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