

4. Food Safety Mitra (FSM) Scheme

Prelims: Governance- Schemes, Policies

Mains: GS-II- Issues relating to Poverty and Hunger.

Why in News?

- ▶▶ The Union Health Minister launched the Food Safety Mitra (FSM) scheme for strengthening and scaling up the 'Eat Right India' movement.
- ▶▶ He also launched the 'Eat Right Jacket' and 'Eat Right Jhola' on World Food Day 2019 (16th October).

Food Safety Mitra (FSM) scheme:

- ▶▶ The 'Food Safety Mitra (FSM)' scheme will support small and medium scale food businesses to comply with food safety laws and facilitate licensing and registration, hygiene ratings and training.
- ▶▶ Apart from strengthening food safety, this scheme would also create new employment opportunities for youth, particularly with food and nutrition background.
- ▶▶ An FSM is an individual professional certified by FSSAI who assists in compliances related to FSS Act, Rules & Regulations with three avatars – Digital Mitra, Trainer Mitra and Hygiene Mitra depending upon their respective roles and responsibilities.
- ▶▶ The FSMs would undergo training and certification by FSSAI to do their work and get paid by food businesses for their services.

'Eat Right Jacket' scheme:

- ▶▶ These Jackets will be given to the FSSAI field staff to ensure transparent inspection.
- ▶▶ They are embedded with RFID tags and QR codes. It is linked to software to capture entry of inspection staff into premise for monitoring.

'Eat Right Jhola' scheme:

- ▶▶ The 'Eat Right Jhola' is a reusable, washable and bio-degradable bag.
- ▶▶ These shall replace plastic bags for grocery shopping in various retail chains. Since on repeated use, bags are often contaminated with microorganisms and bacteria, proper and regular washing of cloth bags is essential to ensure safety and hygiene.
- ▶▶ These cloth bags are being provided on a rental basis through a private textile rental service company.

'Eat Right India' Movement:

- ▶▶ The campaign was launched in 2018.

- ▶▶ The campaign is led by FSSAI.
- ▶▶ It is a Pan-India cycle movement aimed to create consumer awareness about eating safe and nutritious food.
- ▶▶ It aims to engage, excite and enable citizens to improve their health and wellbeing.
- ▶▶ 'Eat Right India', is built on two broad pillars of 'Eat Healthy' and 'Eat Safe'.
- ▶▶ It is a collective effort to make both the demand and supply-side interventions through the engagement of key stakeholders.

World Food Day:

- ▶▶ It is celebrated on 16th October every year to mark the foundation of the Food and Agriculture Organisation (FAO) on this day in 1945.
- ▶▶ The day was established in 1979. It has been celebrated every year since 1981.
- ▶▶ This day generates awareness internationally for those who suffer from hunger and to ensure the need for food security and nutritious diets for all. The day emphasises that food is a basic and fundamental human right.
- ▶▶ **Theme for 2019:** "Our Actions Are Our Future. Healthy Diets for A #ZeroHunger World".

