

## CONCEPT NOTE

# WORLD FOOD DAY CELEBRATION

*Food Safety & Quality for All*

*- India Prepares for Commonwealth Games, 2010*

*15<sup>th</sup> & 16<sup>th</sup> October, 2009*

## Background

Food Safety is a major concern for consumers around the world. Recent food poisoning outbreaks in India and other parts of world indicate that Food borne diseases are a widespread and growing public health problem, both in developed and developing countries.

Some of the recent outbreaks reported were

- In March 2009 Salmonella outbreaks in peanut products that sickened 714 people , killed 9 and led to the largest food product recall in USA
- By mid October 2008 , 47000 individuals were reported hospitalized with kidney problem related to Melamine tainted milk products in China
- Spurious foods and food poisoning in milk and milk products has been reported in some parts of India

Governments & other stakeholders of the food chain all over the world are intensifying their efforts to improve food safety. These efforts are in response to an increasing number of food safety problems and rising consumer concerns.

The Food and Agriculture Organization of the United Nations celebrates World Food Day each year on 16th October, the day on which the Organization was founded in 1945.

The Government of India had declared 2008-09 as the Food Safety and Quality Year and 16th October, 2008 as the Food Safety and Quality Day.

This year, CII Institute of Quality in association with Ministry of Health and Family Welfare, Ministry of Food Processing Industries, Govt. of India and Delhi State Govt. proposes to celebrate the World Food Day with the theme "Food Safety & Quality for All - India prepares for Commonwealth Games,2010" on 15<sup>th</sup> &16<sup>th</sup> October 2009 in New Delhi and across the country with focussed events like an interactive session with Ministers, a Walkathon walk , putting up Food Safety & Quality hoardings, release of Food safety & Quality Guidelines to create a widespread awareness on Food Safety & Quality across the country.

## Food Safety & Quality Day 2008

The first and most important step in improving food safety is to create widespread awareness and intensify consumer demand for safe food. Last year in 2008, CII in partnership with the Ministry of Food Processing Industries contributed towards this effort through:

- National Seminar on Food Safety & Quality in Kitchens with the theme “Freedom from Foodborne illnesses through Safe Kitchens” on 5-6 August, 2008 ,New Delhi
- Release of booklets “CII-14 Point Check on Food Safety for Street Vended Food” and “CII-Food Safety Tips for Housewives” by Shri Subodh Kant Sahai, Hon’ble Union Minister of Food Processing Industries on 16<sup>th</sup> October 2008 during the 2<sup>nd</sup> International Food Regulatory Summit, New Delhi.
- In support of observance of the Food Safety & Quality Day, CII had designed and developed the following which were posted on the MoFPI website:
  - A power point presentation on “Food Safety & Quality Day 16<sup>th</sup> October 2008”
  - A four page pamphlet on Food Safety “Food Safety “7” Points “To do” which was sent to various Schools and Colleges by the Ministry of HRD
  - 10 Golden Rules of Food Processing-WHO
  - Useful Food Safety links

Further, in partnership with the Ministry of Food Processing Industries and other stakeholders, Confederation of Indian Industry (CII) engages in Policy Advocacy, facilitates implementation of these policies and voluntary international and private standards, helps harmonising of standards with Codex and create global Indian brands, and facilitates up-gradation of Food Factories and infrastructure which would further promote the safety of food. These initiatives cover the entire food chain from primary production to consumption and helps leverage competitiveness of the food chain stakeholders to strengthen food safety systems, promote good manufacturing practices and educate retailers and consumers about appropriate food handling

#### **Aim of the World Day Celebration, 15<sup>th</sup> & 16<sup>th</sup> October ,2009**

The Confederation of Indian Industry has identified the Food Safety and Quality Day to re-intensify the Awareness Campaign on Food Safety & Quality to involve the Masses and a far larger number of stake holders in different parts of the country. The aim of the Food Safety & Quality Day celebration on 15<sup>th</sup> and 16<sup>th</sup> October 2009 is to:

- Promote widespread Awareness on Food Safety and Quality across the country to enhance Consumer demand for Safe and Quality Food
- Empower consumers, school and college students with the knowledge of the importance of Food Safety & Quality
- Will provide International Experience and Best Practices sharing forum
- Deliberate on a roadmap for Food Safety & Quality for the Masses (Safe Street Vended food and food processed by small processors )
- Deliberate on a roadmap for Up-gradation of Food eateries in Delhi in view of the Commonwealth Games
- Ensure a step towards India as a Safe Food destination

## **Expected Benefits from the programme**

- The Food Safety & Quality Day Celebration will help mobilize the **Food Processing industry's momentum** in implementing government recognized food safety and food quality systems throughout the entire food chain. Disseminating the envisioned initiatives, efforts and support of the **Ministry of Food Processing Industries** is essential to ensure that the industry takes cognizance of the thrust on Food Safety & Quality competitiveness of Food Processing Industries towards the transformation of India as a "Global Food Factory".
- Food Safety & Quality Day will help the promotion of the agenda of the **Ministry of Health & Family Welfare** to prevent food borne illness and support the development and implementation of national food safety systems through FSSAI's regulatory mechanism and interacting on deliberations with International experience and Best Practices Case Studies. It would lead to formulating policies in aid of protecting human health by reducing exposure to hazards throughout the agri-food continuum.
- The pride and moral obligation of **Delhi State Government** hosting the prestigious XIX Commonwealth Games would be greatly enhanced by ensuring preparedness of Food Safety & Quality in Delhi before the Games. Mid-day meal in schools, Street Food as well as all eateries in and around Delhi needs the support and directions of **Delhi State Government** for effective implementation of Food Safety & Quality standards. The Food Safety & Quality Day celebrations will help usher in the agenda of the Delhi State Government to ensure Delhi as a Safe food destination to visitors and residents.

## **World Food Day Celebration Highlights**

- Interactive sessions with Union Ministers in Hotel Le Meridien ,New Delhi
- Food Safety & Quality awareness through Walkathon Walk in various part of the country
- Food Safety & Quality Day celebration in school & colleges
- Food Safety & Quality Hoardings in Delhi
- Release of Food Safety & Quality Guidelines & Logo
- Full page Advertisement in Newspapers on 16<sup>th</sup> October

### **1.1 Interactive session with Union Ministers , New Delhi**

As part of World Food Day celebration, CII Institute of Quality in association with Ministry of Health and Family Welfare, Ministry of Food Processing Industries and Delhi State Government will organise an interactive session with Union Ministers , New Delhi on 15 & 16th October 2009. The Interactive session will provide an opportunity to deliberate key challenges and opportunities and sharing best practices with all the stakeholders on Food Safety & Quality in India. Some of the key issues to be addressed are

- How to make India a Safe food destination ?
- How to ensure Safe Mid Day Meal Programme in Schools ?
- What prevents us from reporting and whistle blowing on food poisoning through spurious and unsafe food business ?
- How a Regulatory mechanism can be oriented to prevent foodborne illnesses ?
- How consumers can register Food Safety & Quality complaints ?

## 2.1 World Food Day celebration in various parts of the country

Young school children and the aged population are specifically susceptible to serious consequences from food borne illness due to their vulnerable immune systems. Hence it is important that safe food handling habits be learnt early in life to prevent food borne illnesses. World Food Day celebration in Schools & Colleges in various parts of India will provide insight to all students, teachers and subsequently parents and other family members with the knowledge of Food Safety & Quality and the importance of Good Hygiene Practices. Various programme like exhibition of posters, paintings etc on the subject will be organized with the support of school and college authorities. CII will post a guideline document on food Safety in schools & colleges by the first week of October in its website [www.cii-iq.in](http://www.cii-iq.in) to enable students to understand the science of Food Safety .

CII State offices at various parts of India will help school & college authorities to celebrate the day.

Some of the locations proposed are

- |             |              |             |
|-------------|--------------|-------------|
| - Delhi     | - Chandigarh | - Guwahati  |
| - Mumbai    | - Ahmedabad  | - Pune      |
| - Kolkata   | - Cochin     | - Lucknow   |
| - Chennai   | - Jammu      | - Siliguri  |
| - Bangalore | - Ludhiana   | - Vijaywada |
| - Hyderabad | - Agartala   | - Jaipur    |

## 3.1 Food Safety & Quality awareness through Walkathon Walks in various part of the country

The Consumer is an important stakeholder of the entire food chain. To achieve Food Safety & Quality across the nation it is necessary to empower consumers with the knowledge of the importance of Food Safety & Quality. In view of celebration of CII-MOH- MoFPI- Delhi State Government Food Safety & Quality Day, Walkathon Walks in various parts of the country will be organised in order to promote widespread Awareness across the country towards enhancing Consumer demand for Safe and Quality Food. CII State offices at various parts of India will organise these Walkathon Walks.

Some of the proposed locations are

- |           |              |            |
|-----------|--------------|------------|
| - Delhi   | - Chandigarh | - Guwahati |
| - Mumbai  | - Ahmedabad  | - Pune     |
| - Kolkata | - Cochin     | - Lucknow  |
| - Chennai | - Jammu      | - Siliguri |

- Bangalore
- Hyderabad
- Ludhiana
- Agartala
- Vijaywada
- Jaipur

### **3.1 Food Safety & Quality Hoardings in Delhi**

Delhi is hosting the XIX Commonwealth Games in 2010. It is a matter of great international prestige for the country and is bound to boost Brand India. The country is heralded as the next world economic superpower and the Games will be another opportunity to project the nation on the world stage. Another legacy of the Games will be the social, economic and physical regeneration of Delhi. It is important that visitors are served Safe food during the Games. In order to ensure Safe food, it is necessary to up grade the standards of Food Safety & Quality of Food eateries, Street Food Vendors and small food processors.

As a part of the celebration of World Food Day on 15<sup>th</sup> and 16<sup>th</sup> October 2009, putting up hoardings and banners on various Food Safety & Quality Practices will be useful for disseminating widespread awareness on Food Safety & Quality to consumers, Street food vendors, food eateries and small processors. It would thus prepare every stakeholder to contribute towards making Delhi a Safe food destination for the Commonwealth Games visitors and help prevent food borne illnesses

The Hoardings would be prepared in Public- Private- Partnership with technical inputs from big food business corporates. They would be placed at airports, railway stations, roads, hospitals, shopping malls, schools, colleges etc

### **4.1 Release of Food Safety & Quality Posters/Guidelines & Advertisement**

A Logo of Food Safety & Quality would be released to institutionalise and mark the World Food celebration. These along with the release of posters on various Food Safety & Quality Practices will be useful for disseminating widespread awareness on Food Safety & Quality. Other products like T-shirts and caps will feature logos of Food Safety & Quality along with slogan on food Safety & Quality.

A full page advertisement on World Food Day in all National Newspaper will facilitate nation widespread dissemination of Food Safety & Quality among masses.