The apex food regulator, Food Safety and Standards Authority of India, in collaboration with Yes Bank would soon be making a repository of Indian recipes which would be available to the public through ‘Foodcast’ mobile application.

Informing about the development, Pawan Agarwal, CEO, FSSAI, stated that the app would help people choose from amongst hundreds of Indian cuisines through a mobile app, which is currently in the making. Agarwal was speaking with the press on the sidelines of National Conclave on Indian Food Culture hosted by FSSAI and Yes Bank.

Agarwal stated, “Currently, we have identified some 200 Indian cuisines and through the ‘Foodcast’ app, people could choose what to eat in a particular season or in a particular region.”

Elaborating on the subject, Agarwal said, “Local Indian food is amongst the best and the most diverse in the world and there is a real need to promote and savour our rich culinary heritage. It deserves a unique platform and collective efforts.”

He added that discussions were on for past several weeks with stakeholders including Union ministry of culture and tourism. And a systematic framework is being co-created in association with cross section of stakeholders for a robust ecosystem of traditional food culture in India with immediate focus on five pillars.

Besides the national recipe archive with Foodcast, the FSSAI aims at establishing food hubs across the country in major cities. This is a concept of strategically located food outlets run by food vendors that can offer complete cultural experience of the region.
Further, the other three aspects of the framework included Food Streets, Food Festivals, and Food Trails for visitors.

Explaining the need for such an initiative, Agarwal stated that FSSAI was dealing with the large unorganised sector and this was an effort to make a programme for them. This is also an effort to bring these stakeholders on board for strengthening the food safety ecosystem. The local authorities, state governments, private partnerships would be involved in this process. Also, it is about providing wholesome and nutritious food to all.

Meanwhile, in a statement, Rana Kapoor, MD & CEO, Yes Bank, said, “A knowledge report will also be generated collating all the data, key insights which is aimed at creating a digital platform to support and facilitate development of robust ecosystem of Indian food culture.”

Present on the occasion was Ashish Bahuguna, chairman, FSSAI.