

Launch cum Training of Trainers

SAFE FOOD PRACTICES in Rajasthan

Event Report

Chittorgarh, July 06, 2021



Background

Access to sufficient amounts of safe and nutritious food is key to sustaining life and promoting good health. Unsafe food containing harmful bacteria, viruses, parasites, or chemical substances causes more than 200 diseases – ranging from diarrhea to cancers.

An estimated 600 million – almost 1 in 10 people in the world – fall ill after eating contaminated food and 420 000 die every year, resulting in the loss of 33 million healthy life years. Children under five years of age carry 40 percent of the food-borne disease burden, with 125,000 deaths every year. Diarrheal diseases are the most common illnesses resulting from consuming contaminated food, causing 550 million people to fall ill and 230,000 deaths every year.

In India, the burden of food-borne diseases is unknown as most of them go unreported. The media report only a few, usually those with high morbidity and occurring in urban areas. However, for food-borne illnesses, passive surveillance systems only represent the tip of the iceberg. Urbanisation and consumer habits, including travel, have increased people buying and eating food prepared in public places.

Globalisation has triggered growing consumer demand for a wider variety of foods, resulting in an increasingly complex and longer global food chain. If we see the current situation of COVID 19 and its spread, which is directly linked with unsafe food practices among food handlers by which the entire country is facing a severe challenge of complete nationwide lockdown.



This lockdown has come with a high cost and economic loss to the nation on one side, which is much bigger than investments in the health sector, in general, and food safety, in particular. Hence, the current situation poses serious questions of how to survive in these unhygienic and unsafe food habits in urban and rural areas in the state of Rajasthan in general.

About the Project

As we all know, food safety, hygiene are essential aspects of healthy living. Unhygienic food practices result in food-borne illness, including diarrhea and an increase in the burden of diseases. Therefore, good hygienic practices, safe drinking water, washing hands regularly, and safe food handling need to practice and promoted as preventive steps.

The Food Safety and Standards Authority of India (FSSAI) is running a national campaign named 'Eat Right India'. Massive consumer reach is one of its key objectives, but this campaign has not reached up to rural consumers effectively. 'Eat Healthy' component includes reducing High Fat, Sugar and Salt (HFSS), the importance of a balanced diet and physical activity, whereas 'Eat Safe' includes safe food practices and food adulteration issues. Thus, this project will work on these components with common consumption to strengthen the impact upon them.



The campaign will focus on the entire chain of food business operators, viz. retail food establishments, food service/delivery/takeaways, and food handlers like women who cook food at home, small street food in selected districts. It will also promote food safety awareness building, protection from contamination, prevention from COVID 19 and healthy food practices among the community.

The initiative will aim to create a model of behaviour change communication regarding good food hygiene, preventing food-borne illness, diarrhea and promoting a healthy lifestyle among communities in select gram panchayats in the targeted districts. Usage of state-of-the-art Information, Communication and Technology (ICT) tools will be a crucial factor of the initiative. Strict monitoring, community management and ownership of the campaign will be inbuilt in the execution plan.

Objective

The main objective of the meeting was to provide information to all front-line workers (Asha workers, ANM, Anganwari workers) about food safety.

The campaign will be implemented in rural areas at the Gram Panchayat (GP) level in convergence with the ongoing FSSAI's 'Eat Right Campaign' and other similar government programmes. The other key stakeholders would be the village level committee's health and sanitation committee members, village development and education committees. The impact of the 'Eat Healthy, eat Safe and 'Eat Right Campaign' is deepened.

Proceedings

Inaugural Session

Gauhar Mehmood, Assistant Director, CUTS CHD, Chittorgarh, welcomed all participants and briefly introduced the objectives of the meeting. Before started program, all of the participants were given a pre-training form that had several carefully planned out questions about daily food and eating practices. Those forms were a kind of survey to check how many the common consumers know about good food practices. After collecting all forms he spoke about the three-month project where the organisation will be working in two districts of Rajasthan – Bhilwara and Chittorgarh. He welcomed all panelists and provided a brief introduction to each panellist. He welcomed all participants (ANM, Asha workers, and others) from three-gram panchayats, two-block of Bhilwara District.

George Cheriyan, Director, CUTS International, said the Safe Food Practices (SFP) campaign is implemented in partnership with CHIFSS (CII-HUL Initiative on Food Safety Sciences). The focus of the campaign is Eat Right, Eat Healthy and Eat Safe. In July 2018, the Food Safety and Standards Authority of India (FSSAI) launched Eat Right India campaign to transform the country's food system to ensure safe, healthy and sustainable food for all Indians with the tagline "*Sahi Bhojan and Behtar Jeevan*".



He said this SFP campaign is also borrowing this tagline and also in line with Eat Right India campaign. The three-month pilot campaign, which includes Nukkad Nataks, awareness sessions with women and children, etc., will be implemented in three *gram panchayats* in two selected blocks of Chittorgarh and Bhilwara districts.

He said the world is amid the pandemic. Though the vaccine is available now for partial protection from COVID-19, the only way to fight against it is to enhance immunity by consuming quality food free from chemicals, pesticides and insecticides and rich in protein, fiber and vitamins. The pandemic situation also enhanced consciousness among the people about the food they consume and the safety and quality of the food. There is a substantial increase in consumption and production of organic food during the pandemic, which a survey conducted by CUTS also reveals.

Unsafe food and water are the biggest causes of preventable infections in India, which comes to over one-third of all infections. 21 percentages of infectious diseases in India, like malaria, typhoid, cholera, diarrhea, etc., are due to unsafe water. Diarrheas being the biggest killer, children are the primary victims. Around 1, 58,206 children died in India, in the age group 0-6 years, due to diarrhea in 2015-16. In 2020, 233,240 children below five years in India died due to pneumonia and diarrhea.

In Rajasthan, diarrhea deaths' average is much higher than the national average. 9 percentage of world's population are children under age below five. However, they suffer from 40 percent of food-borne diseases and 30 percent of deaths. 61 percent of deaths in India are attributed to non-communicable diseases (NCDs); out of this 23 percent are premature. Food high in fat, sugar and salt is the leading cause of NCDs. Hence, there is a need to reduce their consumption.

He also briefly mentioned CUTS' successful engagement with FSSAI and Ministry of Health & Family Welfare, Government of India, to eliminate trans fats from India by 2022 and ongoing advocacy for consumer-friendly FoPL (Front of Pack Labeling).

Cheriyen concluded his address by acknowledging the District Administration, Department of Health, Frontline health workers and people in the campaign.

Madhu Sudan Sharma, Senior Programme Officer, CUTS, briefly introduced the event's objectives, i.e., to discuss mainly the methodologies and ways to maintain hygienic, clean and safe food campaign activities. He explained about Eat Right, Healthy and Safe Food practices among common consumer. He spoke about the fact that children below 5 years are the section of our society that is the most affected by eating unhealthy/unsafe food and so the attendees who generally



come in contact with these kids can solve this problem by teaching them about this. He made an extensive PowerPoint presentation that also held a lot of statistical data about the consequences of eating unsafe or unhealthy food.

Dr. O.P Kulheri, Additional CMHO shared about government initiatives on eat right, healthy and safe food. He explained about nutrition, balanced diet, children and maternal health care in aspect of safe food. In addition, he advised the attendees to wash their hands before eating, after eating, before cooking food and wearing mask properly during the covid-19 pandemic time.



Dr. Rajat Bhatnagar, Health experts gave detailed information about what is safe and unsafe food, what is food-borne and water borne disease, how can we prevent these communicable and non-communicable diseases from spreading, they also demonstrated some best practical examples on effect of washing hands with soap, etc. that was very informative for the participants.

Vote of Thanks

The program ended with a vote of thanks from Madan Giri Goswami, Senior Programme Officer CHD. He shared the way forward that the programme will be implemented with help and support from schools, health workers, angawandi workers and all participants. Total about 30 participants attended this event. He expressed gratitude towards the participants for actively participating in the training.

In the end, the Gaytri Moud, Programme Assistant and Isha Jagetiya, Intern given a post-training form which served as a marker as to how many attendees have got better understanding about food safety by this Training program.

स्वास्थ्यवर्धक भोजन के लिए जागरूकता अभियान शुरू, 6 पंचायतों के 22 प्रशिक्षकों को प्रशिक्षण दिया



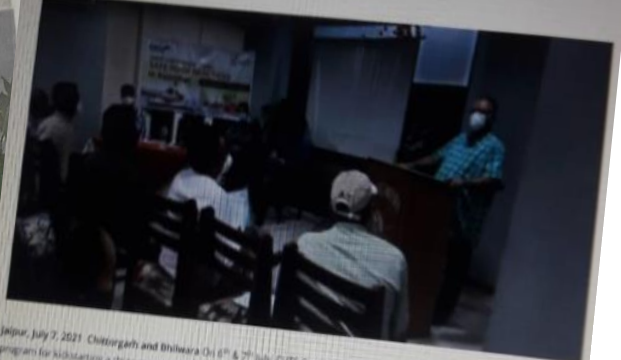
भास्कर संवाददाता | चित्तौड़गढ़

कट्स मानव विकास केंद्र की ओर से सामान्य उपभोक्ताओं में सही, स्वास्थ्यवर्धक व सुरक्षित भोजन के अभ्यास के लिए जागरूकता अभियान चित्तौड़ एवं बेगूं पंचायत समिति की 6 पंचायतों के लिए शुरू हुआ। बेगूं की आंवलहेड़ा, जयनगर, खेड़ी तथा चित्तौड़ की नगरी, एराल, नेतावलगढ़ पाछली में जागरूकता अभियान का शुभारंभ कार्यक्रम के

मुख्य अतिथि डिप्टी सीएमएचओ थे। कट्स इंटरनेशनल के निदेशक जोर्ज चेरियन ने परियोजना के उद्देश्य के बारे में बताया। कट्स के सीनियर प्रोग्राम ऑफिस मधुसूदन शर्मा ने कहा कि सही भोजन से संक्रामक व असंक्रामक दोनों ही तरह की बीमारियों से बचा जा सकता है। प्रायोगिक तौर पर तीन महीने के लिए अभियान चलाया जा रहा है। मुख्य संदर्भ व्यक्ति डॉ. रजत भटनागर, आईसीडीएस से समता भटनागर ने सहभागियों को सही आदतों के बारे में बत उदबोधन कट्स के समेहमूद ने दिया। संच गोस्वामी ने किया। 22 प्रशिक्षकों को निरमा यूनिवर्सि में अध्ययनरत ई अभियान से जु पर जन जागरूक आभार गायत्री

Launch cum Training of Trainers on Safe Food Practices

July 6, 2021 | 3 Min Read



Jajpur, July 7, 2021: Chitorgarh and Bhubaneswar On 6th & 7th July, CUTS Centre for Human Development organised a Launch cum Training program for kickstarting a three month campaign to promote healthy and safe food practices among the common consumer.

The program began with a welcome speech by Assistant Director, CUTS Gauhati, Mehrood. Thereafter the George Cheryan, Director, CUTS International gave his programme introduction and opening remarks on eat right, healthy and safe food practices which is launch by FSSAI in 2018, the campaign is implemented with collaboration with HCL, CIL, CHIRSE, the most on Safe Bhuvan and Dehlar person. He explained about foodborne and waterborne communicable and noncommunicable diseases and its prevention. In his addition he spoke that use of high-quality tea, salt and sugar is harmful and we should avoid junk food which is harmful for our health, he explained about three month campaign which will be implemented in three gram panchayats in each block, two block will be covered in Chitorgarh and Bhubaneswar district each.

Dr. Manju Sutan Sharma, Senior Programme Officer explained about Eat Right, Healthy and Safe Food practices among common consumer through a preparatory spoke about children below 5 years are the section of community that is the most affected by eating unhygienic food and so the attendees who generally come in contact with their kids, can solve this problem by reaching them about this.

Dr. CP Gauraha, Assistant CMO spoke on the government initiatives on eat right, healthy and safe food, he explained about nutrition, balanced diet, hygiene and mother care in the aspect of safe food. In addition he advised the attendees to wash their hands before and after eating and cooking food.