FSSAI ties up with Coca-Cola to train 50,000 food vendors

Dated: 28 March, 2017

NEW DELHI: Food regulator FSSAI today tied up with Coca-Cola India to train 50,000 street food vendors over the next three years and plans to rope in other players like ITC and Mondelez under its 'Clean Street Food' campaign.

The Food Safety and Standards Authority of India (FSSAI) is also looking to bring other companies such as Yum Restaurants, Tetra Pak under the project. The regulator had collaborated with FMCG major Nestle to train street vendors in Goa last year.

FSSAI CEO Pawan Agarwal said many companies are coming forward to participate under the initiative.

"With ITC, we are launching a programme to reach out to 10,000 schools on safe and nutritious food at schools," he said.

Agarwal said FSSAI will focus on spreading awareness about nutrition and safe food through its partnership with Mondelez and is also working with Dominos to train food vendors across country.

The regulator's association with Coca-Cola India would work around its 15 bottling stations under its CSR project Parivartan.

Commenting on the development, Coca-Cola India and South West Asia President Venkatesh Kini said: "This collaboration with FSSAI provides an opportunity and broadens the horizons of Coca-Cola's Parivartan initiative."

Under the partnership, the programme will be rolled out in phased manner with the first leg to be initiated by mid-April in Ludhiana, Punjab.

Over the next three years, it plans to expand to 14 other locations through bottling plant network of Coca-Cola India covering 9 states.