

KEY CAMPAIGNS

STREET FOOD VENDOR HAS A HEART

Street Food Vendors donate every 10th meal sold to the underprivileged

FSSAI launched the 'Street Food Vendor Has a Heart' campaign during the 'National Street Food Festival' held at Jawaharlal Nehru Stadium from 12th January to 14th January 2018.

During the three-day campaign, vendors across Delhi donated every 10th meal which was sold by them to the IFSA network.

The entire campaign was supported by 'Feeding India' who facilitated collection and donation of 5000 plus meals across Delhi.

I TOO HAVE A HEART

Taking the 'Street Food Vendor Has a Heart Campaign' forward, FSSAI aims to launch the 'I Too Have a Heart' Campaign for the food businesses and citizens

Food Businesses: Restaurants and Hotels can become a part of IFSA for donation of surplus foods. Also, food businesses may pledge to donate 100 packs of food for the needy every month. The processed food sector may pledge to donate 100 packets of food per month through IFSA.

Retail Chains: Grocery stores may start a campaign for donation of grocery items by customers. Along with such campaigns the grocery stores may also be part of IFSA to donate the food on shelves every month

Citizens: Citizens may sign up to donate food on special occasions like birthdays, weddings anniversaries, etc. Citizens may join IFSA network as volunteers to support food distribution, informing about excess food.

For more information

Heena Yadav, Consultant, FSSAI, Ph: 011 232 146 43

Email: sharefood@gmail.com

Website: sharefood.fssai.gov.in



FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA

Inspiring Trust, Assuring Safe & Nutritious Food

Ministry of Health and Family Welfare, Government of India

FDA Bhavan, Kotla Road, New Delhi - 110 002 | Tele.: +91 011 2322 0995

Connect with FSSAI

SMS
98 6868 6868

@fssaiindia

FSSAI

Toll-Free No.
18 0011 2100

WhatsApp
98 6868 6868

FSSAI

compliance@fssai.gov.in

www.fssai.gov.in



BE THE REASON SOMEONE
SMILES TODAY

IFSA is an initiative by the Food Safety and Standards Authority of India (FSSAI) to promote food donation as well as curb food waste & food loss in the country. The platform serves as a network of food collection agencies and brings together food businesses, corporates, civil society organizations, citizens, volunteers, government and local bodies to work in sync with each other in order to prevent food loss or waste throughout the supply chain from production to household consumption.

MAJOR CHALLENGES



- About one third of food produced around the world is spoiled or wasted before consumption.
 - A billion people go hungry on daily basis.
 - India suffers significant food loss and food waste, while 196 million are undernourished.
- To “ensure sustainable consumption and production patterns”.
 - To cut in half per capita global food waste at the retail and consumer level, and reduce food losses along the production and supply chains (including post-harvest losses) by 2030.
- Lack of cold chains, adequate storage facilities leading to food loss.
 - Social customs, less consumer awareness and large portion size packaging constitute few of the major causes of food waste.

To provide policy, regulatory, strategy and programme support for food loss and waste reduction.



To raise awareness about food loss and food waste amongst citizens and bring about behavioural change to prevent food waste at home, school, workplace and related.



KEY OBJECTIVES

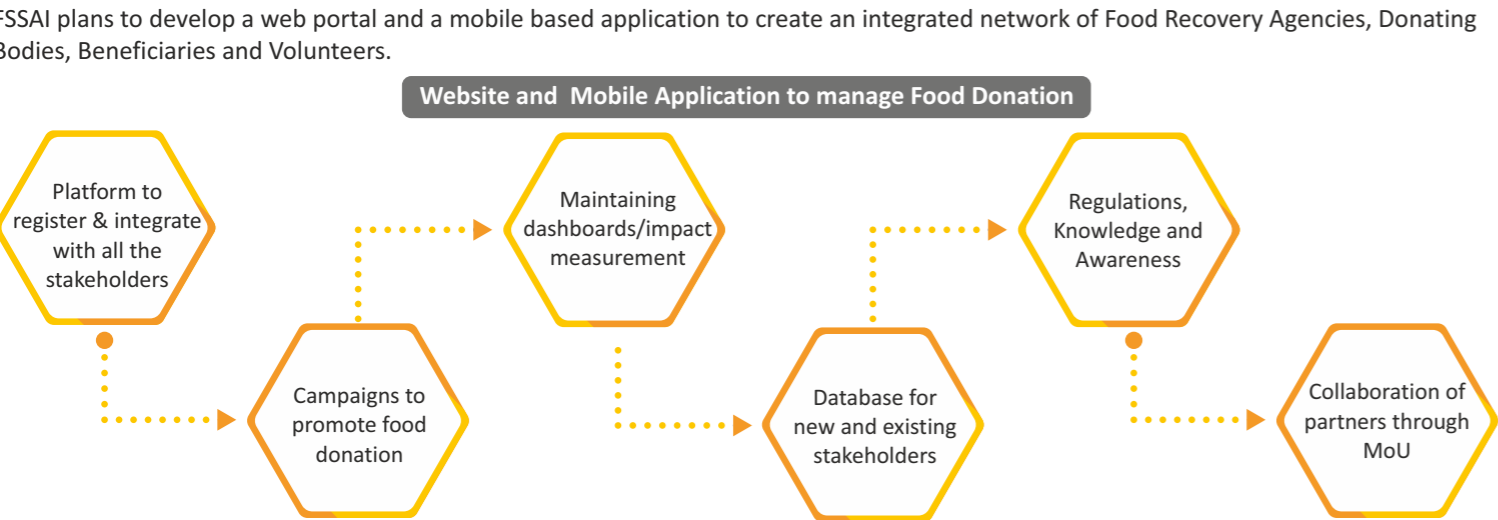
To promote food donation (pre-packaged, fresh, cooked food) for needy and ensure safe food collection and distribution through registered agencies.



To encourage food donation amongst food businesses and adopt robust practices to reduce food loss and food waste in the supply chain.



IMPLEMENTATION MODEL



FOCUS AND BENEFITS OF THE PLATFORM



Specifically, the platform would help in the following manner -

- Hunger mapping - identify areas with beneficiaries (needy and in-distress people) for feeding.
- Encourage more civil society organizations on board to become surplus food recovery agencies to increase outreach.
- Encourage existing and upcoming recovery agencies to operate through Standard Operating Procedures (SOPs).
- Provide support for food storage space or facilities, food recovery vehicles, vessels, containers, volunteers etc.
- Collaborate with caterers, hotels, restaurants and their associations for enhancing the reach and scale of operations.
- Common technology platforms such as mobile apps, dedicated helplines and common dashboards for end - to - end process monitoring and review.
- Management of key campaigns towards mass food donation in various parts of the country.

HIGHLIGHTS



OUR PARTNERS- FOOD COLLECTION AGENCIES

- There are multiple food collection organisations working in various parts of India. On an average, 12 such bodies are feeding over a lakh people in 70 cities
- The necessity is to integrate the existing platforms via website & mobile App, provide food safety regulations and publicity of partners via FSSAI media .
- Few known names involved in food collection and donation are namely e.g. No Food Waste, Indian Food Banking Network, Roti Bank, Give Away India, Feeding India, Robin Hood Army, Annakshetra, India Food Banking Network, Goonj, etc.
- The concept is to create a network of partners to work together to create a phenomenon worldwide and have a great impact in this space.

To feed the hungry you can associate with us in the following ways: -

