

FSSAI Initiative: Eat Right India

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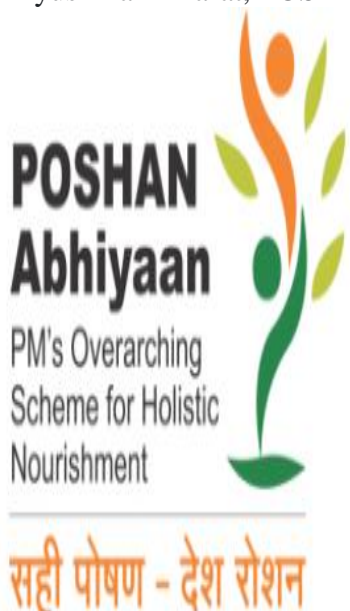
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SUMMARY

Main aim of this article is to give an overview of FSSAI initiative Eat Right India. This movement is a year-long social and mass media campaign of Food Safety and Standards Authority of India (FSSAI). It is the new healthy eating approach which places citizens at the centre of a Health Revolution through food and fitness. It has put in place robust regulatory measures under three major pillars: Eat Safe, Eat Health and Eat Sustainably for the programme. As part of 'Eat Right India' campaign, FSSAI has trained about 1.7 lakh food safety supervisors for capacity building under the Food Safety Training and Certification (FoSTaC) initiative. They will sensitise people and food vendors on food safety.

INTRODUCTION

In the preamble to the Food Safety and Standards Act, 2006, the Food Safety and Standards Authority of India (FSSAI) is expected to ensure availability of safe and wholesome food for the people in India. Therefore, FSSAI has embarked on a large-scale effort to transform the country's food system in order to ensure safe, healthy and sustainable food for all Indians through the 'Eat Right India' movement. The tagline '*Sahi Bhojan. Behtar Jeevan*', thus, forms the foundation of this movement. Eat Right India adopts a judicious mix of regulatory, capacity building, collaborative and empowerment approaches to ensure that our food is good both for the people and the planet. Further, it builds on the collective action of all stakeholders - the government, food businesses, civil society organizations, experts and professionals, development agencies and citizens at large. Eat Right India adopts an integrative or 'whole of the government' approach since the movement brings together food-related mandates of the agriculture, health, environment and other ministries. Furthermore, since foodborne illnesses and various diet-related diseases cut across all age groups and all sections of the society it also adopts a 'whole of society' approach, bringing all stakeholders together on a common platform. Eat Right India is aligned to the National Health Policy 2017 with its focus on preventive and promotive healthcare and flagship programmes like Ayushman Bharat, POSHAN Abhiyaan, Anemia Mukh Bharat and Swachh Bharat Mission.



In addition, the current food production and consumption food practices are threatening the environment and the future of our planet. Food production is responsible for up to 30% of global greenhouse-gas emissions contributing to global warming. Global food waste accounts for 6.7% of global greenhouse gas emissions, directly leading to climate change. This underlines the need to focus on preventive healthcare through ensuring safe, healthy food for all people in an environmentally sustainable way.

Inspiration:

Mahatma Gandhiji's lessons are relevant in many areas of public action even today, including the area of food and nutrition, hygiene and cleanliness and role of mass mobilization in bringing about large-scale social and behaviour change.

Key Themes:

The Eat Right India is based on three key themes- Eat Safe, Eat Healthy, and Eat Sustainable.

Eat Safe: Ensuring personal and surrounding hygiene, hygienic and sanitary practices through the food supply chain, combating adulteration, reducing toxins and contaminants in food and controlling food hazards in processing and manufacturing processes.

Eat Healthy: Promoting diet diversity and balanced diets, eliminating toxic industrial trans-fats from food, reducing consumption of salt, sugar and saturated fats and promoting large-scale fortification of staples to address micronutrient deficiencies.





Eat Sustainable: Promote local and seasonal foods, prevent food loss and food waste, conserve water in food value chains, reduce use of chemicals in food production and presentation and use of safe and sustainable packaging.

ERI Logo

The Eat Right India Logo represents a healthy 'Indian thali' (plate) to ensure a balanced and wholesome diet comprising all food groups in the right quantity for good health. Each colour in the logo represents a food group and its corresponding nutrient category that is required by the body. The size of its arc represents the proportion of that food group to be consumed for optimum health of the body. The green leaf represents responsible and environmentally sustainable food production and consumption to protect the health of the planet. Yellow represents cereals and pulses to be consumed in adequate quantity, dark blue is for milk and milk products, aqua blue for water to be taken in plenty, green for fruits and vegetables to be consumed liberally, brown for meat, fish and poultry to be taken moderately, purple for food and drink high in fat or sugar to be taken sparingly. The six colours also signify the six tastes as per Ayurveda that are necessary for energetic effects on the mind and body as suggested in Charaksamita. These include sweet, sour, salty, bitter, astringent and pungent tastes. Each of these six tastes are required by everyone though relative proportions differ according to the constitutional or humor type of particular individual. The sweet taste gives strength to the tissue elements, is good for nourishment, and harmonizes the mind. The sour taste stimulates the digestive fires and enzymes. The salty taste stimulates digestion, clears obstruction in the channels of the body, causes sweating, and increases the power of digestion. Pungent tastes improve metabolism and dilate channels in the body. Food with bitter taste eliminate bacterial elements, purify the blood and are light on digestion.



Eat Right India – Engagement:

			
<p>Eat Right Challenge</p> <p>A competition among states on scaling up initiatives under Eat Right India.</p>	<p>Eat Right Mela</p> <p>Some quick example text to build on the card title and make up the bulk of the card's content.</p>	<p>Eat Right Quiz</p> <p>A fun quiz on safe, healthy and sustainable food to engage, excite and enable citizens to eat right.</p>	<p>State Food Safety Index</p> <p>Ranking of states on their performance in ensuring food safety.</p>

CONCLUSION

Eat Right India mainly focused on Safe foods and healthy diets which critical in the context of India's high burden of food borne diseases, under-nutrition, micronutrient deficiencies and growing incidence of obesity and non-communicable diseases (NCDs) like hypertension, diabetes and heart related diseases. While on the one hand, 196 million Indians are undernourished, 135 million are overweight or obese putting them at risk for non-communicable diseases such as high blood pressure, heart disease and diabetes. Further, the number of cases of food borne illnesses is expected to rise from 100 million to 150 – 177 million in 2030 compared to 2011. This will directly impact the ability to absorb nutrients, fight infection, rendering millions vulnerable to a host of diseases.

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