance Drives

System at the States/UTs level to check food adulteration/food fraud etc.

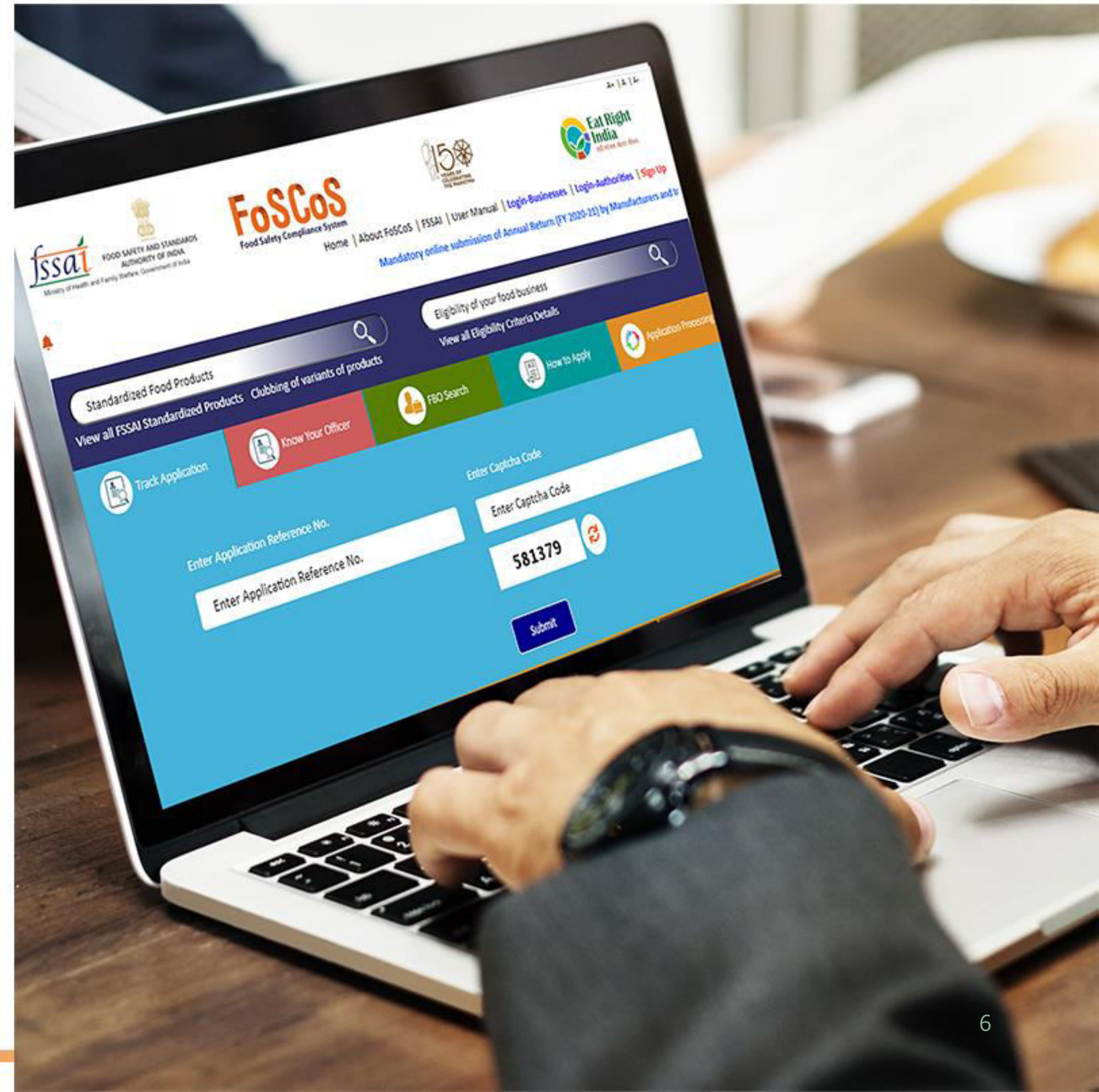
Resources: FSOs and DOs

Samples of food for quality assurance and control

Information and education to FBOs

Mechanism to ensure quality of high risk food categories

Identify hot spot areas for better control and checks



Training and Capacity Building

FoSTaC

Programme by FSSAI to train and certify one Food Safety Supervisor for every 25 food handlers in each food business premises.

261 Training Partners

19 courses- Basic, Advanced and Special across food sectors

>200,000 Trained & Certified FSS

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

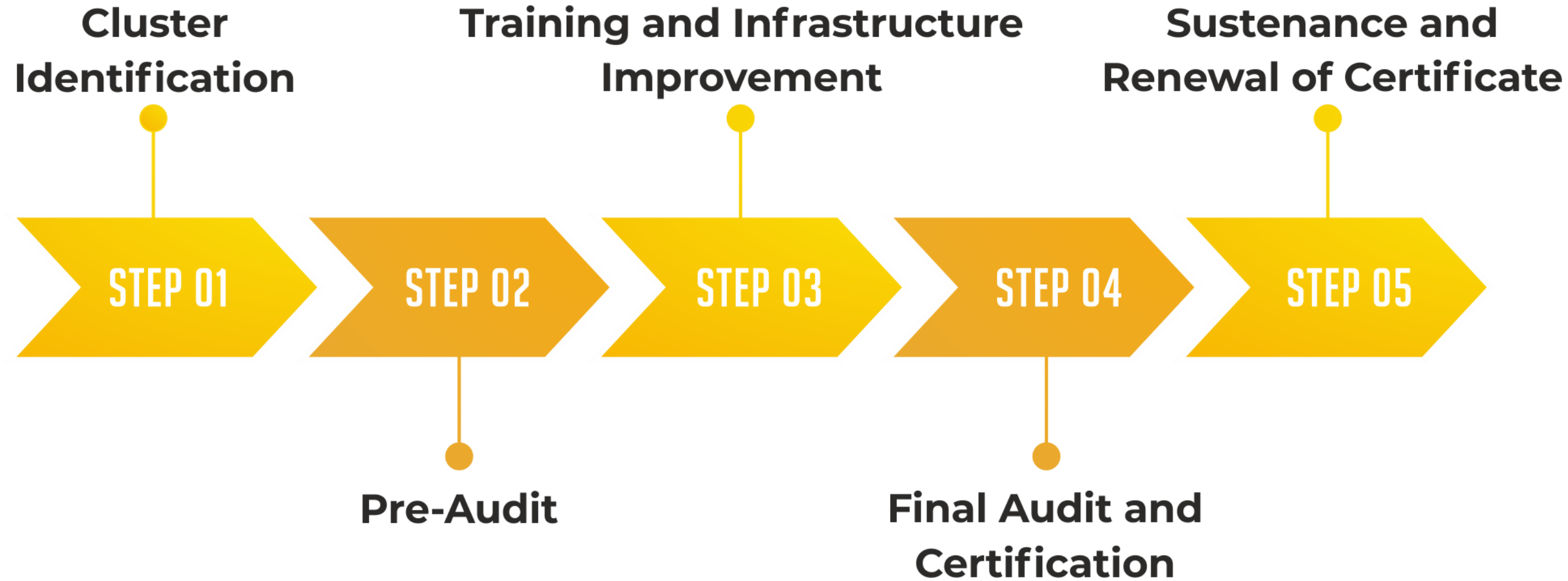


Benchmarking & Certification

- **Certification for Clusters**
 - Clean Street Food Hubs
 - Fruit and Vegetable Markets
 - Places of Worship (BHOG)
 - Railway Stations
- **Hygiene Rating for Individual Outlets**
 - Restaurants and catering establishments
 - Sweet and bakery shops
 - Meat Shops



Cluster Certification



Stakeholders

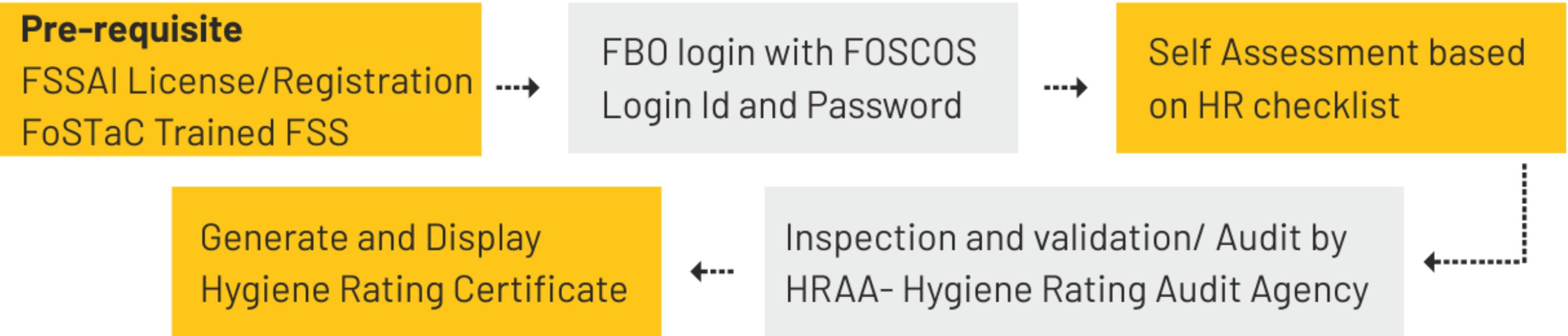
State Food Safety Department | Training Partners | Third-party Audit Partners or Hygiene Rating Audit Partners | FBOs | Associations/Boards/Municipal Corporations Local Authorities

Website: www.eatrightindia.gov.in



30 places are certified, 100 more in the pipeline

Hygiene Rating Scheme



Over **1800** Food Establishments have voluntarily adopted Hygiene Rating Scheme

Website: www.fssai.gov.in/hygienerating

Certification Programmes

- **Eat Right Campus**
 - Colleges
 - Universities/ Institutions
 - Institutes of National Importance
 - Workplaces
 - Hotels as workplaces
 - Hospitals
 - Jails
 - Tea estates
 - Anganwadi Centres
- **Eat Right School**



Eat Right Campus

Online Registration/
Enrolment of Campus

FoSTaC Training and
Infrastructure improvement

Sustenance and renewal
of Certificate every 2 years



Pre-audit/Self-assessment
as per checklist

Final Audit and Certification
by Third-party Audit Agency/
Hygiene Rating Audit Agency



96 Eat Right Campuses are certified in 14 States/UTs

Website: www.eatrightindia.gov.in/EatRightCampus/home

Eat Right School

Register on the portal

Conduct Eat Right Activities based on Eat Right School Matrix

Eat Right School Certification



Create and Certify Health and Wellness Ambassadors through online training course

Monitor and Evaluate

Regulatory Support

Food Safety and Standards (Safe Food and Balanced diets for Children in school) Regulations, 2020

- Promotion of safe and healthy foods in and around the school campus
- No HFSS Food within 50 meters of radius
- Monitoring and surveillance

Licensing/Registration and Training of MDM Kitchen Staff

- Under the FSS Act, 2006 all the Food Business Operators must have an FSSAI license.
- Department of School Education and Literacy has directed all States/UTs to mandatorily use fortified staples in MDM

Website: www.eatrightindia.gov.in/EatRightSchool

60,000 Schools are registered on the Eat Right School platform

Creating a Sustainable Food Environment

Save Food, Share Food

- Awareness to reduce food wastage
- Promote food donation by FBOs
- Food recovery/collection agencies to deliver surplus food to beneficiaries
- *More than 80 Food Distribution agencies, operating in more than 100 cities, over 50 million meals have been donated*

- No use of Used Cooking Oil with TPC over 25% and Fresh Oil with TPC 15%
- FBOs with >50L to maintain records of UCO
- Repurpose of UCO by conversion into
 - biodiesel through collection agencies
 - soap and other products

Repurpose Used Cooking Oil (RUCO)

Safe and Sustainable Packaging

- Awareness drives to reduce use of plastics and switch to alternatives
- Sensitize FBOs to reduce use of plastic packaging in food and beverages
- Plastic collection drives in cities

Behaviour Change Campaigns

- **Combat Food Adulteration**
 - ✓ Food Safety on Wheels: 90 FSWs delivered to 33 States/UTs
 - ✓ DART Book
 - ✓ Food Safety Guidebook for Teachers (Grade 3-10)
 - ✓ Consumer Guidance Notes & Myth Busters
- **Promote Healthier Choices**
 - Reduce Fat, Salt, Sugar - Aaj Se Thoda Kam Campaign by Rajkummar Rao and Virat Kohli
 - Food Fortification
 - +F – Dekha Kya? - Campaign by Sakshi Tanwar



Ecosystem Available

Network of Professionals in Food Safety and Nutrition

- 27 Chapters
- 100+ activities
- fssai.gov.in/NetProFaN/



Training Partners

- 262 training partners
- 2124 trainers

Audit Partners

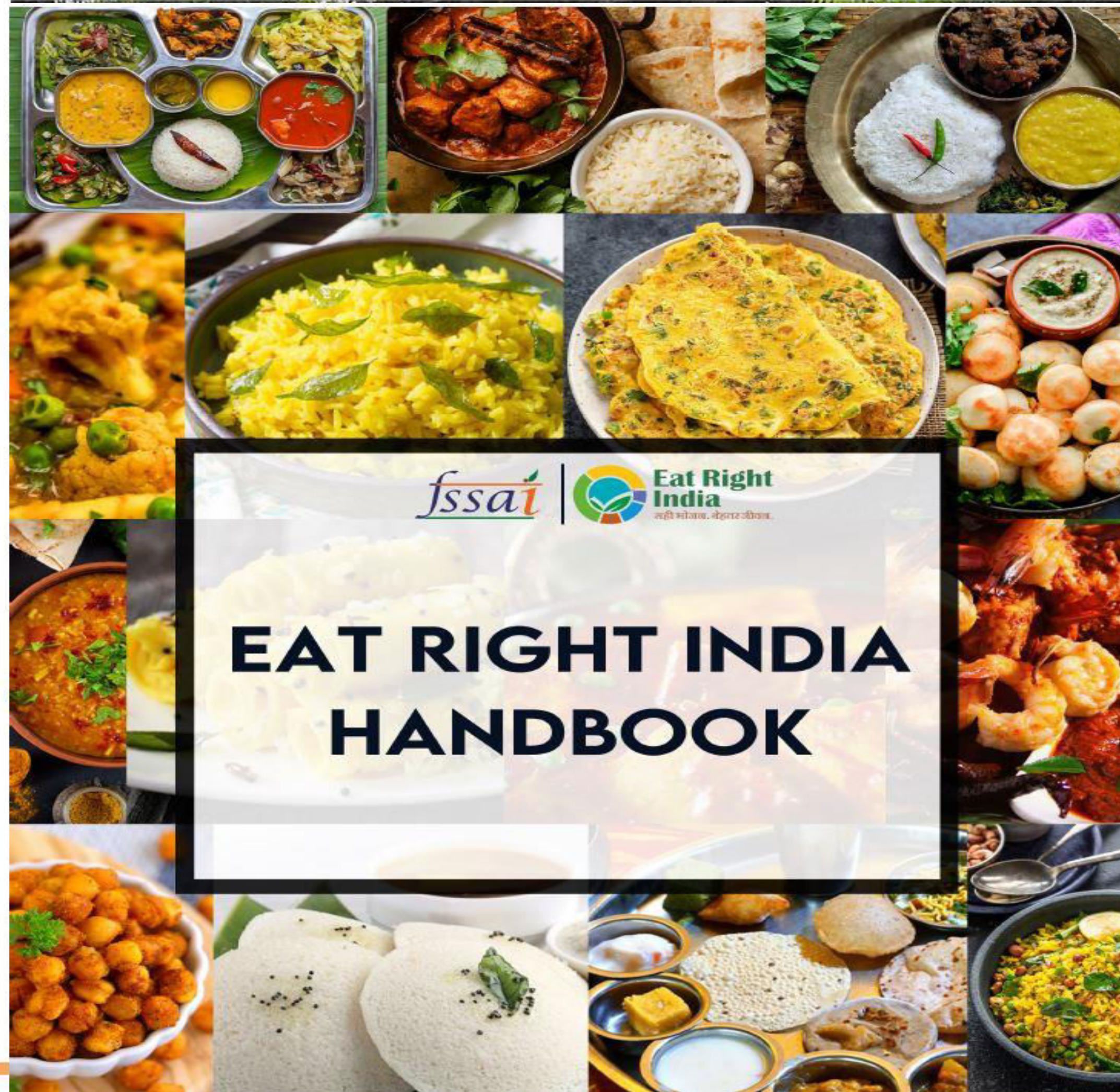
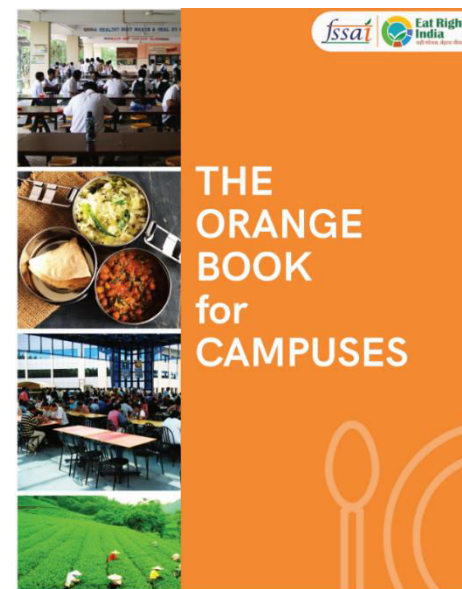
- 30 Third party Auditors certified by FSSAI (TPAs)
- 16 hygiene rating audit agencies

Resources

- Awareness videos (in various languages)
- Creatives
- Guidance Documents
- Eat Right India Handbook
- Website

Others

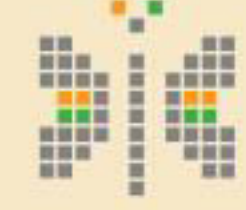
- Industry Associations
- Consumer Organizations
- CSR Partners



fssai



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



Smart City
MISSION TRANSFORM-NATION

THANK YOU