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**Eat Right
India**
सही भोजन. बेहतर जीवन.



RAJKOT





QCI – D. L. Shah Quality Awards-2016

SILVER AWARD

11th
Presented to

Health Department Rajkot Municipal Corporation

Conclaye
for the case study

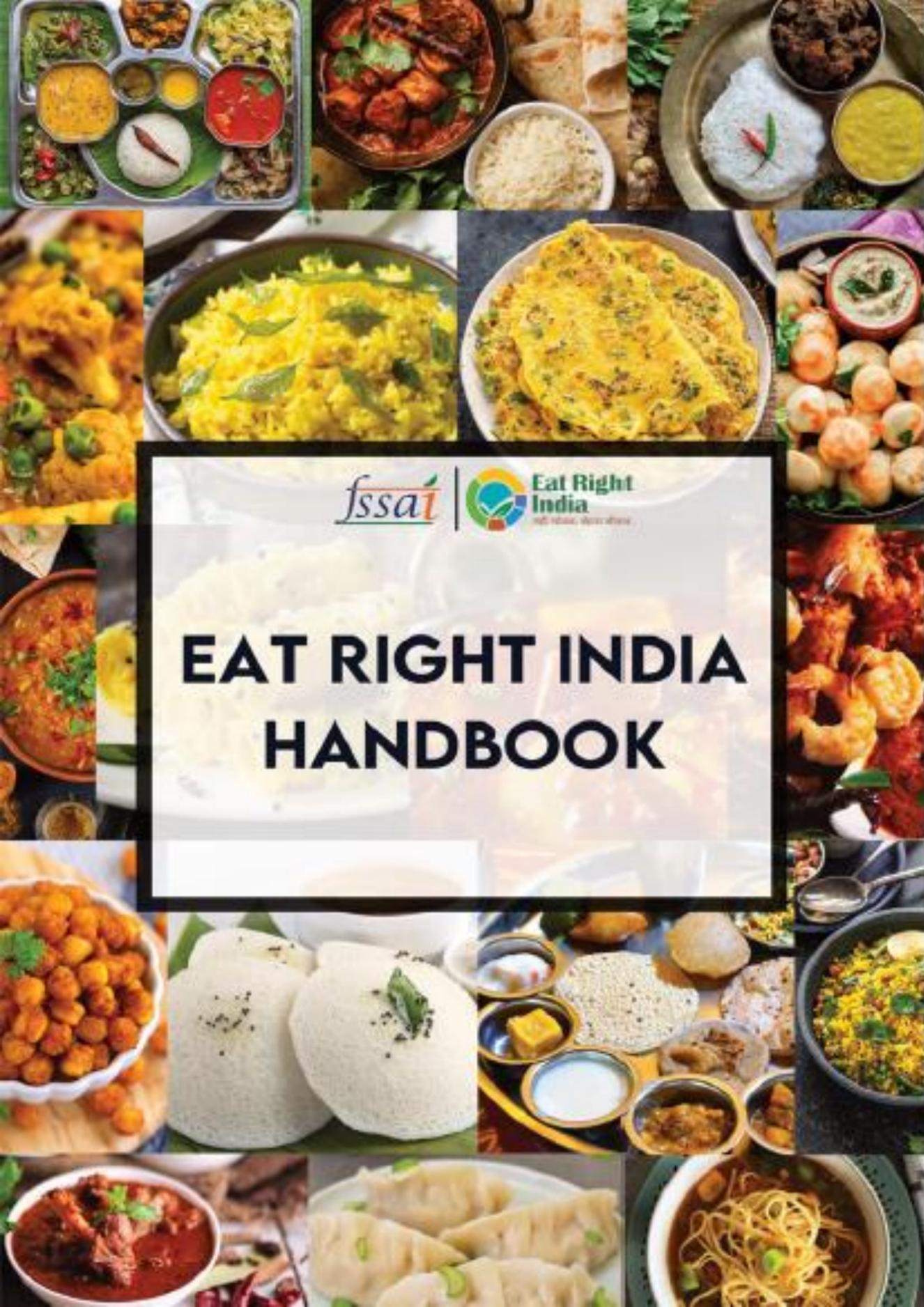
**“Implementation of Food Safety Standards
Act: An Incessant Agenda” at Rajkot**

Hari K. Taneja
Trustee, D.L. Shah Trust

R. P. Singh
Secretary General, QCI

Date : 20 August 2016

- Rajkot is the fourth largest city of Gujarat state in India
- Population : more than 1.8 million
- Area: 161.86 Sq.km
- Recognized as ‘RANGILU RAJKOT’ !!! (Whatever is the season, whatever festival, Citizen of Rajkot celebrates each occasion in a huge scale !!!)
- Mahatma Gandhi did schooling in Rajkot and that school has been converted into museum now, which attracts high number of visitors to the city from across the globe.
- Local citizens mostly stick to vegetarian cuisine but, city do have options of non- vegetarian food for visitors.
- Recipient of D.L. Shah Quality award in 2016 for implementing food safety standards in Rajkot



- Food Safety and Standard Authority In India (FSSAI), aims to usher in a culture of safe, healthy and sustainable food processes and practices.
- It launched mission – “Eat Right India” to bring together consumer, producers and all other relevant stakeholders to ensure healthier and better nourished India.
- Rajkot follows and implements strategy and actions identified in Eat Right India Handbook.

A.	Licensing and Registration of Food Businesses and Surveillance Drives
B.	Benchmarking and Certification
C.	Changing food settings
D.	Creating a Sustainable Food Environment
E.	Behaviour Change Campaigns

IMPLEMENTATION STRATEGY

Skilled Food Safety Officer (FSO) team regularly undergoes of trainings for capacity building

High surveillance (On site assessment through food safety on wheel)

Dedicated help desk to support for FSSAI registration and licensing

'One Week One Road' strategy for assessment and awareness drives

Dedicated call center to address complaints of citizen (SLA of 24 Hrs)

Daily update of work to citizens through press releases and display in social media

Regular awareness campaigns

Releasing citizen advisory before festivals and during seasonal changes

VISION HIGHLIGHTS (NEXT 3 YEARS)

- More licensing / Registration
- Continuous surveillance
- Low failure % of food sample

- Create ecosystem to increase selling of packed items having FSSAI registration (So buyer's trust increases)

- Promote adoption of local authentic food to reduce GHG emission through food supply chain

- Strengthen Mid Day Meal and ICDS to achieve Zero malnourished child in the city

- Hygiene as compulsion and not as luxury
- Citizen shall get safe and hygienic food in roadside food stalls also

- Increase clean street food hub for safe and hygienic food, which would also help city to reduce encroachment on road sides

INNOVATIVE MEASURE ADOPTED

Help desk for
registration
(Registration in Avg. 2
days)

Food safety on wheel
(On site assessment)

Call center for
complaint
(100% complaints
addressed in < 24
Hrs.)

One Week One Road
(Focused surveillance
and awareness
campaign)



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Thank You