



EAT SMART CITIES CHALLENGE

Indian Cities for Food Systems Transformation



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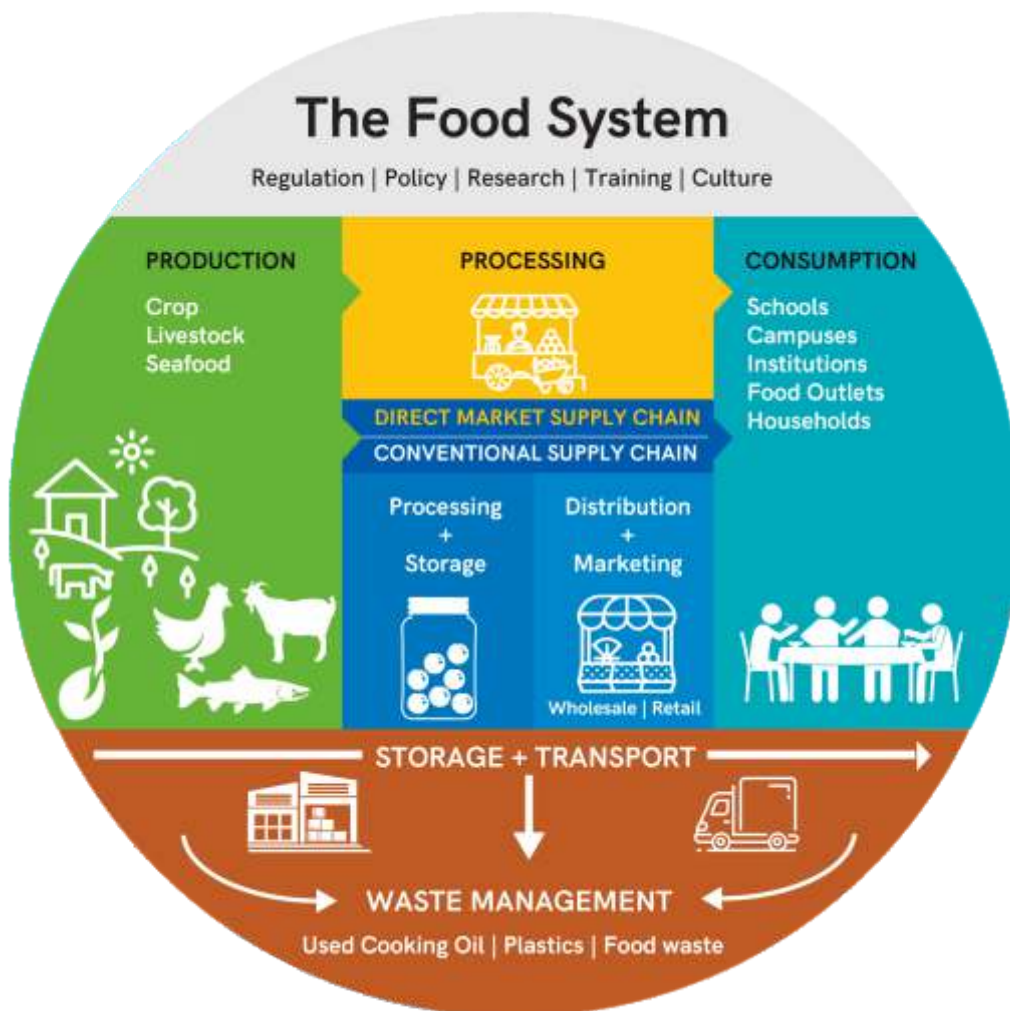
Why the Challenge?

Safe, healthy and sustainable food for all

The Food Safety and Standards Authority of India (FSSAI) is leading a national movement called Eat Right India to ensure safe, healthy and sustainable food for all Indians. This movement is a collective effort of all stakeholders that encompasses a wide range of initiatives on the demand and supply side to transform the food ecosystem of the country. In this spirit, FSSAI, in collaboration with the Smart Cities Mission, aspires to develop the entire urban food ecosystem in cities with end-to-end solutions to ensure safe and wholesome food for its people.

Food, like air and water, is often taken for granted and largely ignored in city planning, despite being a central piece around which life revolves. Looking through the food lens provides modern cities with many interesting opportunities to develop institutional, social and economic infrastructures to ensure the health and happiness of their citizens through safe, healthy and environmentally sustainable food.

In order to achieve this, a cross cutting collaborative approach across different sectors (e.g., health, environment, education) and stakeholders (e.g., businesses, professionals, local and central governments and citizens) at different levels (i.e., local, national and global) is essential. This is the **Food Systems Approach (FSA)**.



A food system describes all the complex stages involved in the production, distribution, marketing and consumption of food. Food system challenges include ensuring safe and nutritious food for all whilst reducing food waste and responding to global challenges such as the COVID-19 pandemic, climate change and international relations.

There is growing international recognition of the role city authorities play in responding to food system challenges. One of the ways to address this is to integrate sustainable food safety and nutrition systems within the city's planning process to ensure a city is "EatSmart. Globally, the concept of a Nutrition/Food Smart City is in initial stages of development. Through the EatSmart Cities Challenge, India has an opportunity to play a pioneering role in developing the concept of integrating food systems work into city planning and development. The EatSmart Cities Challenge is an initiative of FSSAI in partnership with national and international thought leaders and the Smart Cities Mission, Ministry of Housing and Urban Affairs, Government of India.

The EatSmart Cities Challenge is envisioned as a competition among cities to recognize their efforts in adopting and scaling up various initiatives under Eat Right India. It is meant to motivate cities to develop a plan that supports a healthy, safe, and sustainable food environment supported by institutional, physical, social and economic infrastructure along with the application of smart solutions to combat food related issues. As part of this challenge, cities will create a strategy aligned to the Eat Right India movement in consultation with stakeholders and citizens. It is expected that this challenge will inspire cities to adopt initiatives under Eat Right India, set specific goals for implementation and create a vision to transform their food ecosystems. Based on their vision, eleven cities will be selected for deeper engagement for an extended period to implement their vision.





What do we hope to accomplish?

Food Systems Transformation in Cities

1

Safe and wholesome food for citizens:

Improvement in infrastructure, food safety practices and hygiene standards to ensure availability of safe and wholesome food for citizens.

2

Smart food choices by consumers:

Large-scale social and behaviour change measures along with nudges to stimulate both demand and supply of healthier foods.

3

Improvement in health outcomes and reduced healthcare costs:

Safer and healthier food consumption leading to improved health outcomes such as reduction in food-borne illnesses, non-communicable diseases such as diabetes, hypertension etc, as well as reduction in hidden hunger or micronutrient deficiencies. This will reduce the healthcare expenditure for the entire city, saving resources for other development measures.

4

Hygiene Credibility of Food Businesses especially e-platforms:

In order to cater to the demand from consumers for delivery of safer and healthier food options, Food Businesses, especially e-platforms will receive a boost.

5

Surge in tourism:

Standardization of food safety measures for food businesses particularly street foods that are popular with tourists to help boost tourism.

6

Greener and cleaner environment:

Environmentally sustainable food practices such as repurposing of used cooking oil, no food waste, no plastic waste etc. will lead to a greener and cleaner environment, benefiting the overall quality of life for citizens.

7

Data and knowledge for national evidence-based planning:

Data generated from implementation of projects will serve to enhance knowledge and contribute to national evidence-based planning for smarter food solutions.

8

Complement Government health and nutrition programmes:

Smart food solutions in cities will complement other Government led nutrition and health initiatives to ensure long term and sustainable change for communities in need.

9

Boost Employment and the Economy:

Transforming urban food systems will create new employment opportunities and boost circular economies.



How to create EatSmart Cities?

Adopt Eat Right India Initiatives



The Eat Right India (ERI) movement has been launched by FSSAI to protect the health of the people and the planet by transforming the food ecosystem of the country through a systems approach. It is based on three key themes-



Eat Safe



Eat Healthy



Eat Sustainable

It is inspired by the focus on preventive and promotive healthcare in the National Health Policy 2017 and in flagship programmes like Ayushman Bharat and POSHAN Abhiyaan.

Eat Right India is a people's movement that adopts a judicious mix of regulatory, capacity building, collaborative and empowerment approaches. It adopts a 'whole of the government' approach since it brings together food-related mandates of the agriculture, health, environment and other ministries. Furthermore, it takes a 'whole of society' approach, bringing all stakeholders from consumers to community organizations, academia etc. together on a common platform.

ERI encompasses a bouquet of initiatives that targets food businesses to supply safe, healthy and sustainable food and support consumers to make the right food choices. To build capacities of food businesses on food safety, FSSAI has initiated a **Food Safety Training and Certification (FoSTaC)** programme to ensure a trained and certified Food Safety Supervisor (FSS) in every food business premises. Benchmarking and certification schemes to improve food safety and hygiene standards are in place for clusters such as street food hubs, vegetable markets, stations etc. and the Hygiene Rating scheme for restaurants and food retail shops. Consumers are targeted through initiatives such as Eat Right Campus for workplaces and Eat Right School for school children. Food Fortification is also being promoted on a large scale to address micronutrient deficiencies. Various awareness campaigns such as **"Aaj Se Thoda Kam"** to reduce salt, fat and sugar in the diet and **"Trans-Fat Free India@75"** to eliminate trans fats by 2022 have been launched. To empower consumers to check food adulteration, the DART Book, The Food Safety Magic Box and a mobile food testing van called Food Safety on Wheels have been created.

By adopting and scaling up Eat Right India initiatives, cities can become EatSmart Cities.



What's in it for you?

Opportunity to become an EatSmart City

A. Opportunity to Become an EatSmart City

1. Food safety measures in all food service establishments
2. Dedicated infrastructure for street food hubs
3. Checking food quality through regular surveys
4. Reducing food adulteration through drives
5. Increasing availability of local, seasonal, diverse food options
6. Increasing availability of fortified staples- milk, oil, wheat flour, rice and salt
7. Robust IT connectivity and digitization for food solutions
8. Generating consumer awareness around food safety and smart nutrition
9. Promoting local cuisine reflecting the city's food and cultural heritage
10. Sustainable food practices- no plastic waste, no food waste, repurposing of used cooking oil.

B. Virtual Learning Platform

A series of webinars will be organized for participating cities to learn about national and international best practices on food systems transformation and a range of topics relevant to cities embarking upon developing a city food vision for the first time. The learning series will include webinars and opportunities for peer-to-peer support.

These webinars will be organized in collaboration with the UK based organisation, The Food Foundation, as the knowledge partner for this initiative, is leading a Global Food System project funded by the UK Government's Foreign Commonwealth and Development Office (FCDO). It is working to influence food policy to support healthy and sustainable diets. The Food Foundation previously facilitated a learning partnership between Birmingham, UK and Pune, India involving the development of policies and practices as part of a 'Food Smart City' initiative.

C. Post-prize Support

Technical support and exposure to international dialogues on food systems transformation will be provided.

D. Global Experience Sharing

2021 is a seminal year for global food system transformation. A series of international meetings have been planned this year including COP 26 in Glasgow, The UN Food System Summit in New York, The Milan Urban Food Policy Pact Annual Gathering of Mayors in Barcelona and Nutrition for Growth in Tokyo. The food visions and plans implemented by selected cities will be showcased during these events.





How to enter?

Adopt Eat Right India Initiatives

The challenge is open to 139 Cities across the country. The list of cities eligible for the challenge is placed at **Annexure 3**.

STEPS FOR THE CHALLENGE

1 STEP ONE Online Registration

The cities will have to log into eatrightindia.gov.in/eatsmartcity and register online. The EatSmart Vision form and Eat Smart Score Card can be accessed online and need to be completed and submitted at the end of the implementation phase. Details are available at Section

2 STEP TWO Implementation Phase

A. Activities (details of how to carry out the following activities is given in Section 7)

The registered cities will have to conduct at least one activity from each of the five areas of action mentioned below during the implementation phase

1. Licensing & Registration of Food Businesses and Surveillance Drives
2. Bench marking and Certification
3. Changing settings in schools and campuses
4. Creating a Sustainable Food Environment
5. Behaviour Change Campaigns

B. Webinars:

A series of webinars have been scheduled covering Eat Right India initiatives, FSSAI regulations, stakeholder and citizen engagement strategies.

C. Final Deliverables at the end of the Implementation Phase (Details available in Section 9):

1. **EatSmart Vision Form:** Based on the webinars and the projects, cities will develop a plan to scale up the Eat Right initiatives over the next several months and submit the Vision Form at the end of the Implementation Phase.

- 2. EatSmart Score Card:** Cities will fill the first part of the EatSmart Score Card at the beginning of the implementation phase as a self-assessment. After the implementation phase, they will fill the second part and submit this EatSmart scorecard along with the EatSmart Vision Form.

The EatSmart Vision form and Eat Smart Score Card can be accessed online after logging into the website.

3 STEP THREE Selection Phase

The 3-month implementation phase will be followed by a one and half month selection phase in which 11 cities will be shortlisted based on their EatSmart Score card & EatSmart vision form. Details of how your submission will be evaluated are given in Section 8.

4 STEP FOUR Announcement of Winners

The top 11 cities will be declared EatSmart Cities and will be provided prize money and technical support to scale up their plan over the next several months.

5 STEP FIVE Scale up Phase

The 11 selected cities will carry out their plan to scale up Eat Right initiatives during this phase over several months. Their efforts would be showcased on a global platform.



What are the timelines and key dates?

Schedule





How to implement the 5 areas of action?

Standard Operating Procedures

The EatSmart Cities Challenge has been envisioned to empower cities to transform their urban food ecosystems. Action points under the challenge have been specified under five key areas:

1 Licensing and Registration of Food Businesses & Surveillance:

Every Food Business Operator (FBO) is required to have a license/registration by FSSAI as per the Food Safety and Standards Act, 2006. This is the first step towards ensuring the food supplied by any FBO is safe and hygienic as it allows Food Business Operators (FBOs) to be entered in FSSAI's database. Through the Challenge, the aim is to broaden the reach of registration/licensing of food businesses in the cities. Surveillance drives covering the entire city are helpful in identifying key hot-spot areas of food safety issues so that they can be addressed in a timely manner.

Licensing and Registration Drive: Cities are expected to conduct drives to get FBOs registered/licensed with FSSAI on the Food Safety Compliance System (FoSCoS) online portal at foscoss.fssai.gov.in. This portal provides end-to-end information on the application process such as eligibility criteria, application procedure and submission, tracking the application etc.

Surveillance Drive: The Food Safety Department conducts surveillance drives to collect samples of food for quality assurance and control to check adulteration/food fraud/counterfeit food products etc. Cities, can, similarly conduct such drives with the Food Safety Department and further focus on development of local intelligence to identify commodities, hot spots and trends in adulterated food products. Cities may refer to the National Surveillance Plan for guidance https://eatrightindia.gov.in/EatRightChallenge/resources/activities-pdf/national_surveillance_plan.pdf.



2

Benchmarking and Certification:

One of the greatest challenges faced by city authorities is ensuring food safety and hygiene in the informal food sector. However, this sector can also contribute to healthier, sustainable diets (<https://www.iied.org/putting-informal-food-systems-centre-sustainable-diets>).

We have established a benchmarking and certification scheme to ensure food safety across all food producers from petty roadside vendors to fine dining restaurants. This includes 'Certification of Clusters' and 'Hygiene Ratings' for individual outlets. The EatSmart Cities challenge aims to ensure an optimum number of clusters and outlets are certified by FSSAI to inspire trust in consumers.

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 food businesses to ensure provision of safe and hygienic food. The checklists are comprehensive, including inter alia personal hygiene, environmental hygiene, basic infrastructure etc. Benchmarking and certification give recognition to food clusters and boost livelihood by creating positive consumer perceptions.

Benchmarking and Certification schemes operate at two levels:

Clusters

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

Individual Outlets

- ▶▶ Restaurants, hotels and Food outlets
- ▶▶ Sweet or mithai shops and bakeries
- ▶▶ Meat shops and slaughter houses

FSSAI-empanelled Training Partners and Audit Agencies provide the necessary professional expertise to support these schemes.

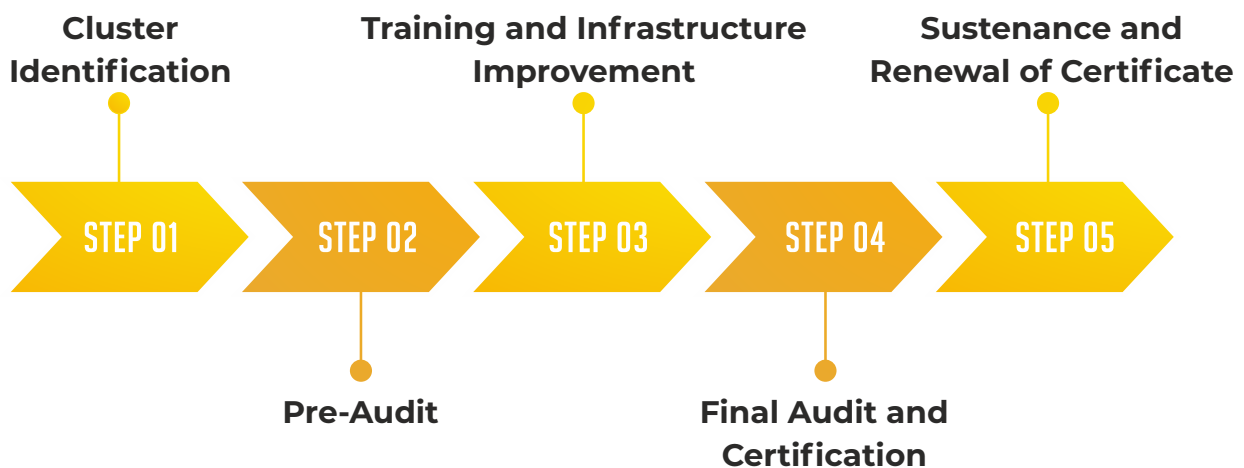
A large-scale Food Safety Training and Certification (FoSTaC) ecosystem has been created to train Food Safety Supervisors and food handlers in all food service establishments. An online portal has been created with all the information on courses, list of training partners etc. at www.fostac.fssai.gov.in

In parallel, FSSAI has empanelled Third-party Audit agencies to evaluate the food safety and hygiene standards in various food service establishments as per prescribed benchmarks. The list of audit agencies is available at <https://www.fssai.gov.in/cms/third-party-audit.php>

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:



1
STEP ONE

Cluster Identification

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

2
STEP TWO

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 of the Food Safety and Standards (FSS) Act, 2006. 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.

3
STEP THREE

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.

4
STEP FOUR

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 assure consumers that the cluster meets food safety and hygiene standards, thereby increasing business and enhancing livelihood of the vendors.

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:

- o **Clean Street Food Hub**



- o **Clean and Fresh Fruit and Vegetable Market**



- o **Blissful Hygienic Offering to God (BHOG)**



- o **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 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

- ▶▶ Food Safety Department of States/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.
- ▶▶ 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.
- ▶▶ 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.
- ▶▶ 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
- ▶▶ 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

- ▶▶ The 5 steps for cluster certification listed on above are to be followed.
- ▶▶ 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.
- ▶▶ 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 Documents:

- » Implementation guidelines

http://fssaigov.in/CleanStreetFood/assets/docs/Guidance%20Document_Clean%20Stree%20Hub.pdf

- » 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

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.

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.





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

- ▶▶ **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.
- ▶▶ **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.
- ▶▶ **Food Safety Department of States/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.
- ▶▶ **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.
- ▶▶ **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.

Steps for Implementation

- ▶▶ All the 5 steps for cluster certification mentioned above are to be followed.
- ▶▶ The market will be delisted from the potential market list if the final audit is not conducted within six months of pre-audit.
- ▶▶ 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.

Resources

▶▶ Guidance document on Implementation of Clean and Fresh Fruit and Vegetable Market:

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>**

▶▶ Website: **<http://fssai.gov.in/cleanvegetablemarket>**

For more details, contact:

▶▶ cleanfreshfruitvegmarket@gmail.com

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

- ▶▶ **Food Safety Department of States/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.
- ▶▶ **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.
- ▶▶ **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.
- ▶▶ **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
- ▶▶ **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

- ▶▶ All the 5 steps for cluster certification mentioned above are to be followed.

Resources

» Resources: <https://fssai.gov.in/eatrightbhog/resources>

1. Guidance Document:

» Guidance document and flyer for Implementation of BHOG

<https://fssai.gov.in/eatrightbhog/learning-material>

» Flyer of BHOG

<https://fssai.gov.in/eatrightbhog/learning-material>

2. Website: <https://fssai.gov.in/eatrightbhog/>

3. Partners:

» Auditing agency

<https://fssai.gov.in/eatrightbhog/auditpartner>

» Training partners <https://fostac.fssai.gov.in/fostac/listoftrainingpartner>

» Funding partners:

Temple Trust/Authorities, companies through CSR like HUL, Nestle, Jubilant Food Works etc. Both food and non-food companies can support.

4. Supplementary Resources:

Food safety and hygiene checklist for audit under BHOG

<https://fssai.gov.in/eatrightbhog/checklist>

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

- ▶▶ **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'.
- ▶▶ **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'.
- ▶▶ **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.
- ▶▶ **Training Partners:** They will mobilize participants and conduct FoStAc-Food Safety Supervisor (FSS) trainings, translate training material in local languages.
- ▶▶ **Third-Party Auditing Agencies:** (www.fssai.gov.in): They will mobilize participation, ensure timely audits, push for further improvements.

Steps for Implementation

- ▶▶ All the 5 steps for cluster certification listed above are to be followed.
- ▶▶ Display of food safety messages and Food Safety Display Boards (FSDBs) at prominent places in the station is to be done.
- ▶▶ Based on final audit score & recommendation by the auditor, the station complex will be declared as an "Eat Right Station" with ratings from three star (least score) till five stars (max score) by FSSAI with a validity up to 2 years.
- ▶▶ 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.
- ▶▶ All food service establishments in the railway stations are to adopt Hygiene Rating.

Resources	<p>» 1. Guidance Document: https://eatrightindia.gov.in/images/pdf/SOP-for-ers-complex.pdf</p> <p>» 2. Website: https://eatrightindia.gov.in/Eat-Right-Station.jsp</p> <p>3. Partners</p> <p>» Training Partners: https://fostac.fssai.gov.in/fostac/listoftrainingpartner</p> <p>» Auditing Agency: Third-party Audit agencies empanelled with FSSAI https://www.fssai.gov.in/cms/third-party-audit.php</p> <p>4. Supplementary Resources</p> <p>» Eat Right Station flyer: https://eatrightindia.gov.in/images/pdf/Eat-Right-stationFinal.pdf</p> <p>» Checklists: https://eatrightindia.gov.in/images/pdf/audit-checklist-ers.pdf</p>
For more details, contact:	<p>» eatrightstation@gmail.com</p>

Success Stories

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.





Project Serve Solihin

DIPA

Project Serve Solihin

Let's
We
Smile

B. Benchmarking and Certification for Individual Outlets:

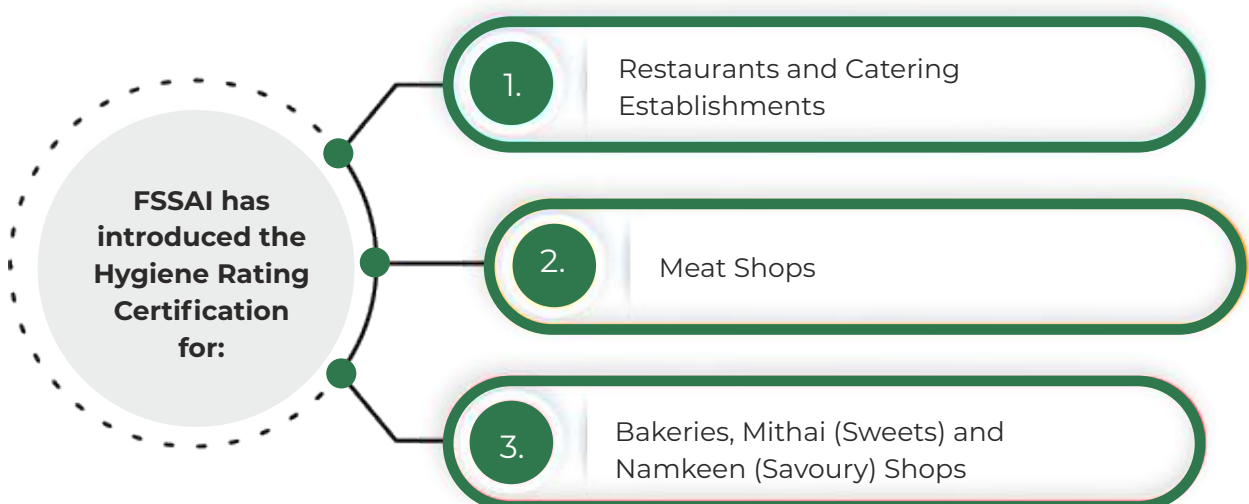
Hygiene Rating Certification

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:

1

STEP ONE

Self-Assessment by FBO

The stand-alone food establishment can login to the Hygiene Rating Portal with their existing Food Safety Compliance System (FoSCoS) 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 needs to address. After the identified gaps are filled, the Food Establishment can approach an FSSAI-empowered audit agency for final verification.

2

STEP TWO

Verification by Auditing Agency

The stand-alone food establishment will have the option to choose an FSSAI-empowered auditing agency that will visit and inspect the premises for food safety compliance.

3

STEP THREE

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 restaurants.

- ▶ FSSAI has introduced the Hygiene Rating (HR) Certification for:
 - ▶ Restaurants and Catering Establishments
 - ▶ Meat Shops
 - ▶ Bakeries, Mithai and Namkeen Shops







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	<ul style="list-style-type: none">▶▶ 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.▶▶ Audit Agencies: FSSAI-empanelled Audit Agencies play an important role of assessing/verifying the level of food safety compliance in a food establishment.▶▶ Training Partners: Training partners ensure the food establishment understands the food hygiene and safety practices to be adopted by training the Food Safety Supervisor.▶▶ Food Safety Department of States/UTs: Food Safety Departments will be responsible for mobilising FBOs to participate and for overall monitoring of the implementation.▶▶ 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	<ul style="list-style-type: none">▶▶ The 3-step procedure for Hygiene Rating mentioned previously is to be followed.
Resources	<p>1. Guidance document - www.fssai.gov.in/hygieneRating/resources/pdf/guidance_doc_new.pdf</p> <p>2. Website - www.fssai.gov.in/hygieneRating</p> <p>3. Partners:</p> <ul style="list-style-type: none">▶▶ Audit Agencies: - www.fssai.gov.in/hygieneRating/resources/pdf/auditingagency.pdf▶▶ Training Partners : https://fostac.fssai.gov.in/fostac/listoftrainingpartner <p>4. Supplementary Resources:</p> <ul style="list-style-type: none">▶▶ Checklist - fssai.gov.in/hygieneRating/SelectOption?callFrom=hygeineCheckList
For more details, contact:	<ul style="list-style-type: none">▶▶ 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 is coming from the apex food regulator of the country.







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

- ▶▶ **Food Safety Department of States/UTs:** Food Safety Departments will be responsible for overall monitoring of the implementation.
- ▶▶ **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.
- ▶▶ **Audit Agencies:** Hygiene Rating Audit Agencies play an important role of assessing and verifying the level of food safety compliance in a food establishment.
- ▶▶ **Training partners:** Training partners ensure the food establishment understands the food hygiene and safety practices to be adopted by training the food safety supervisor.
- ▶▶ **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

- ▶▶ Identify and mobilise participation of meat retail shops and their association in the district with support of the Food Safety Department of States/UTs.
- ▶▶ 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.
- ▶▶ Follow the 3-step procedure for Hygiene Rating mentioned previously. Regular monitoring of the progress of implementation of the scheme to identify challenges faced by stakeholders and provide support in overcoming them.
- ▶▶ 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**

▶ Audit Agencies:

fssai.gov.in/hygieneRating/resources/pdf/auditingagency.pdf

▶ Training Partners :

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

4. **Supplementary Resources**

Checklist -

▶ <https://fssai.gov.in/hygieneRating/SelectOption?callFrom=hygeineCheckList>

▶ Checklists: <https://eatrightindia.gov.in/images/pdf/audit-checklisters.pdf>

For more details,
contact:

▶ servesafe@fssai.gov.in







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	<ul style="list-style-type: none">▶▶ Food Safety Department of States/UTs: Food Safety Departments will be responsible for overall monitoring of the implementation.▶▶ 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.▶▶ Audit Agencies: Hygiene Rating Audit Agencies play important role of assessing and verifying the level of food safety compliance in a food establishment.▶▶ 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.▶▶ 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	<ul style="list-style-type: none">▶▶ Identify mithai (Sweet) shops and their Associations in the district with the support of the Food Safety Department of States/UTs▶▶ 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.▶▶ Conduct a licensing drive and trainings to meet the prerequisite requirements of hygiene rating (if not fulfilled already).▶▶ Ensure Hygiene Rating of shops by following the 3-step procedure for Hygiene Rating mentioned previously.▶▶ Regularly monitor the progress of implementation of the scheme to identify challenges faced by stakeholders and provide support in overcoming them.▶▶ 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**

▶▶ Audit Agencies:

www.fssai.gov.in/hygieneRating/resources/pdf/auditingagency.pdf

and

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**

▶▶ Checklist -

<https://fssai.gov.in/hygieneRating/SelectOption?callFrom=hygeineCheckList>

For more details,
contact:

▶▶ servesafe@fssai.gov.in



3

Changing Food Settings:

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 Information, Education, Communication (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.

To transform the 'food environment' in the country in order to provide safe, healthy, nutritious, and sustainable diets to all, programmes have been launched in various settings such as schools, campuses like workplaces, hospitals, universities, institutions, jails etc. Through this Challenge, the aim is to cover as many of these settings as possible to provide an enabling environment to citizens.

Changing food environments happens in two settings:

Eat Right Campus



Eat Right School



These initiatives would serve to remind consumers to eat right, wherever they are, whether at home, school, workplace etc. The Eat Right Campus initiative can be taken up at Workplaces/Corporates, Colleges/Institutes/Universities, Jails, Hospitals/Health institutions, Tea Estates etc. Eat Right School is focused on inculcating right eating habits among school children.





Changing Food Settings: Eat Right Campus (ERC)

About 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
- » Jails
- » Hospitals/Health institutions
- » Tea Estates

Standard Operating Procedure

Role of Stakeholders

- » **Food Safety Department of States/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.
- » **Training Partners (www.fostac.fssai.gov.in):** Their role is mobilizing campuses to participate, training Food Safety Supervisors; creating a trainer's pool etc.
- » **Auditing Agencies (www.fssai.gov.in):** Their role is mobilizing participation, ensuring timely audits, handholding for further improvements.
- » **Corporates/Funding Partners:** Their role is adopting campuses for ERC certification; promoting awareness, using CSR funds for training & third-party audit, printing and translation of training material, etc.
- » **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

- » Identification of campus and submission of enrolment form.
- » Self-assessment/Pre-audit on a clearly defined checklist to identify gaps.
- » Food Safety Training & Certification through FSSAI empanelled Training Partners.
- » Rectification of gaps by campus authority.
- » Final audit by FSSAI empanelled third party auditing agency for certification & rating of the campus. The certificate will be valid for 2 years.
- » 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:

▶▶ Audit Agencies: -

www.fssai.gov.in/hygieneRating/resources/pdf/auditingagency.pdf

and

www.fssai.gov.in/upload/uploadfiles/files/Food_Safety_Auditing_Agencies_Lists_13_11_2019.pdf

▶▶ Training Partners: fostac.fssai.gov.in/fostac/listoftrainingpartner

4. Supplementary Resources:

▶▶ The Pink Book: A guide to eating safe, healthy and sustainable food at home.

fssai.gov.in/knowledgeub.php?hubname=Book,Report,Manuals

▶▶ Brochure- eatrightindia.gov.in/EatRightCampus/communicationKit

▶▶ AV film- eatrightindia.gov.in/EatRightCampus/communicationKit

▶▶ Posters, Standee

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, Mussoorie, 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), Mussoorie. 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 healthysnacks such as sprouts/chana 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.





Changing Food Environments: 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 to 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

- ▶▶ Individual Schools/School Foundations or Trusts: Their role is to implement the Eat Right School programme.
- ▶▶ 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.
- ▶▶ Ministry of Education (MoE)– 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.
- ▶▶ 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.
- ▶▶ Anemia Mukta Bharat and UNICEF: Their role is to converge efforts and joining hands to spread awareness among school children across India
- ▶▶ 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
- ▶▶ Implementation Partners such as NGO– Their role is to integrate Eat Right School messages into mainstream curricular & co-curricular activities.
- ▶▶ Domain Experts: They can lend expertise to create credible content and dissemination through Safe and Nutritious Food (SNF) Fellows

Steps for Implementation

- ▶ **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.
- ▶ **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.
- ▶ **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, organize 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.
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.
- ▶ **Eat Right School Certification:** Suitable reward and recognition will be given to the schools on the basis of their performance.

Resources

1. Guidance Document

(Available at <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 also available on 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. fssai.gov.in/knowledge-hub.php?hubname=Book,Report,Manuals
- ▶ **The DART Book:** A guide to Detecting Adulterants with Rapid Testing (DART) at home: 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. The second Eat Right Creativity Challenge was launched on 16th October 2020 in over 2.5 lakh students have participated from over 4500 schools.





4**Creating a Sustainable Food Environment**

To ensure that food practices do not harm the environment, various initiatives have been launched to promote sustainable food practices. These include measures such as reduction of food waste and promotion food donation through the Save Food, Share Food initiative, recycling of plastic waste as a part of the Safe and Sustainable Packaging in the Food and Beverage Sector initiative and repurposing of Used Cooking Oil (RUCO).







Sustainable Food Environment Initiative 1: 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

- » **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.
- » **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.
- » **Beneficiaries:** Orphanages, slums, shelter homes, etc. are the end consumers who will receive the food from food distribution agencies.
- » **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.
- » **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.
- » **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	<ul style="list-style-type: none"> ▶▶ FSSAI (Central and State departments) to identify and connect new surplus food distribution agencies with existing IFSA teams. ▶▶ State Food Safety Department may conduct workshops for surplus food distribution agencies and their volunteers where the key agenda can be: <ul style="list-style-type: none"> o FSSAI Registration of surplus food distribution agencies o Food safety awareness training for surplus food distribution agencies and volunteers o Sensitization about Save Food, Share Food Initiative, its campaigns and Food Safety and Standards (Recovery and Distribution of Surplus Food) Regulations, 2019. ▶▶ State Food Safety Departments may connect agencies with food businesses such as leading hotels, companies and their associations in the district/city. ▶▶ State Food Safety Departments may conduct consumer awareness drives at public events/State Department events, food donation drives etc.
Resources	<p>1. Guidance Document</p> <ul style="list-style-type: none"> ▶▶ Food businesses (sharefood.fssai.gov.in/regulation-food-business.html) ▶▶ Citizens (sharefood.fssai.gov.in/regulation-guidance-citizens.html) ▶▶ Food distribution agencies (sharefood.fssai.gov.in/regulation-recovery-agency.html) <p>2. Website: www.sharefood.fssai.gov.in</p> <p>3. Partners: Food Collection Agencies:</p> <p>4. Supplementary Resources:</p> <ul style="list-style-type: none"> ▶▶ Flyer: https://sharefood.fssai.gov.in/resource.html ▶▶ Video: https://www.youtube.com/watch?v=XdQgnibrAa0
For more details, contact:	<ul style="list-style-type: none"> ▶▶ 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.



Sustainable Food Environment Initiative 2: 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 programs towards plastic waste management.

Standard Operating Procedure

Role of Stakeholders

- ▶▶ **Food Businesses:** They may pledge to reduce the packaging/plastic footprint and to develop infrastructure and systems for its segregation/recycling.
- ▶▶ **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.
- ▶▶ **Consumers:** Consumers may responsibly segregate waste and properly dispose of packaging materials to ease collection and recycling.
- ▶▶ **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

- ▶▶ 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.
- ▶▶ 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 Documents:** 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](mailto:advisor@fssai.gov.in)

Success Stories

In September 2019, twenty-two 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, organized 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'.







Sustainable Food Environment Initiative 3: 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 organized 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

- ▶ **Ministry of Petroleum and Natural Gas:** It is responsible for monitoring and administrative matters for conversion of UCO to biodiesel
- ▶ **Pollution Conservation Research Association:** It is responsible for research and technical support for conversion of UCO to biodiesel
- ▶ **Food Business Operators:** They are to provide UCO to biodiesel manufacturers/collection agencies instead of using it repeatedly
- ▶ **Oil Marketing Companies:** They are the suppliers of the biodiesel manufactured from UCO.
- ▶ **Biodiesel Manufacturers:** They collect UCO and convert it to biodiesel
- ▶ **Biodiesel/Biofuel Boards:** Their role is to provide administrative support for conversion of UCO to biodiesel.
- ▶ **Biodiesel Association of India (BDAI):** Their role is to on-board 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.
- ▶ **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.
- ▶ **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

- ▶▶ 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/>)
- ▶▶ 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>
- ▶▶ 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>.
- ▶▶ State Food Safety Departments to encourage FBOs to adopt RUCO and support the initiative to make it sustainable.
- ▶▶ FSSAI to keep record of status of implementation in all states in order identify the gaps and assist States to address it.
- ▶▶ 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>)
- ▶▶ 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: www.fssai.gov.in/ruco**
- 3. Partners:** List of biodiesel manufacturers: **fssai.gov.in/ruco/enrolled-biodiesel-manufacturers.php**
- 4. Supplementary Resources:**
 - ▶▶ Gazette Notification (**www.fssai.gov.in/ruco/gazette-notification**)
 - ▶▶ Posters, Flyers on RUCO (**www.fssai.gov.in/ruco** -> Resources)
 - ▶▶ Pledges by FBOs: **www.fssai.gov.in/ruco/pledge**
 - ▶▶ Videos on RUCO: **fssai.gov.in/ruco/video**

For more details, contact: [▶ enforcement1@fssai.gov.in](mailto: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.

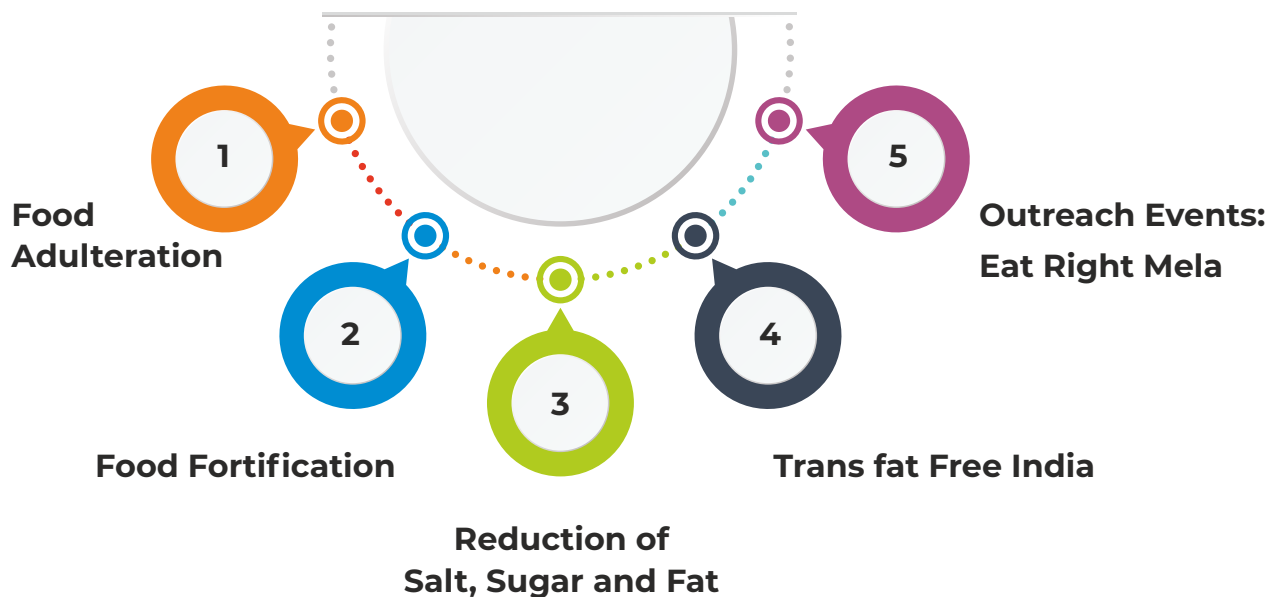
In Haryana, an entrepreneur buys over 5,000 kg UCO from over a thousand restaurants in Delhi/NCR every day and converts it into biodiesel. The company has sold over 10 million litres of biodiesel within the first year of its plant operations. This company is receiving huge demand from existing and new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



5 Behaviour Change Campaigns

To generate awareness among consumers and nudge them to make the right food choices for a healthy life, various campaigns have been launched by FSSAI. The aim of this Challenge is to widen the reach of these campaigns through multimedia campaigns and engage as many people as possible.

These campaigns are largely focused on creating consumer awareness on the following themes-



Additional Resources for Mass Awareness activities have also been created and are described below.

A. Behaviour Change Campaigns 1: Food Adulteration

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.



ISSAI

ISSAI FOOD SAFETY

TRAINING

FOOD SAFETY ON WHEELS

TRAINING

FOOD SAFETY ON WHEELS

5

TOLL FREE NO

ISSAI FOOD SAFETY TRAINING



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>





B. Behaviour Change Campaigns 2: 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.

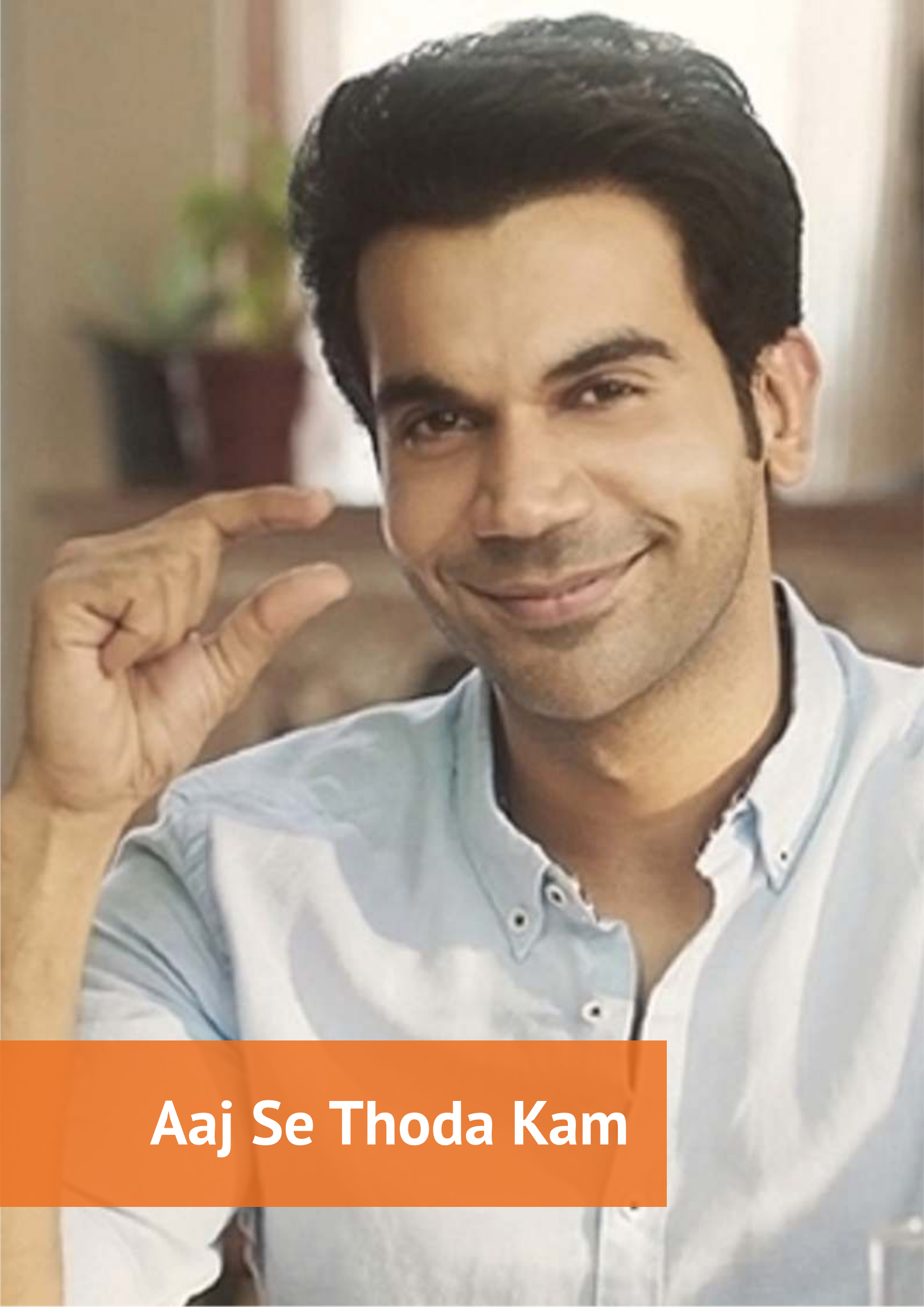
FSSAI is promoting food fortification throughout the country. First, Regulations on five fortified staples have been notified- Edible oil, Milk, Rice, Wheat flour and Salt. The logo has been created especially for fortified foods to make them easily recognizable by consumers.

Various resources have been created to disseminate information about food fortification for mass awareness. There are as follows:

- ▶ Website - www.ffrc.fssai.gov.in
- ▶ FFRC brochures - <https://ffrc.fssai.gov.in/brochure>
- ▶ Training videos - <https://ffrc.fssai.gov.in/mgallery?mreq=video>
- ▶ Dangers/Posters/Standees - <https://ffrc.fssai.gov.in/advocacy-comm?mreq=standee>
- ▶ TVC and other videos - <https://ffrc.fssai.gov.in/mgallery?mreq=tvc>
- ▶ Radio spots - <https://ffrc.fssai.gov.in/mgallery?mreq=tvc>
- ▶ Social media – [Twitter@ffrc_fssai](https://twitter.com/ffrc_fssai), [Facebook@ffrc.fssai](https://facebook.com/ffrc.fssai),
- ▶ LinkedIn: **Food Fortification Resource Centre**
- ▶ Email: fortification@fssai.gov.in

Success Stories

A campaign called  Dekha Kya? Starring Sakshi Tanwar in a TVC has been launched on various Doordarshan channels and has reached people across the country. This campaign urges citizens to consume fortified foods for their health benefits and look for the  logo.



Aaj Se Thoda Kam

C. Behaviour Change Campaigns 3: 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 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 Rajkummar Rao** is the face of the campaign, and a series of short videos (with subtitles in 12 languages) have been created along with flyers, banners, audio clips as well as an Eat Right India website with useful inputs on gradually reducing HFSS foods consumption.

Resources for mass dissemination are as follows:

- ▶ *Guidance Document:* Health concerns with High Fat, Sugar and Salt (HFSS) consumption <https://fssai.gov.in/cms/guidance-notes.php>
- ▶ *Website:* <https://eatrightindia.gov.in>
- ▶ *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/knowledgehub.php?hubname=Video,Audio,Photos>
- ▶ *Posters/Flyers:* <https://eatrightindia.gov.in/reduction-fat-sugar-salt.jsp>
- ▶ *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
- ▶ *Email:* hfss.eri@gmail.com

Success Stories

The Aaj Se Thoda Kam campaign was run in cinema halls, social media platforms like PVRs, TV channels (Doordarshan and Food Food), Facebook, Twitter, YouTube, etc. 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. 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.



**TRANS FAT
FREE**

D. Behaviour Change Campaigns 4: Trans fat Free India@75 by 2022



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 that 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.

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.

Various resources have been put together for mass dissemination to create awareness.

1. Guidance Document: Eliminate trans fats from your diet

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

▶ Website: <https://eatrightindia.gov.in/trans-fat-free-india.jsp>

▶ Videos: Heart Attack Rewind- Public Service Announcement on

2. Trans Fats <https://eatrightindia.gov.in/trans-fat-free-india.jsp>

3. Posters/Flyers <https://eatrightindia.gov.in/trans-fat-free-india.jsp>

4. 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

Email: transfat.eri@gmail.com

Success Stories

A 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. It has reached a large audience (approx. 34,900,000) through digital/social media and radio spots.



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

E. Behaviour Change Campaigns 5: Outreach Events: Eat Right Mela

Various outreach events are organized regularly under Eat Right India to engage people. One such event is the Eat Right Mela. It is an infotainment 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 is conducted annually by FSSAI headquarters in New Delhi. Cities may conduct these melas on their own along similar lines. 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/>

Additional Resources for Behaviour Change Campaigns

Various resources for mass awareness have been created that range from Consumer Guidance Notes, Myth Busters to Books and Videos. These can be used for all kinds of mass awareness activities on eating safe, healthy and sustainably.

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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.

FSSAI Video Library:

A public video library, initiated by FSSAI, containing 14 series focused around messages of Eat Right India Movement has been created. This extensive and diverse collection features more than 15 hour of videos that can be watched in a self-paced manner, from anywhere, anytime, on smartphones, tablets, PCs and smart TVs. It is available at

<https://fssai.gov.in/fssaivideolibrary/login>

Users may stream videos ranging from topics of public interest viz. safe food practices, health, nutrition, adulteration, culinary heritage etc. to specialized e-learning modules for frontline workers, FBOs, students, professionals, including in-depth interviews with health & nutrition experts from across the globe.

FSSAI's video Library aims to create a sustainable culture and habit of consuming safe & healthy food by promoting both individual awareness & collective action. This will not only enable consumers to make informed choices but also strengthen the institutional system to promote, propagate and sustain safe food and healthy diets. It may be used to target Central & State Government departments, members of local community, professional associations, Civil Society Organizations, Industry Associations, frontline workers, food businesses, students and consumers.

Some useful series include- Food Safety and Nutrition Educational Webinars, Detect Adulteration through Rapid Testing (DART), Eat Right Quick Tips, Experts Speak.

FSSAI Knowledge Hub

FSSAI has created a knowledge hub that contains useful books, reports, manuals and other print material that can be used for mass awareness. All material is available in the public domain and can be freely downloaded and printed from **<https://fssai.gov.in/knowledge-hub.php?hubname=Book,Report,Manuals>**



Some useful books include Do You Eat Right?, a simple guide for citizens on how to eat healthy and make the right food choices. The Pink Book is available as a guide for Indian kitchens on how to ensure safe and healthy food practices at home. The Orange Book is available for campuses as guidance document on ensuring safe, healthy and sustainable food practices in colleges, universities, institutions, workplaces, jails, hospitals etc.

For stakeholders such as State Officials- DOs, DMs, Food Safety Department officials, Food Businesses interesting in CSR activities, the Eat Right India handbook is available as guide to implement various Eat Right initiatives.

Social Media Channels and Websites

FSSAI has social media channels through which it directly engages with citizens to impart-up-to-date knowledge and information on food safety, food adulteration, tips on eating healthy, healthy recipes etc. Additionally, FSSAI's You Tube channel contains various films and videos that can be freely used to generate awareness. These videos range from lectures and excerpts from events by experts to various initiatives of FSSAI.

The handles are as follows:

-  Facebook@fssai
-  Twitter@fssaiindia
-  Instagram@fssai_safefood
-  Youtube@FoodsafetyinIndia

Additionally, the FSSAI website: **www.fssai.gov.in** and the Eat Right India website **www.eatrightindia.gov.in** are a minefield of information ranging from the latest Regulations to Quizzes for citizens.



How will your vision be evaluated?

Selection criteria

Each participating City has to submit an EatSmart Vision that includes the five areas of action to promote Eat Right India as well as other innovative measures proposed by the city to ensure a safe, healthy and sustainable food environment in their city along with the EatSmart Score Card.

The cities would be evaluated based on the quality of submission of the following:





What are the Final Deliverables?

EatSmart Score Card and EatSmart Vision

1. EATSMART SCORECARD

S.No.	Numbers targeted	As on 31.12.2020	Action Phase T+3	Marks obtained
A. Licensing and Registration of Food Businesses and Surveillance Drives				
1	Food Businesses Licensed/Registered			
2	Special Surveillance Drives Conducted*			
B. Benchmarking and Certification				
1	Clean Street Food Hubs			
2	Clean and Fresh Fruit and Vegetable Markets			
3	Places of Worship under BHOG (Blissful Hygienic Offering to God)			
4	Eat Right Stations			
5	Restaurants/Hotels/Food Service establishments Hygiene rated			
6	Sweet shops/bakeries Hygiene rated			
7	Meat shops Hygiene rated			
C. Changing food settings				
1	Eat Right Campus certifications			
2	Eat Right School registered			

S.No.	Numbers targeted	As on 31.12.2020	Action Phase T+3	Marks obtained
D. Creating a Sustainable Food Environment				
1	Food businesses donating to food recovery agencies			
2	Drives to collect and recycle plastic waste (50 kg)			
3	Food businesses that have applied for RUCO sticker			
E. Behaviour Change Campaigns				
1	Food Adulteration Checking Camps			
2	Campaigns on Food Fortification and the +F logo (through radio/TV/print/social media)			
3	Campaigns on reducing daily intake of Fat, Salt and Sugar (through radio/TV/print/social media)			
4	Campaigns on Trans-Fat Free India (through radio/TV/print/social media)			
	TOTAL MARKS			

(drop down questions)

*Please use the following questions for guidance during this surveillance drives

1. How many surveillance drives/ surveys were organized to check samples of products (milk/milk products/oil/sweets etc.?)
2. How many samples were drawn during these drives/surveys?
3. How many of these samples failed?
4. What was the outcome of the surveillance/survey?

Marking Scheme for EatSmart Score card

Cities will be awarded marks as per their category based on their respective populations.

L - Large Cities with population over 10,00,000

S – Small Cities with population up to 10,00,000

S.No.	Numbers targeted	S		L	
		5 Marks	10 Marks	5 Marks	10 Marks
A. Licensing and Registration of Food Businesses and Surveillance Drives					
1	Food Businesses Licensed/Registered	Atleast 250	Atleast 500	Atleast 500	Atleast 1000
2	Special Surveillance Drives Conducted*	1	2	1	2
B. Benchmarking and Certification					
1	Clean Street Food Hubs	0	1	0	1
2	Clean and Fresh Fruit and Vegetable Markets	0	1	0	1
3	Places of Worship under BHOG (Blissful Hygienic Offering to God)	1	2	1	2
4	Eat Right Stations	0	1	0	1
5	Restaurants/Hotels/Food Service establishments Hygiene rated	15	30	25	50
6	Sweet shops/bakeries Hygiene rated	15	30	25	50
7.	Meat shops Hygiene rated	15	30	25	50
C. Changing food settings					
1	Eat Right Campus certifications	1	2	2	4
2	Eat Right School registered	15	30	25	50

		S		L	
S.No.	Numbers targeted	5 Marks	10 Marks	5 Marks	10 Marks
D. Creating a Sustainable Food Environment					
1	Food businesses donating to food recovery agencies	5	10	10	20
2	Drives to collect and recycle plastic waste (50 kg)	1	2	1	2
3	Food businesses that have applied for RUCO sticker	15	30	25	50
E. Behaviour Change Campaigns					
1	Food Adulteration Checking Camps	2	4	3	6
2	Campaigns on Food Fortification and the +F logo (through radio/TV/print/social media)	1	2	1	2
3	Campaigns on reducing daily intake of Fat, Salt and Sugar (through radio/TV/print/social media)	1	2	1	2
4	Campaigns on Trans-Fat Free India (through radio/TV/print/social media)	1	2	1	2
	TOTAL MARKS				

Marking Scheme

1. Cities will be marked according to their Category- L (large) or S (small)
2. The maximum score that can be obtained in an area of action is 10 marks. Based on the scheme provided above, a city may be awarded either 5 or 10 marks.
3. The maximum total score that can be obtained for the EatSmart Score card is 50 marks.
4. Each participating city is required to do any one activity in each of the five areas of action. Marks will be awarded accordingly.
5. If a city does more than one activity in a single area of action, bonus points will be awarded to that city based on the above scheme. These marks will be added to the total score. Bonus points will be awarded only after one activity in each action area is completed.

2. EATSMART VISION FORM

Please answer the following questions in as much detail as possible. Maximum marks are indicated with each question.



1	Summarize the key ideas and aspirations to achieve your city's Vision to become an EatSmart City	(upto 500 words) (10 Marks)
2	If you already have experience in implementing any of the Eat Right initiatives before entering this challenge, please describe it in a few sentences.	(upto 250 words) (05 Marks)
3	Please describe your achievements during the implementation phase in each of the five areas of action. Upload option*	(upto 250 words) (05 Marks)
4	Please upload a detailed implementation and scale up plan to achieve your Vision. 1000 words	(upto 500 words) (10 Marks)
5	What additional innovative measures do you plan to implement to ensure a safe, healthy & sustainable food environment at the city level?	(upto 500 words) (05 Marks)
6	Please describe how you plan to engage various stakeholders in implementing your vision over the next one year.	(upto 500 words) (05 Marks)
7	Have you identified a monitoring mechanism to measure the success of your programmes? Please describe	(upto 500 words) (05 Marks)
8	How much money does your team anticipate to use to implement your Vision over the next one year? Have you already secured grants, funding, or investment other than the prize money that you might be awarded upon selection?	(upto 500 words) (05 Marks)

*Please upload supporting documents such as reports, photographs & any other material for evidence for this question.

Final Scoring:

1. Maximum score that can be obtained for the EatSmart Vision is 50 marks.
2. Maximum score that can be obtained in the EatSmart Score card is 50 marks.
3. The total combined score that can be obtained is 100 marks. Bonus points will be added to this score.



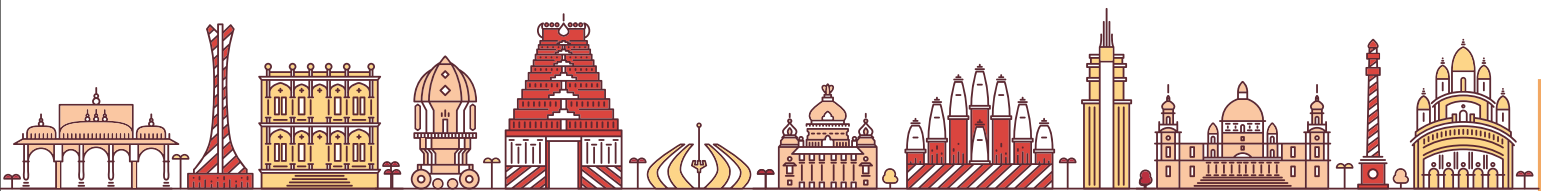
Annexure 1: Complete List of Participating Cities

S.NO CITIES

- 1 Agartala
- 2 Agra
- 3 Ahmedabad
- 4 Aizawl
- 5 Ajmer
- 6 Aligarh
- 7 Amravati
- 8 Amaravati
- 9 Amritsar
- 10 Asansol
- 11 Aurangabad
- 12 Bareilly
- 13 Belagavi
- 14 Bengaluru
- 15 Bhagalpur
- 16 Bhavnagar
- 17 Bhiwandi
- 18 Bhopal
- 19 Bhubaneswar
- 20 Bihar Sharif
- 21 Bikaner
- 22 Bilaspur
- 23 Bokaro Steel City
- 24 Chandigarh
- 25 Chennai
- 26 Coimbatore
- 27 Cuttack
- 28 Dahod
- 29 Daman
- 30 Davanagere
- 31 Dehradun
- 32 Delhi
- 33 Dhanbad
- 34 Dharamshala
- 35 Diu

S.NO CITIES

- 36 Durgapur
- 37 Durg-Bhilainagar
- 38 Erode
- 39 Faridabad
- 40 Firozabad
- 41 Gandhinagar
- 42 Gangtok
- 43 Ghaziabad
- 44 Gorakhpur
- 45 Greater Mumbai
- 46 Gulbarga
- 47 Guntur
- 48 Gurgaon
- 49 Guwahati
- 50 Gwalior
- 51 Hubli-Dharwad
- 52 Hyderabad
- 53 Imphal
- 54 Indore
- 55 Itanagar
- 56 Jabalpur
- 57 Jaipur
- 58 Jalandhar
- 59 Jammu
- 60 Jamnagar
- 61 Jamshedpur
- 62 Jhansi
- 63 Jodhpur
- 64 Kakinada
- 65 Kalyan
- 66 Kannur
- 67 Kanpur
- 68 Karimnagar
- 69 Karnal
- 70 Kavaratti



S.NO CITIES

71	Kochi
72	Kohima
73	Kolhapur
74	Kolkata
75	Kollam
76	Kota
77	Kozhikode
78	Kurnool
79	Leh
80	Lucknow
81	Ludhiana
82	Madurai
83	Malappuram
84	Malegaon
85	Mangalore
86	Meerut
87	Moradabad
88	Muzaffarpur
89	Mysore
90	Nagpur
91	Namchi
92	Nanded Waghala
93	Nashik
94	Naya Raipur
95	Nellore
96	New town kolkata
97	Noida
98	Panaji
99	Pasighat
100	Patna
101	Pimpri Chinchwad
102	Port Blair
103	Prayagraj
104	Puducherry
105	Pune
106	Raipur

S.NO CITIES

107	Rajkot
108	Ranchi
109	Rourkela
110	Sagar
111	Saharanpur
112	Salem
113	Sangli
114	Satna
115	Shillong
116	Shimla
117	Shivamogga
118	Siliguri
119	Silvassa
120	Solapur
121	Srinagar
122	Surat
123	Thane
124	Thanjavur
125	Thiruvananthapuram
126	Thoothukudi
127	Thrissur
128	Tiruchirappalli
129	Tirunelveli
130	Tirupati
131	Tiruppur
132	Tumakuru
133	Udaipur
134	Ujjain
135	Vadodara
136	Varanasi
137	Vasai Virar City
138	Vellore
139	Vijayawada
140	Visakhapatnam
141	Warangal









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