Coca-Cola to train 50,000 vendors in serving you safe, hygienic street food

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Coca-Cola India and Food Safety and Standard Authority of India - the country's food regulator - on Monday signed a pact under which the US multinational will train 50,000 street food vendors over three years in the basic tenets of food safety and hygiene.

To be taken up under the government body's Clean Street Food project, the initiative aims to ensure safe and nutritious street food for all.

While the aerated drinks giant will deploy its trainers and available infrastructure, FSSAI will ensure the relevance of the training content and will oversee overall delivery of objectives.

The training module will focus on the owners and employers at small food service outlets and street food vendors, mostly in the unorganised sector.

The first leg of the programme will roll out by the middle of next month from Ludhiana in Punjab. It will then expand to cover 14 other locations through Coca-Cola's bottling plant network. Besides Punjab, it will cover Uttar Pradesh, Maharashtra, Andhra Pradesh, West Bengal, Chandigarh, Chhattisgarh and the National Capital Region.