Making a paradigm shift with partnerships for wider outreach and access

In a country with a population of over 130 crores, food safety cannot be assured by enforcement alone but by responsible food businesses and vigilant consumers. Corporates for Safe and Nutritious Food (C4SNF) Program is an initiative to collaborate with the businesses engaged in food sector, towards creating awareness on food safety and nutrition across different stakeholders and end consumers. This program aims to impart the knowledge required to define safe and nutritious food amongst everyone in food value chain.
10 action points directing guidelines for engagement with C4SNF

01 Food Safety Training across value chain
- Set up Corporate Training Centres of Excellence or use existing and available training centers for providing training and certificate programs to businesses without that facility and also educate the end consumers.

02 Capacity Building among unorganized businesses
- Adopt certain areas or food segments to create awareness among the unorganized food handlers.
- Sponsor food carts, display boards and hygiene kits to food handlers.

03 Collaboration in Marketing Campaigns
- Include food safety and nutrition messages in all marketing collateral and campaigns including digital and social media.

04 Access of R&D Laboratories and Manufacturing Facilities
- Use R&D and Manufacturing facilities, team and structure for conducting tests & researches.
- These can be used as benchmarks to showcase through case studies and visits about how leading food companies are managing food safety.

05 Participate in Surveillance & Survey
- Train the manpower of participating companies for surveillance and survey activities.

06 Social Impact through CSR
- Collaborate with companies to create programs that have social impact and relevance in the area of safe and nutritious food.
- Create impact amongst the have-nots of the society by collaborative participation in education on nutrition as well as sponsoring of mid-day meals etc.

07 Employee outreach
- Use the employees of different companies, especially the team on ground, to create awareness and impact citizens.

08 Reaching out to consumer homes
- Use consumer touchpoints like retail outlets to ensure that the message reaches consumers' home.
- Share the Green Book with consumers personally and digitally through website and social media.

09 Creating awareness through office contact programs
- Inculcate the idea of safe and nutritious food at offices.
- Register departmental canteens and cafeterias under FSSAI.
- Train food catering handlers/vendors and at least one individual in the office to act as food safety supervisor.

10 School contact programs
- Collaborate with different businesses already active in the school space.
- Inculcate awareness on food safety and nutrition by training the future generation.

To support this initiative and seek more information, contact C4SNF@fssai.gov.in