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

The Food Safety and Standards Authority of India (FSSAI) organised a workshop on social mobilisation for 'Safe and Nutritious Food: A way of life'. Broad theme was 'Corporates for Safe and Nutritious Food', focused on building a coalition of corporates and design specific interventions that companies can take up.

Over 100 participants from the corporate sector, mainly food businesses came out in full support of FSSAI in its efforts to provide safe and nutritious food to the citizens, FSSAI said in a statement.

Speaking at the event, 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.