

## **FSSAI and You - Enabling India to Eat Right.**

### **Companies are seeking convergence of Profit and Purpose**

Since the Companies Act, 2013 mandated the provisions of CSR activity to be included as 2% of average net profits, CSR is well considered as an important managements' thinking. Organizations are always on the look-out for meaningful engagement strategies under their CSR or voluntary support activities. However, successfully implementing a CSR strategy is both challenging and complex.

- Scale and measurable impact are long term and time taking
- Non-availability of well-organized national NGOs with access to remote areas
- Assessing the real needs of the community
- Less awareness on deserving areas of intervention due to lack of understanding on the Social, Environmental & Economic canvas of India
- Expenditure for implementation is restricted to 5% of the total CSR corpus

### **Companies, Governments and Non-profits – creating social change together**

FSSAI believes that the key to implementing best CSR practices, scale-up projects, multiply resources and reach out to more beneficiaries, is the collaboration between corporates, Governments and NGOs. It realizes that pooling resources and building synergies will increase impact, efficiency and efficacy of CSR initiatives. Therefore, FSSAI has created a platform for Corporates where they can promote public health agenda through their CSR and other voluntary initiatives.

### **The Eat Right India Movement**

With an endeavour to adopt systematic approach towards food safety and nutrition, the Food Safety and Standards Authority of India has conceptualized a large-scale public intervention called “**Eat Right India**”. This movement is envisioned as a low cost, high impact, collaboration based preventive health care strategy. It is envisioned as a collective effort of key stakeholders under four major pillars:

1. Eat Safe
2. Eat Healthy
3. Eat Sustainably
4. Mindful Eating

With over 130 crore Indian citizens, the task of ensuring safe and wholesome food can only be accomplished if food safety is seen as a shared responsibility. Therefore, participation from the supply side is integral for changing food habits by not just right food production but also supporting creation of a food ecosystem that is safer, healthier and sustainable for everyone.

Programs under Eat Right India Movement are covered under CSR activities defined in Schedule VII and FSSAI invites mindful business stakeholders to participate in this movement and maximize the impact to their CSR initiative.

### **Partnering with Eat Right India Movement gives holistic management of your CSR**

All projects under the Eat Right India Movement have been tested and are ready for implementation. Several companies have already adopted different initiatives under

this movement. Robust material for education, awareness and promotion in the form of books, marketing material, videos etc. are readily available and can be accessed on FSSAI's website.

- Host of projects for easy adoption depending on alignment with company's vision
- Tried and tested models with defined Standard Operating Procedures
- Scientifically curated rich-content and resource books
- A resource pool of trainers in each domain, for whom orientation material and training modules have been developed
- Empanelled Implementation agencies/NGOs
- End-to-end support for identification of relevant project till execution

### **Other benefits of partnering with Eat Right India Movement**

- Promotion of public health agenda as part of the National Health Policy
- Positioning as a thought leader in promoting public health agenda
- Boost employee morale with a holistic view towards their health
- Create a positive brand imagery
- Create sustainable models of engagement to influence dietary and lifestyle behaviours

### **Modes of engagement: Adoption & Enablement**

Several projects and models of collaboration under CSR/Voluntary initiatives have been piloted successfully in the last 2 years. Based on the learning, a systematic framework for sustained engagement has been developed under the Eat Right India Movement.

#### **Mode #1: Community Engagement & Outreach**

Changing behaviour is a continuous process and requires regular engagement. When it comes to food, people have their own choices, hence impact at the ground level is the most important aspect of the Eat Right India Movement. Depending on company's vision and impact areas, they can create outreach campaigns like workshops, camps, health melas etc. to enable informed food choices amongst citizens across colleges, workplaces, residential areas, markets, shopping malls etc.

- Community led engagement activities with messaging on safe food, healthy diet and sustainable food system
- Activate residential associations to orient homemakers and domestic help about the essentials of food safety in the kitchen
- Engage employees in social cause by creating Community Champions for spreading awareness amongst masses
- Use FSSAI's Health Mascots - Master & Miss Sehat to take forward the conversation about the importance of eating right

**Illustration:****Company Type:** Pharmaceutical**Geographic Presence:** Pan-India**Formats for integration:** Community engagement activities through

1. Organising camps/ workshops for Health Care Professionals (HCPs), Sales & distribution teams
2. Publicizing key messages through display at Clinics
3. Creation of health advocates in nutrition clubs
4. Activation of residential associations

**Facilitation:**

1. Provision of communication material/ collaterals
2. Training and orientation through ToTs
3. Usage of Eat Right India Logo in communication collaterals along with the corporate logo under the tagline *"Supported in Public Interest"*
1. Feature on the Eat Right India website as supporting partners
2. Certificate of acknowledgement

- **Promote sustainable eating through minimizing food wastage**

Companies can support the network of food recovery agencies registered with FSSAI under Indian Food Sharing Alliance (IFSA) as part of the 'Save Food Share Food' initiative. The organisations can extend support by building capacities of the recovery agencies through provision of food delivery vehicles, cold storage equipment, utensils for storage as well as engaging community for collaboration.

**Illustration:****Company Type:** FBO**Geographic Presence:** Pan-India**Formats for integration:**

1. Support and strengthen the network of recovery agencies with resources e.g., vehicles, cold storage equipments, refrigerators etc.
2. Strengthen the mechanism by channelizing surplus and donated food as per the safe food standards
3. Donate unsold/surplus inventory stock
4. Release valuable warehouse space for storage facilities
5. Engage employees through volunteer programs

**Facilitation:**

1. Network of curated recovering agencies registered and trained by FSSAI
2. Readily available network in the form of Indian Food Sharing Alliance
3. Usage of Eat Right India Logo in communication collaterals along with the corporate logo under the tagline *"Supported in Public Interest"*
4. Feature on the Eat Right India website as supporting partners
5. Certificate of acknowledgement

## Mode#2: Promoting Nutrition Literacy in Schools

- Adoption of Schools

This initiative focuses on inculcating right eating practices through a series of engagement efforts involving children, schools, parents, teachers. It involves:

- Registration of schools on the FSSAI school platform
- Training of teachers and students as certified Health and Wellness Coordinators
- Creation of a Sehat Team in school
- Teach and reinforce the message of safe and nutritious food in an interactive format
- Provision of 'Do-it-Yourself' Kits (Food Safety Magic Box) for checking adulteration in food
- Creation of Eat Right Innovation Labs (ERIL) in schools
- Impact assessment over time in terms of improved statistics related to health parameters

10000 schools have been registered under this program with 11,000 activities conducted.

### **Illustration:**

**Company Type:** Packaged Food Business

**Geographic Presence:** Pan-India

#### **Formats for integration:**

1. Engagement activities through health mascots on areas of corporate interests
2. Training and certification of Health & Wellness Coordinators (HWCs)
3. Appointing Sehat Team involving senior students & teachers
4. Activity-led workshops
5. Eat Right Quiz linked with rewards and recognitions
6. Audit of the school canteen and revision of the menu
6. Training of the food handlers

#### **Facilitation:**

1. Activity books and resources
2. Permissions in schools with support of State Food Safety Departments
3. Usage of Eat Right India Logo in communication collaterals along with the corporate logo under the tagline "*Supported in Public Interest*"
4. Feature on the Eat Right India website as supporting partners
5. Certificate of acknowledgement

### Mode #3: Skilling and Capacity Building

- Adoption of Clean Street Food Hubs

This project aims to create a culture of safe and hygienic food across popular streets through Clean Street Food Hubs. It includes a training and audit-based certification to the recognized hubs that comply with these standards. These programs can be supported by means of providing appropriate funds for training, audit and process costs, donating carts and kits to the vendors.

This program ensures not only branding and visibility to the street vendors but also creates opportunities for their enhanced livelihood, improved earnings and thereby, developing consumer trust.

14 Clean Street Food Hubs have already been recognized: Kankaria Lake, Ahmedabad; Chappan Dukaan, Indore; Gopi Palav, Surat; Girgaon Chowpatty, Mumbai; Juhu Chowpatty, Mumbai.

- Training of Petty food businesses

Large-scale training program for street food vendors /petty food businesses has been developed by FSSAI. Such capacity building programs can be supported for training, facilitating session infrastructure and donating carts and kits.

Over 20,000 street vendors, 15,000 small catering units and 6,000 petty FBOs have been trained so far.

**Illustration:**

**Company Type:** FBO

**Geographic Presence:** Pan-India

**Formats for integration:**

1. Provide branded carts, dustbins and merchandise like apron, gloves etc.
2. Subsidized delivery of fortified staples
3. Enable new means of livelihood with master classes on new packaged food recipes e.g., cold coffee, soups, etc. to the menu
4. Brand street food hubs

**Facilitation:**

1. Use the resource pool of trainers and auditors
2. Facilitation with local bodies like municipal corporation and state food safety department
3. Usage of Eat Right India Logo in communication collaterals along with the corporate logo under the tagline *"Supported in Public Interest"*
4. Feature on the Eat Right India website as supporting partners
5. Certificate of acknowledgement

## Mode #4: Other Voluntary Activities

Companies can reach out to their target audience with the messaging of eating right by integrating the key themes of Eat Right India – Eat Safe, Eat Healthy, Eat Sustainable and Mindful Eating, into their existing marketing mediums. Such integrations will make companies position themselves as a thought leader in promoting public health agenda.

- **Advertising**
  - Integrate simple health tips
  - Develop campaigns towards food safety like importance of label reading
  - Promote reformulated/healthier products using Eat Right India logo
  - Use the content on social media channels. Companies can use these messages with endorsement by celebrities including Shri Virat Kohli, Shri Rajkumar Rao, Smt. Sakshi Tanwar, Smt. Juhi Chawla, Chef Sanjeev Kapoor, Wrestler Sangram Singh and many other prominent dieticians and nutritionists.
- **Merchandise**
  - Shelf Space for healthier options across retail formats
  - POS display of Fortified Foods
  - Clothing and Apparels as well as other merchandise including sippers, lunch box, phone/ laptop covers, bags etc. with Eat Right branding

### **Illustration:**

**Company Type:** FBO

**Geographic Presence:** Pan-India

**Formats for integration:** Display of Eat Right India key messages through

1. Banners on website/ apps/ social media
2. Printing & distribution of communication collaterals
3. Merchandise for the delivery staff
4. Promotion on marketing mediums including digital and multimedia

### **Facilitation:**

3. Usage of Eat Right India Logo in communication collaterals along with the corporate logo under the tagline *“Supported in Public Interest”*
4. Feature on the Eat Right India website as supporting partners
5. Certificate of acknowledgement

## **Key Contact Details:**

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