

Top Visionary

Eat Right India

Who We Are

With an initial focus on improving hygiene and sanitation across the value chain, the Food Safety and Standards Authority of India (FSSAI) has trained and certified almost 300,000 Food Safety Supervisors to evaluate and rate food service establishments for proper hygiene and sanitation. The Vision of Team Eat Right India of the Food Safety and Standards Authority of India (FSSAI), Ministry of Health and Family Welfare, and the Government of India expands on the work they are already doing to set the stage for an improved future for food.

Additional key team partners include the Network of Professionals in Food and Nutrition – NetProFaN (seven associations covering dietetics, nutrition, medical doctors, public health professionals, chefs and chemical analytics), the State Food Safety Department, and a range of civil society partners.

The Challenge

India's population, projected to reach around 1.64 billion by 2050, is growing at a rapid pace. The population's diet is predominantly cereal-based (rice and wheat) and protein-deficient, lacking fruits and vegetables and including an increasing amount of fats and sugars.

Malnutrition is a major challenge: more than 50% of women of reproductive age and children are anemic. The number of people who are overweight or obese has doubled over the last decade for populations in both rural and urban areas, while 25% of children and adolescents in the country are stunted. Despite issues with malnutrition and stunting, 20% of food is wasted nationally, with lack of cold storage as the primary reason for fruit, vegetable, milk and meat waste.

The Facts*

Foodborne disease cases is expected to rise to



150 - 177 million annually by 2030

US \$15 billion annually

Economic burden of foodborne illnesses



*Citations available upon request

"Eat Right India envisions safe and nourishing food for all Indians produced in environmentally sustainable systems with a return to our traditional food culture."

The Vision for the year 2050

To ensure safe, healthy and sustainable diets for all Indians through a multi-disciplinary 'Food Systems Approach' to improve their health and well-being.

Our Solution

To build the new food systems approach necessary to ensure safe, healthy and sustainable diets for Indians, we identified five key actions needed within the next three years for a successful future in which this Vision becomes a reality:

- A globally-benchmarked regulatory framework is already in place for food safety, and our first action will be to formulate new regulations to promote healthy eating in India. This will include: labeling for high fat, salt and sugary foods; reducing trans-fat to less than 2%; and making food fortification mandatory for staples such as oil, milk and rice. Additionally, we are in the process of strengthening the network of laboratories that do this work.
- Our second action is centered around training and capacity building of various stakeholders. We plan to train and certify one million food handlers on safe food practices. Frontline health workers are also being trained in 150,000 health and wellness centers to reach citizens at the grassroots level. And we are creating guidelines for primary producers around regenerative agriculture and post-harvest practices to reduce food losses.
- In order to ensure food safety and hygiene standards in food businesses, we have created benchmarks and voluntary certification systems. For our third action we plan to certify clusters of street food vendors and fruit and vegetable markets in at least half of the 700+ districts in the country. We also plan to certify at least 50% of major food outlets and 25% of all major workplaces, hospitals, jails and tea estates as "Hygiene-Rated."
- For our fourth action, we will nudge food businesses through voluntary commitments to reformulate packaged food products into healthier options and to use safe and sustainable packaging material. To do this, we are connecting food businesses to science and research institutions, and we are facilitating a reduction of food waste and donation of surplus food through a network of food recovery agencies.
- To achieve the fifth action of large-scale social and behavioral change among citizens, we will place mobile food testing vans in every district to check food quality and engage citizens through annual food fairs, multimedia channels, and awareness programmes in different settings.