FSSAI asks corporates to spread message of food safety

Dated: 31 January 2017
Pages: 1

Food regulator FSSAI today asked corporates to actively involved in the efforts to spread the message of food safety and nutrition in the country.

Speaking at an event organised for the corporates, FSSAI Chairperson Ashish Bahuguna urged corporates to "get actively involved in the efforts to spread the message of food safety and nutrition".

He hoped that this is just the beginning of long-term engagement between FSSAI and food businesses for social mobilisation.

FSSAI CEO Pawan Agarwal elaborated on various initiatives by the regulator for spreading the message of food safety and nutrition at different places like home, schools, work places and eating places etc.

Among corporates that included both Indian food companies like Dabur and Britannia to multinationals such as Nestle, Mondelez, Pepsi, there was a general consensus that investing in food safety and nutrition is smart, right and sustainable thing to do.

In his keynote address, Dr Lawrence Haddad, Executive Director, Global Alliance for Improvement of Nutrition (GAIN) pointed out that it is in the interest of businesses to invest in food safety and nutrition.

Santosh Desai, Managing Director, Future Brands, described how there has been a fundamental shift in the thinking of corporates about Corporate Social Responsibility (CSR).

On this occasion, FSSAI also launched its new website, a water portal and food safety connect for an integrated complaint redressal system.