Bringing about Complex Large Scale Change in a Simple Way

Across India a movement is taking shape... changing how the country’s 1.3 billion citizens relate to food...

If it’s not safe, it’s not food...
If it’s not healthy, it’s not food... and
If it’s not good for the planet, it’s not food

It targets everyone and makes them a part of the movement... irrespective of age, gender, socio-economic status, geography or rural-urban habitations

“A holistic approach is being adopted for Eat Right India. FSSAI, on one hand is enabling compliance with regulations, and on the other empowering consumers through its initiatives.”

– Dr. Harsh Vardhan, Hon’ble Union Health Minister

“A small group of determined and like-minded people can change the course of history.”

– Mahatma Gandhi
3 Simple Themes

...to advance public health, improve quality of life and sustain the environment

1. Safe
2. Healthy
3. Sustainable

Addresses Demand and Supply: Empowers Consumers, Enables Industry

Empowering consumers in their daily lives, individually and at campuses - such as offices, schools, universities and institutes - where they regularly spend considerable time and consume food.

Enabling industry – not just small, medium and large enterprises but also India’s vast informal sector - street vendors, fruit and vegetable markets, vendors at railway stations through a ‘hub’ approach.

5 Key Levers to Maximise Efficiency and Achieve Scale

- Partnerships: Partnering with government programs across sectors and multiple stakeholders such as NetProFaN, a network of six professional bodies with members across the country.
- Engage Excite Enable: Adopting approaches such as 3E - Engage, Excite and Enable to bring about change.
- Private Ecosystem: Creating a private ecosystem for testing, training, audit and licensing that is rapidly developing across the country.
- Technology: Leveraging technology to reach a wide audience and make the movement’s message and content appealing and easily accessible.
- Mass Mobilisation: Connecting to consumers through every possible community event and opportunity, engaging celebrities as champions, for example Swasth Bharat Yatra, Eat Right melas.
Eat Right India has key elements of effective and globally recognized models for large scale change...

An emergent process of mobilising a large collection of individuals, groups and organizations toward a vision of a fundamentally new future state, by means of high-leverage key themes, a shift in power and a more distributed leadership, comprehensive and active engagement of stakeholders and mutually reinforcing changes in multiple systems and processes – NHS, England (https://www.england.nhs.uk/publication/leading-large-scale-change/)

1. **Fundamentally new future state** – Transforming India's food ecosystem to ensure safe, healthy and sustainable food for the country's 1.3 billion people

2. **High-leverage key themes** – Eat Safe, Eat Healthy and Eat Sustainable are three simple themes communicated repeatedly through every activity and initiative

3. **Distributed leadership and shift in power** – Collaboration with and leadership roles across government departments, sectors, programs, states, industry and a range of partners

4. **Comprehensive and active engagement of stakeholders** – Multiple stakeholders are actively engaged in the wide range of Eat Right activities, e.g., institutions, celebrities, chefs, professionals, private sector

5. **Mutually reinforcing changes in multiple systems and processes** – Leverages national programs (e.g., Swachh Bharat Mission, Ayushman Bharat and Poshan Abhiyan) and has forged new networks, alliances and initiatives

Gearing up to scale up across India, a knowledge hub is being created at FSSAI to ensure a robust mechanism for emergent planning and design. The knowledge hub envisions building a culture and process of active learning, monitoring and adapting as Eat Right India moves forward.

"The overall vision for Eat Right India was there, initiatives developed organically and continue to do so. Whenever there was an opportunity, an interesting idea... we seized it. Plan quickly, test, refine and then scale up without waiting for the perfect plan has been our approach."

– Pawan Agarwal, CEO, FSSAI
Regulatory:

To build a safe food environment in the country, FSSAI is setting up robust standards, developing codes of practices, credible food-testing and surveillance systems, and strengthening compliance, enforcement and emergency response systems.

As part of its 360-degree approach, Eat Right India has combined regulatory efforts with a range of initiatives and approaches to empower, build capacity and collaborate with all stakeholders. Some examples are:

Empowerment:

- **Swasth Bharat Yatra (SBY)** is a national campaign to catch kids young and inculcate in them the habit of eating safe and healthy food. Inspired by Mahatma Gandhi’s Dandi March, it stands out as one of the world’s biggest cyclathon, spanning 100 days with 21,000 volunteer cyclists, who covered 20,000 kms across India.

Collaboration:

- **Repurpose Used Cooking Oil (RUCO)** is an initiative that enables the collection and conversion of used cooking oil (UCO) to biodiesel, thus helping reduce unsafe consumption by customers and creating sustainable fuel. Partnerships with the Ministry of Petroleum and Natural Gas, oil companies and start-ups are making this possible.

- **Food Innovators Network (FIN)** helps start-ups to transform the country’s food safety and nutrition landscape through innovative solutions in four key areas—food testing, availability of healthy foods, educating India, food labelling and recovery of surplus food.

Capacity Building:

- **Save Food, Share Food, Share Joy** helps to ensure safe collection and distribution of surplus food by reducing and curbing food waste and diverting it to feed the hungry. It connects food business operators, surplus food distribution organisations and those in need of food.

Innovations and Initiatives

- **Swasth Bharat Yatra (SBY)**
- **NetProFaN**
- **Blissful Hygienic Offering to God (BHOG)**
- **Clean Street Food Hub**
- **Eat Right Campus**
- **Food Safety Training and Certification (FoSTaC)**

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*The scope and depth of Eat Right India is immense. The architecture, approach and activities have been clearly defined. Going forward, our leaders in every State and at every level are already beginning to drive Eat Right India to the last mile, with energy and passion.*

– Rita Teaotia, Chairperson, FSSAI