

KEY CAMPAIGNS

A small gesture A BIG DIFFERENCE

A Small Gesture A Big Difference Campaign focuses on prevention of food waste during celebratory events such as Weddings, Parties, etc. It targets to:

- Motivate citizens to voluntarily prevent food waste during celebrations by donating food.
- Develop a system for connecting restaurants, hotels and banquets to directly work with food collection agencies

Key Highlights

- The campaign "A small gesture, A BIG DIFFERENCE" was launched by FSSAI at the Swasth Bharat Yatra culmination ceremony on 28th January, 2019 at New Delhi.
- The campaign operates by safe collection of Food from events by trained Food Recovery Agencies located PAN India.
- A docket providing key facts on problem of food waste, a donation form and certificate of appreciation is created for customers.

Stakeholders

- Wedding caterers
- Hotels
- Event Hosts
- Event management companies

STREET FOOD VENDOR HAS A HEART

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.

For more information

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

Email: sharefood@gmail.com Website: sharefood.fssai.gov.in

fssai



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



FSSAI

WhatsApp
98 6868 6868

compliance@fssai.gov.in

@fssaiindia

Toll-Free No.
18 0011 2100

FSSAI

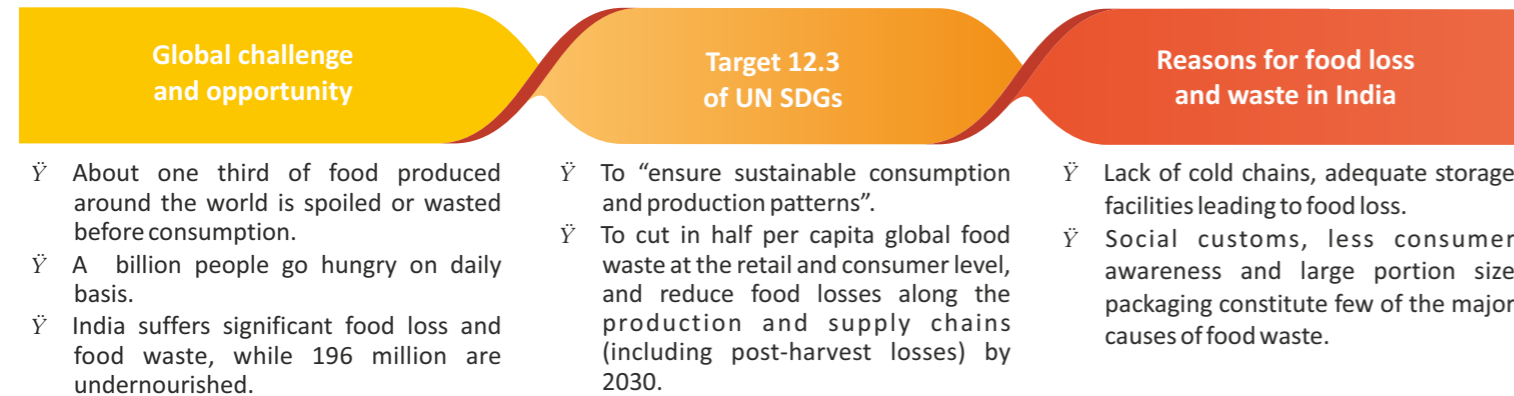
www.fssai.gov.in



BE THE REASON SOMEONE
SMILES TODAY

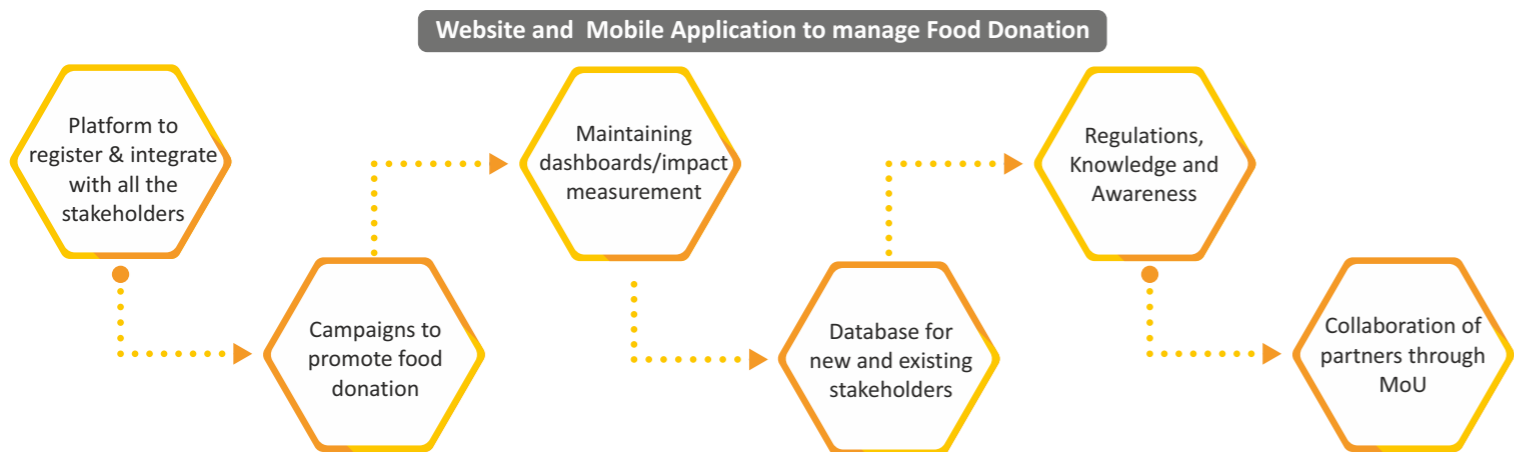
Save Food Share Food Share Joy is an initiative by the Food Safety and Standards Authority of India (FSSAI) to promote food donation as well as curb food waste & food loss in the country. The platform serves as a network of food collection agencies and brings together food businesses, corporates, civil 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



IMPLEMENTATION MODEL

FSSAI plans to develop a web portal and a mobile based application to create an integrated network of Food Recovery Agencies, Donating Bodies, Beneficiaries and Volunteers.



FOCUS AND BENEFITS OF THE PLATFORM

- Key Focus:**
- A step to combat hunger issues in the country.
 - Integration of various food donating and collection agencies, volunteers and beneficiaries.
 - End - to - end solutions for issues regarding food loss, food waste and excess food.
 - Cross-learning opportunities for partners and stakeholders.
 - Increasing outreach of the programme pan India.

Specifically, the platform would help in the following manner -

- 1) Hunger mapping - identify areas with beneficiaries (needy and in-distress people) for feeding.
- 2) Encourage more civil society organizations on board to become surplus food recovery agencies to increase outreach.
- 3) Encourage existing and upcoming recovery agencies to operate through Standard Operating Procedures (SOPs).
- 4) Provide support for food storage space or facilities, food recovery vehicles, vessels, containers, volunteers etc.
- 5) Collaborate with caterers, hotels, restaurants and their associations for enhancing the reach and scale of operations.
- 6) Common technology platforms such as mobile apps, dedicated helplines and common dashboards for end - to - end process monitoring and review.
- 7) 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: -

As Donor

- Donors can register themselves independently / as an FBO on website.
- FSSAI will provide guidelines for donating food.
- Donors may be one time or long term donors.
- IFSA will provide infrastructural and logistical support .

** Assimilating the details of donors helps us track the contribution to the needy.*

As Beneficiaries

- Beneficiaries can register themselves independently / as an organization / as an NGO on the website.
- The registration process includes providing details such as location, food category (packed or unpacked) and meal type.
- Information such as the frequency, quantity and type of food will help IFSA connect beneficiaries to the right partners quickly.

As Volunteer

- Volunteers can register on the website.
- Basic contact details will help IFSA stay connected the volunteers with more easily.
- Information regarding the preferred nature of association - long or short term will help IFSA connect volunteers with help right partners.
- IFSA will provide choice in partners organization, and area of services as well as transportation support.