ensuring safe & wholesome food for all





Food regulatory system in India

## India...the landscape

#### **Large Scale**

- 1.35 billion people
- over 3 million licensed / registered food businesses

#### **Traditional-Transitional food system**

- Very large number of small and tiny food businesses co-exist with very modern food businesses
- Huge variety and diversity in food habits /cultures across States / Regions

#### New and evolving regulatory landscape (earlier highly fragmented)

- Food Safety and Standards Act, 2006 (implemented from 2011)
- Merely 4000 staff in food safety in national and provisional government taken together with about 0.25 billion dollars spent in a year

## The Mandate

Ensure availability of safe and wholesome food for human consumption

### A Sneak Peak into FSSAI's Breadth of Work



## **Empowering Consumers**

#### 360 degree approach to promote safe and nutritious food

- ✓ @ Home
- ✓ @ School
- ✓ @ Workplace
- @ Eating Out (Street food, restaurants & hotels, BHOG (Places of worship), Railways & Hospitals

#### Triggering informed choices

- Hygiene ratings
- Clean street food hub
- ✓ Menu labeling
- Certification and Logos
- ✓ Consumer guidance notes

#### Convergence with Govt. Programmes

- National Health Mission, Ayushman Bharat, Poshan Abhiyan, Swachh Bharat Mission,
- Frontline workers of Integrated Child Development Services (ICDS) and Mid

  Day Meal Scheme

#### Outreach (Eat Right India)

- Swasth Bharat Yatra, Eat Right Mela, Eat Right Creativity Challenge
- Food safety magic box, Detect Adulterant with Rapid Tests (DART)

Mascots - Master Sehat & Miss Sehat

















## Build a culture of self-compliance

- Unique Food Safety Training and Certification System
- Third-party audits
- Rating mechanism
- Aggregators' responsibility



Low-Cost model – Market Driven

Partnership with State Governments & Corporates

160 Training Partners

1600 Trainers

**4412 Trainings Conducted** 

118,000 Food Safety Supervisors Trained

• Started in 2011-12

 Notified the highest numbers of technical standards and regulations amongst all standardssetting agencies

Horizontal & Vertical Standards in place
 ... Food Additives;
 Nutraceuticals
 Organic Regulations ...

• Through science panels and committee with experts from across the country

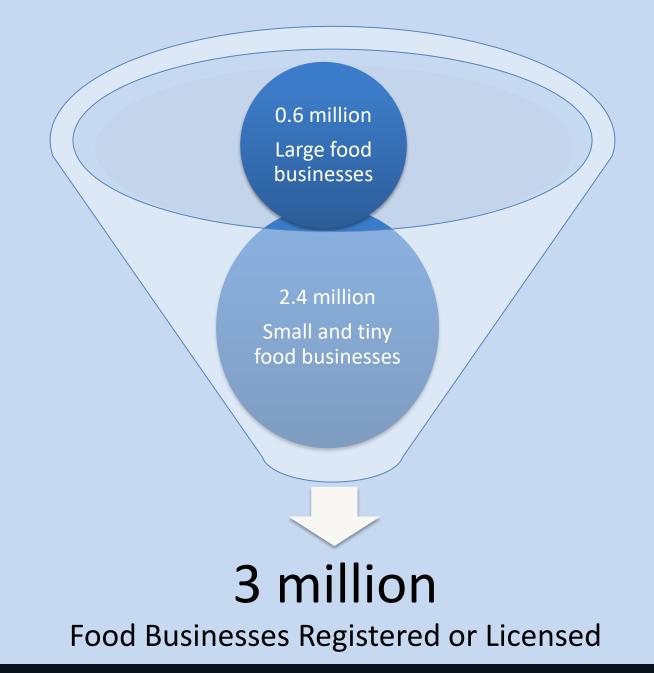
Boosting the Food Processing

Sector and securing health of the

Nation – Setting Food Standards

The Largest
Licencing and
Registration
System in the
Country

Supporting "The Ease of Doing Business"



Hassle-free Online Licensing and Registration Systen

## Partnering with States for firming up Enforcement

Support to States for effective functioning of State Food Authorities

Ensuring transparency through a digital metrics-based inspection system

Risk-based inspection system

Streamlining processes to reduce the burden on food businesses

Also third party audit agencies and hygiene rating agencies



### **Largest Network of Food Testing Laboratories**





Over half of them are Private
Use of mobile testing labs and rapid test kits
and devices

FSSAI's State-of-the-art National Food Testing
Labs on PPP basis



- Presence in 20 locations 6 ports
- 150 other entry points managed by Customs
- System entirely IT driven
- Learning from International Best Practices



## Doing MORE with LESS

Implementing a modern food safety law on the lines of laws of US and Europe

- Staff strength 825 of FSSAI as against 14,200 of USDA/FDA
- Annual budget 20 million dollar as against 2.2 billion dollar of USDA/FDA

Focusing on partnerships and technology

- Horizontal, Vertical
- National, International
- Industry, Professionals and Citizens

"Whenever I hear you speak about what you are doing in India it is very inspiring. I'm not sure whether the approach is brilliant or crazy—probably both. In any case, I think you are absolutely right that developing countries should not be lured into the promise of the technocratic approach and create their own massive FDA implementing agencies. If the approach being taken in India proves successful, it will serve as an outstanding model for many countries to follow, although some countries may be cautious about trying to empower consumers. There are a couple of places I work where food safety bloggers/advocates get arrested. 🖘"

Steven Jaffee, Lead Agriculture Specialist, World Bank

Lead Author of 'The Safe Food Imperative: Accelerating progress in low and middle income countries.'

# Thank you

for the opportunity...