



Food Safety and Standards
Authority of India

What's Cooking?

Brainstorming Workshop



Social Marketing of Food Safety and
Promotion of Wholesome Food

12th March 2016
New Moti Bagh Club, New Delhi

Workshop Partners

- **FACE, CII**
- **Fulki Communications Pvt. Ltd.**
- **Indian Dietetics Association**



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IN SUMMARY

ABOUT FSSAI

The Food Safety and Standards Authority of India (FSSAI) has been established

under Food Safety and Standards Act, 2006 for laying down science based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import to ensure availability of safe and wholesome food for human consumption.

The food safety regulator's primary responsibility is to protect the consumer by ensuring compliance with food safety laws and regulations, given that the public's well-being is the ultimate objective of a national food safety system. The challenge for food regulators is to maintain a food regulatory system that delivers safe food for the population, enables consumers to make informed choices and also maintains public confidence in the food regulations. Public confidence in the food regulations will depend, firstly, on evidence that there is a low level of risk and, secondly, on assurance that adequate systems are in place to monitor and analyse food, and to respond when situations of potential harm occur. It's a full time job identifying and detecting these hazards, helping to reduce their presence and meet increasing strict guidelines. Providing evidence (risk assessment) that there is a low level of risk requires a method of analysing food risks that is evidence-based and transparent, and results in effective management strategies (risk management) which can be communicated clearly to consumers (risk communication). Additional surveillance of suppliers through auditing, rigorous testing and product inspection are vital techniques to running a transparent food supply system. These steps can help to build a comprehensive traceability system, support due diligence and ensure suppliers and products are properly certified.

FSSAI CONNECTS WITH CORPORATES, MEDIA SPECIALISTS AND FOOD EXPERTS TO PROMOTE FOOD SAFETY

In somewhat different and highly creative initiative, Food Safety and Standards Authority of India (FSSAI) arranged a brainstorming session with the Corporates, Media Specialists and Food Experts in Delhi on 12th March, 2016. Co-organized with the Indian Institute of Mass Communication, New Delhi, this session was attended by about 70 experts from a diverse fields including branding experts, theatre, print media, food & nutrition experts, consumer organizations, Indian Dietetic Association, officers of Food Safety Commissioner and FSSAI. Amongst the corporates, Nestle, Dabur, GSK, Cargill, HUL and Pepsi were the key participant.



NEED FOR THE SESSION

Mr. Pawan Agarwal, CEO, FSSAI stated that India faces a huge burden of foodborne diseases and ensuring food safety is shared responsibility of all. There is no way to ensure food safety for all unless each citizen and all food businesses are involved in the process. He stated that capacity building of food businesses and advocacy with citizens is central to the working of FSSAI. K.L. Sharma, Joint Secretary (Food & Drugs), Ministry of Health and Family Welfare pointed out that this is a paradigm shift that was brought about in the umbrella food law in 2006. He noted that after the initial years of its formation, actual work on guidance and compliance FSSAI on this key aspect has now begun.



AIM OF THE SESSION

This session aimed to develop strategies and action plan to ensure food safety and promote wholesome food in the country. For this, FSSAI has to reach out to about 130 crore citizens/consumers and over 3 crore food businesses in the country across the entire food value chain.

OUTCOME OF THE SESSION

Many out of the box ideas came up during the deliberations. Five electronic groups amongst the participants have been formed to carry forward these ideas to the next stage of implementation.

On this occasion, FSSAI also announced the launch of Project Clean Strategy Food. Under the Delhi initiative of this Project, FSSAI with Skill India and many other partners would train about 20,000 street food vendors in Delhi over the next four weeks. It was announced that launch function for this Project would be held at New Motibagh on 13 March. These initiatives place the Food Authority at the centre of Food ecosystem in the country.



FORMAT AND FLOW OF THE SESSION

- The event was conducted in an Open Space format.

Open Space Events

Open Space events are highly participative formats that nurture spontaneous thinking, creativity, and action planning. They are engaging and energizing events, where participants create their own agenda of parallel working sessions, around a central theme of strategic importance.



The philosophy of Open Space is embedded in four principles that reflect self-management.

- Whoever comes is the right people
- Whatever happens is the only thing that could have
- Whenever it starts is the right time
- When it's over, its over
- The program was of a duration of 3 and a half hours ending with lunch
- Mr Pawan Agarwal, CEO, FSSAI shared opening remarks and the vision of FSSAI. He then explained the format of the event.
- Leaders were invited to choose from amongst themes that inspired them, and shared a few words about their chosen theme. The rest of the participants were then invited to join the leader/topic they felt they can contribute the best to.
Deliberations were held in five groups covering five themes, namely:
 - Safe Food for All
 - Promotion of Wholesome Food
 - Bringing Food Businesses Under FSSAI Fold
 - Capacity Building of Food Handlers
 - Leveraging Technology
- The groups selected from the creative tools made available to them, and deliberated for about an hour to come up with a creative rendition of their theme. They came up with jingles, lyrics, skits, paintings, collages and other creative solutions.
- Finally, groups presented their creative renditions, solutions and thoughts to the larger group.

SAFE FOOD FOR ALL

Group Members

Sh. Anand Bhushan - Creative Director, Contract Advertising;

Sh. Riturup Biswas - Creative Director, Contract Advertising;

Sh. Ramesh Tahiliani - Visiting Faculty, IIMC;

Ms. Smriti Bhatnagar - Academic Associate, IIMC;

Dr. Jaishri Jethwaney - Professor & Program Director, IIMC;

Ms. Yashika - Business Analyst, Gobuzzinga;

Mr. Hunar - Founder, Gobuzzinga;

Ms. Rachna - Asst Professor, Satyawati College;

Ms. Indira Chakravarty - Chief Advisor, PHED, Govt of India

TALKING POINTS

- With so many issues and concerns in an ordinary Indians „life where does the concern for “safe food” figure? How aware are people about the need for “safe food for all”? How critical do they believe “safe food for all” is?
- It is necessary to first create awareness for the need and importance of safe food for all. One could use the AIDA model for this: A: Attention, I: Interest, D: Desire, A: Action
- One needs to understand the stakeholders in the food chain from the farm to the plate. Who are they? All these touch points need to be identified and the “safe food for all” awareness message needs to be made to each touch point.
- Once the stakeholders for each food chain have been identified, the method of communication the safe food message needs to be identified.
 - Existing schemes like Swachh Bharat, Jaago Grahak Jaago, Safe Water and Sanitation Program
 - CBSE curriculum
 - Anganwadis
 - I&B
 - Corporate collaboration – using the CSR fund
 - Media
 - Mobile solutions – For example: HUL mobile
- For the “Safe Food for All” program to be successful, the branding has to be right
 - What is a brand all about? What does a brand indicate?
 - A brand is like a soul. A brand is the essence. A brand communicates a benefit. There is a reason why we connect with a brand
 - This movement: “Safe Food for All” is a slogan and does not have a brand. FSSAI is an institutional brand and is not a movement brand
 - Identify spokes people who will communicate this brand
 - What is the personality of the brand – friendly, well-wisher, beneficial with a sense of humour





- Communicate the message in the language that connects with the local people
- Catching them young – CBSE school students should study safe food as a part of their curriculum and encourage poster and slogan writing contests
- We should explore options where food companies could be convinced to add in “Safe Food for All” taglines in their advertisements
- We need to create point of purchase consumer awareness

ACTION POINTS

- Create the share of voice required for “Safe Food for All”
- Identify stakeholders
- Identify how to reach the stake holders: collaborations, platforms, strategy that ensure 360-degree coverage and reach of the “Safe Food for All” message
- Match the message and media/ platform to the audience
- Create a branding for the “safe food for all” movement
 - Identify the personality of the brand
 - Identify personalities who match the brand personality and can be spokes people for the brand
 - Identify the right social media for the brand
- Communicate the “Safe Food for All” message in different local languages through different media – use All India Radio regional broadcasts, etc.
- Implement the program as a part of the CBSE school curriculum for middle schools. Conduct slogan writing and poster making contests for the students
- Convince food companies to communicate the “Safe Food for All” message in their advertising and media effort
- Create point of purchase consumer awareness



PROMOTION OF WHOLESOME FOOD

Group Members

Sh. Subhranshu Kumar - Sr. Manager, Cargill;

Sh. Gaurav Parashar - Sr. Associate Director, Kellogg India;

Sh. Sanjay Singal - HOD Marketing – Foods, Dabur India;

Dr. Anirudha K. Chhonkar - Sr. Manager, Nestle India;

Ms. Anuja Agarwala - Deptt of Pediatrics, AIIMS;

Sh. Rajnish Chhindra - Counsellor-Food safety and quality, CII;

Ms. Monika Agarwal - Resident, Moti Bagh;

Ms. Varsha Mishra -Resident, Moti Bagh;

Ms. Neelanjana Singh - Head HR, Indian Dietician Association;

Mr. Uday Ganguly, Cartoonist

TALKING POINTS

- „Promoting Wholesome Food“ which is “satvik khana” is not just an objective but also a problem because such food is very boring. Promoting a fact that doesn’t appeal is a difficult proposition
- Wholesome means different things to different people. The group’s definition of wholesome food is:
 - It should fill you up. You should feel satisfied by having that meal
 - It should be minimally processed. It should not come straight out of a packet where you eat it straight without doing anything
 - It should have variety. Variety from all food groups and within food groups
 - It should be locally available food
 - It should be easy to prepare – limited ingredients and no complicated method
 - It should be tasty
- How do we promote and get people to eat wholesome food?
 - By intervening and promoting wholesome food in a manner which is appealing at the point of choice where the buyer on his own accord chooses the healthier food
- Message which can depict the 3 Cs of wholesome food everywhere
 - Combination of food: No one food is complete so we need to combine foods to get nutrition
 - Coarser the better
 - Cooking: User input in making the food
- There are apps and food scale which help calculate nutrition in different foods. If these apps could also help the user compare and make the right choice between food options
- Street vendors could be encouraged/ taught to use better ingredients
- Anything that is pictorially depicted stays with us. Pictorially depicting the wholesome food component on the food packet and stating what other food they need to consume during the day to meet their nutrition needs
- If users understand the components of wholesome food required for a complete day’s nutrition they will be more inclined to eat the wholesome meal



ACTION POINTS

- Communicate the 3Cs of wholesome food
- Make/ Identify apps that will not only provide nutritional value to the user but also help them make a healthy choice between food options
- Education and motivation of street food vendors to use better ingredients
- Pictorially depicting quantity of food components on the food packets and identifying other foods that supplement the food packet for daily nutrition
- Create user awareness on the components of wholesome food they can consume through each day to live a healthy life



BRINGING FOOD BUSINESSES UNDER FSSAI FOLD

Group Members

Sh. Raghu Guda - Consultant, FSSAI;

Sh. Sunil Bakshi -Advisor(Regulations/codex), FSSAI;

Ms. Nusra - Franchise India;

Ms. Pooja Sachdeva - Business Development Manager, Eg Communications

TALKING POINTS

- Transforming compliance into a value lead business. Take the message to the business bringing out: What is the value-add for the business if it is to comply with the FSSAI norms? The answer being that the business gains consumer confidence because the consumer recognises that with FSSAI certification the food is safe and secure
- Networks of large corporates can be leveraged to create a chain of awareness which can trickle bottom up by making the corporate champions to the FSSAI in the local areas they operate in
- If we can have a single window clearance to make it easier
- We could delink product approval from unwanted documentation for licensing so that food manufacturers begin with a simple registration and graduate to licensing
- Try to create multi-fold joint venture programs between FSSAI and industry. These could be in the form of some form of an exchange where someone from the industry can be a part of FSSAI or work with state regulators to try and give a better perspective to FSSAI. Similarly, someone from FSSAI can work with multinationals to see how FSSAI needs to focus. This will allow a sync of ideologies and create harmony
- Consumer awareness programs that make the consumers realize that as soon as they see the FSSAI logo they know that the product is safe. Consumers should be discouraged from buying loose products. Once the consumer is aware they will insist that the business gets certification
- Need to engage will local bodies so that FSSAI can move beyond tier 1 and 2 cities and go the village level
- Children play a vital role in deciding where to go out for food. Sensitizing children through workshops, contests in schools and institutions to create awareness



ACTION POINTS

- Transforming compliance into a value lead business. Make the businesses understand the value add (benefit) in coming under the FSSAI fold
- Collaborate and use network of large corporates for communication and feedback. Create FSSAI champions from amongst the corporates
- Create a system for single window clearance
- Delink registration from licensing
- Initiate joint ventures and exchange programs between industry and FSSAI/ other regulators
- Consumer awareness programs on the meaning and importance of the FSSAI logo
- Engage will local bodies right down to the village level
- Sensitizing children to FSSAI through direct contact and media



CAPACITY BUILDING OF FOOD HANDLERS

Group Members

Dr. Anjali Nigam - CEO & Founder Director, WCG;

Dr. Indrani Ghose - Strategic Advisor-Food Safety & Quality, CII;

Dr. Rubeena Shaheen – Director (PA), FSSAI;

Sh. Ais Kumar – FSSAI;

Sh. Alok Agarwal - GSK Consumer

TALKING POINTS

- The objective is to decide on what strategy needs to be used for skill building to bring out attitudinal or behavioural change
- Four segments are looked at:
 - Street food vendors
 - Consumers
 - Large industry food vendors
 - MSME segments
- More focus has been given to street food vendors
- State governments along with local authorities will take up capacity building
- Take successful efforts from different cities in street markets and street cart vendors and make them examples to others. Make the successful hawkers the envy of all the other street food vendors with slogans like “Uunchi dukaan, swadisht pakwaan nahi surakshit pakwaan”
- Create SEEDS in every cluster with – Champions/ value drivers/ Influencers, directories for recommended street food hawkers, tourism recommendations etc.
- Create Indian Idols for hawkers
- Make student bodies support for capacity building in street food hawkers. Make it a part of their corporate training. Let them find innovative ways to train
- Create a food safety helpline for hawkers, MSME, large vendors, etc. The technology may change between segments with possible voice of consumer surveys but the principle remains



- Capacity building follows a 7 step approach:
 - Leadership profiling from all stakeholders – industry, handlers, etc
 - Periodic need assessments
 - Create Customized Content
 - Create Learner centric technologies
 - Conduct workshops
 - Collect and use feedback to modify and improve
 - Quarterly evaluation of effort

ACTION POINTS

- Create and implement the strategy for skill building for street food vendors through best practice communication, certification, publicity, etc.
- Create and implement Indian Idols for hawkers
- Collaborate with educational institutions to enlist help from students in training street food vendors
- Create safety helpline for all levels of food handlers
- Implement the 7 step capacity building approach:
 - Leadership profiling from all stakeholders – industry, handlers, etc
 - Periodic need assessments
 - Create Customized Content
 - Create Learner centric technologies
 - Conduct workshops
 - Collect and use feedback to modify and improve
 - Quarterly evaluation of effort



LEVERAGING TECHNOLOGY

Group Members

Ms. Madhu Rajesh - Corporate Communication, PepsiCo;

Sh. Bejon Misra - Founder, Consumer Online Foundation;

Ms. Mita Brahma - Artist;

Sh. Shantanu - Author, Gobuzzinga;

Sh. Shridhar - NISG;

Sh. Anirudh

TALKING POINTS

- Two pronged approach was considered
 - How we could use technology for the consumers who are end users
 - How we can give enabled technology for the manufacturers/ vendors
- Reach of mobile phones in India is about 1 billion, IT enabled population who have internet is about 314 million with predictions of 500 million internet users in the next 2 years
- Strategy for use of technology
 - Push strategy: Alerts, Crowd Power, quick test kits
 - Pull strategy for engagement (to get feedback on what is going well and what is not going well): helplines, short codes
 - Enforcement and regulation
- To effectively draw and implement push and pull strategies amongst consumers we need to understand consumer segments and what they want. Each consumer segment will have a different need and access to technology. Technology can be suitably used to fulfil that need and medium accessible. The different consumer segments are:
 - Senior citizens (60 years+)
 - Housewives (21 years+)
 - Other consumers (21 years+)
 - Youth (school, college and employed 12years to 21 years)
 - Children (0-12 years)
 - Rural consumers
- Understanding the available technology is important to understand which target group to use which technology with. Like for example senior citizens might be reachable with radios or halograms, for your it might be mobile phones or internet. Available technology options identified are:

– Mobile (SMS Multi media)	– Internet
– Digital	– Print
– Television	– Radio
– Geo tagging of vendors	– MMS – Mobile Vans
– 2D bar code (QR)	– Halograms





- To use technology to enable the food businesses (inspecting and medicos):
 - There has to be a single platform
 - Positive reinforcement needs to be given by rewarding rather than punishing
 - Tracking mechanism to be implemented
 - Linkage to enable food businesses create talent pool
- To use technology to enable regulators:
 - Hand held devices for surveillance
 - Information sharing
 - Prompt action on alerts
 - Food safety intelligence

ACTION POINTS

- Drawing and implementing technology use/leverage strategy: Push, Pull, Enforcement and Regulation
- For Consumer segments identified to match the right technology to the right segment and then draw out a plan for use of technology
- For food businesses:
 - Create a single platform
 - Create a system for positive reinforcement
 - Implement a tracking mechanism
 - Create linkages where industry can get access to the required talent pool
- For regulators create technology for:
 - Surveillance
 - Information sharing
 - Prompt action
 - Intelligence





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