



Review of the “Scheme for undertaking information, education and communication (IEC) activities on food safety, hygiene & nutrition”

- ❖ **Approved by the 21st Authority meeting**

❖ **The proposed broad contours of the revisions;**

- Separating Content Creation from Content Dissemination
- Empanelling a set of Knowledge Dissemination Partners(KDPs)
- Implementation Framework
 - ✓ *Identification of Target Audience*
 - ✓ *Steps in Implementation:*
 - *Content Creation,*
 - *Content Dissemination,*
 - *Selection of KDP,*
 - *Submission of proposal,*
 - *Impact Assessment / Sustainability Report,*
 - *Monitoring*

❖ **Role of State FSCs and their officers as per reviewed scheme:**

- Identification of Target audience in concerned state
 - Students – From Schools/Colleges/ Technical Institutes
 - Parents/teachers
 - Consumer Awareness groups
 - RWAs
 - Food Business Operators
 - Any other relevant stakeholders

- Involvement in empanelment of state specific KDPs (Knowledge Dissemination Partners)
 - Each state to identify one nodal KDP for coordination with FSSAI
 - Identify other KDPs such as Consumers' Organizations, NGOs and other Institutions including Government Universities / Colleges as per their experience and expertise to carry out various activities
 - National level KDPs will be identified by FSSAI



➤ Participation in scrutiny & final selection of proposal

- Scrutiny of proposals by state which are submitted by KDPs
- Recommended proposals by FSCs to be forwarded to FSSAI
- Final selection by FSSAI

➤ Monitoring and assessment of the implemented project

- Monitor the entire project from beginning to end
- Assessment of implemented project through measurable outcomes