

Eat Right India: Safe, Healthy and Sustainable Food for All

July 8, 2025

Key Takeaways

- **25 lakh** food handlers trained under Food Safety Training and Certification (FoSTaC), **284 Eat Right Stations** and **249 Clean Street Food Hubs** certified across India as of July 6, 2025.
- **55+ lakh litres** of used cooking oil collected under Repurpose Used Cooking Oil (RUCO), with **39 lakh litres** converted into biodiesel as of July 6, 2025.
- Eat Right India's vision and initiatives have been internationally recognised by **The Rockefeller Foundation** and the **WHO**.

Introduction

"To develop our capabilities and talents, we must first pay attention to our fitness and well-being. Do you remember my suggestion for reducing obesity? Reduce oil in food by 10%, reduce excess weight. When you are fit, you will be superhit in your life," Prime Minister Narendra Modi asserted in his June 29, 2025, Mann Ki Baat address.¹

The Prime Minister called on people to reduce oil and unhealthy food consumption as part of adopting healthier diets to promote wellness and to address diet-related health problems. Various Government of India programmes have been successfully improving the food-related public health ecosystem over the years.

Eat Right India

Seven years ago in [July 2018](#), the Food Safety and Standards Authority of India (FSSAI) launched the **Eat Right India** initiative. The initiative focuses on promoting a culture of safe, healthy and sustainable food processes. Through a mix of regulatory, capacity-building, collaborative and empowerment approaches, the initiative has been enhancing the quality of food people consume daily — from when food is grown or sourced to when it is cooked and delivered to people's plates.

¹ PM India – [Mann Ki Baat](#)

The campaign is built on three foundational pillars that address different aspects of India's food challenges:



The wide-ranging initiative encompasses various schemes and programmes that have been recognised globally by the Rockefeller Foundation and the World Health Organisation for their innovative approaches. The food business industries and consumers across India have readily adopted the schemes and best practices, including hygiene ratings at food establishments and railway stations, repurposing of cooking oil, and training of food business operators. Since its inception, the Eat Right India initiative has been transforming the food ecosystem for better community health.

Objectives & Rationale

Modern lifestyles have brought about significant shifts in dietary patterns and food consumption. As a result, issues related to nutrition, lifestyle-related health conditions and food safety have gained increased attention. In India, a substantial proportion of health outcomes are now influenced by diet-related factors, including non-communicable conditions such as heart disease, diabetes, and hypertension.

These evolving dietary habits, along with the complexity of today's food systems, have also brought food safety into sharper focus. Factors such as microbial contamination and chemical residues—from sources like pesticides, heavy metals, and additives—can impact the quality and safety of food. Regional data from the South-East Asia Region over past

decades has highlighted the importance of maintaining food hygiene and safety standards, especially for vulnerable groups such as children, pregnant women, and older adults.

Taken together, the combined considerations of nutrition, lifestyle, and food safety point to the importance of encouraging balanced eating habits and strengthening systems that support safe, wholesome food for all.

In response, **Eat Right India** was launched by FSSAI as a comprehensive movement to ensure that food is not just safe, but also nutritious and environmentally sustainable. The initiative aims to empower citizens to make informed food choices, while encouraging food businesses to improve standards and reduce harmful ingredients.

More than just a government campaign, Eat Right India is building a **people-first movement**—where schools, workplaces, markets and communities all join hands to make healthy eating a shared habit. The goal is not just regulation, but transformation: of mindsets, behaviours and the entire food culture. It is a journey towards an India where everyone can access food that is not just filling, but nourishing and trustworthy.

Major Campaigns & Initiatives

At the core of the Eat Right India movement is a three-pronged strategy that addresses the food system holistically: improving supply-side standards, enabling informed consumer choices and advancing environmental sustainability.

Supply Side

On the supply side, initiatives like **FoSTaC** (Food Safety Training and Certification) equip food handlers with essential knowledge to maintain hygiene and safety. Certification schemes such as **Hygiene Rating**, **Eat Right Stations** and **Clean Street Food Hubs** incentivise food businesses—ranging from small vendors to large establishments—to upgrade infrastructure, undergo audits and adopt safe food practices.

Demand Side

The movement fosters consumer awareness through campaigns like "**Aaj Se Thoda Kam**," which promotes reduction in salt, sugar and fat, and "**Trans Fat-Free India**," which aims to eliminate industrial trans fats from the food chain. **Eat Right School** introduces nutrition and food safety education into school curricula, while **Eat Right Campus** certifies workplaces, hospitals, colleges and jails that meet standards for hygiene, nutritious meals and sustainability. Public outreach tools like the **DART Book**, **Food Safety Magic Box** and **Food Safety on Wheels** vans help people identify common adulterants and understand everyday food safety.

Sustainability Initiatives

Sustainability is a core pillar of the movement. FSSAI encourages food businesses and institutions to shift towards **eco-friendly packaging**, reduce single-use plastics and manage food waste responsibly—particularly in public spaces like campuses and markets. The **Safe and Nutritious Food (SNF)** platform extends this message into homes, schools and workplaces, offering simple tips to promote balanced diets and safe cooking practices. Additionally, the **Food Fortification initiative** supports micronutrient-enriched staples like salt, oil, milk and flour to tackle hidden hunger across populations.

Recent Policy Updates & New Initiatives (2024-2025)

- **Stop Obesity Campaign (2025):** Union Health Minister J.P. Nadda launched FSSAI's "Stop Obesity" campaign on World Food Safety Day 2025 (June 7), calling for a nationwide 10% reduction in salt and oil consumption.
- **Microplastics Research Initiative (2024):** FSSAI launched "Micro-and Nano-Plastics as Emerging Food Contaminants" project in March 2024, collaborating with CSIR-Indian Institute of Toxicology Research, ICAR-Central Institute of Fisheries Technology, and Birla Institute of Technology and Science to establish standard protocols and generate exposure data.

Other flagship programmes of the Eat Right Movement include:



Recognition & Awards

Eat Right Initiative has already been recognised internationally for its vision, scope and approach.

The campaign was recognised as one of the top visionaries in 2021 for the '**Food Systems Vision Prize**' by the Rockefeller Foundation for envisioning a regenerative and nourishing food system by the year 2050. The campaign was chosen from among more than 1,300 submissions from teams spanning 110 countries.²³ The prize aims to enhance global discourse on food systems, empowering communities to devise actionable blueprints for their future.⁴

The '**SKOCH Platinum Award 2017**' recognised FSSAI's Indian Food Sharing Alliance (IFSA) for addressing food waste and addressing the critical gap between food surplus and food insecurity through technological intervention, ultimately contributing to the donation of more than 50 million meals.⁵

The "Heart Attack Rewind" campaign for eliminating trans-fat by 2022 in India reached 34.9 million people, including securing commitments from major industry associations such as Indian Vanaspati Producers' Association and others.⁶ The **World Health Organisation** gave special mention to India as one of the 44 countries with best practices for eliminating trans-fats.⁷

Stakeholder Engagements

The success of the Eat Right India movement lies in its ability to bring diverse stakeholders together under a unified vision for food safety, nutrition and sustainability. Recognising that no single entity can drive systemic change alone, the initiative adopts a collaborative, whole-of-government and whole-of-society approach. From national ministries and state authorities to private companies, academic institutions, NGOs and citizen groups, a wide network of partners has been mobilised to translate policy into action. This multi-tiered engagement not only ensures stronger implementation but also fosters shared responsibility and collective ownership across India's complex food ecosystem.

²World Bank - [Eat Right India: A Case Study](#)

³[Eat Right India](#) Among Top Visionaries for the Food Systems Vision Prize

⁴The Rockefeller Foundation – [Food System Vision Prize](#)

⁵[Eat Right India Handbook](#), FSSAI, First Edition 2020 (Page No. 121)

⁶[Eat Right India Handbook](#), FSSAI, First Edition 2020 (Page No. 109)

⁷WHO - [WHO's trans fat elimination validation program is now open for country applications](#)

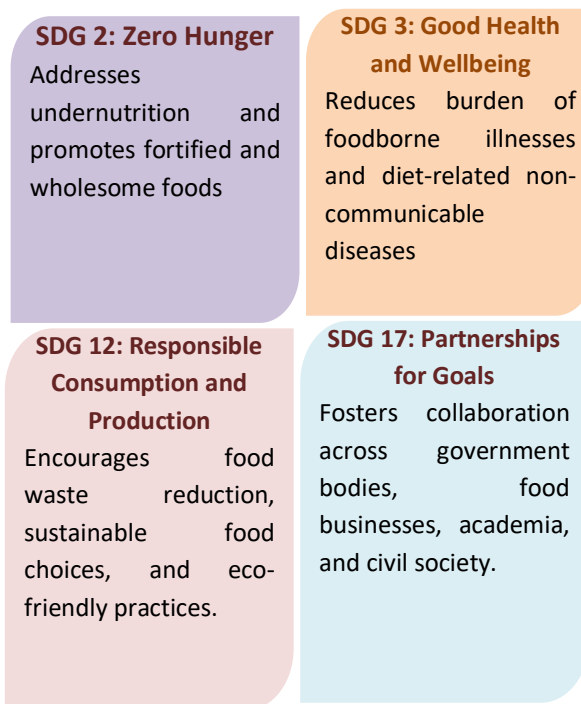


- **Whole-of-Government engagement** is the backbone of Eat Right India. FSSAI brings together key ministries—Health and Family Welfare, Women and Child Development, Housing and Urban Affairs, and Education—to align the initiative with flagship programmes like Ayushman Bharat, POSHAN Abhiyaan and Swachh Bharat Mission. At the state and local levels, Food Safety Departments and municipal bodies implement certification schemes, audits and community outreach in food hubs and municipal institutions.
 - The **private sector** plays a pivotal role through **partnerships and CSR**. Controlled voluntary collaboration with food businesses—ranging from major manufacturers to local street vendors—has led to product reformulation, improved hygiene ratings and certification at workplaces and campuses. The Corporate for Eat Right India (C4ERI) platform encourages private entities to support infrastructure, training and large-scale awareness activities such as the Swastha Bharat Yatra cyclothon.
 - **Public-Private and Third-party collaborations** bolster capacity and reach. With more than 220 external training partners and 2,000+ certified trainers delivering FoSTaC modules, and laboratories supporting food testing via mobile labs (Food Safety on Wheels) and static labs like the National Food Laboratory, the initiative also establishes auditors and professional bodies to support hygiene benchmarking at scale.
 - **Academic, Civil Society and development partners** anchor grassroots impact. Universities and professional bodies contribute to curriculum development for Food Safety Officers and Eat Right School modules. NGOs and consumer groups help tailor outreach for vulnerable communities, while development agencies offer technical guidance and evaluation tools—creating a participatory ecosystem designed to enable shared ownership and long-term behavioural change.
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Alignment with National & Global Goals

The Eat Right India initiative stands out for its strong alignment with both India's national development priorities and global commitments under the UN Sustainable Development Goals (SDGs). Rather than functioning in isolation, it complements and reinforces existing government schemes focused on health, nutrition, sanitation and sustainable development. By integrating food safety, nutrition awareness and environmental responsibility into a single movement, Eat Right India supports a whole-of-government, whole-of-society approach to systemic change—bridging efforts across ministries and sectors to create a healthier, more resilient nation.

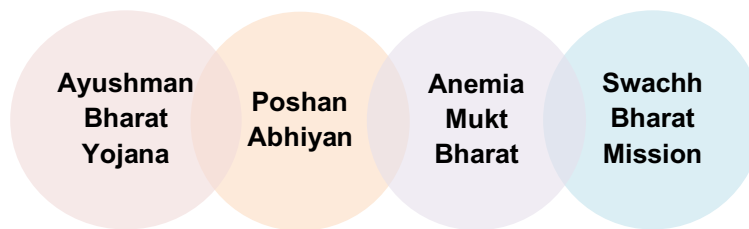
Globally, the initiative contributes directly to multiple SDGs:⁸



At the national level, Eat Right India enhances the impact of several flagship programmes⁹.

⁸United Nations - [The 17 Goals](#)

⁹FSSAI - [Empowering India Towards A Healthy Future - Atmanirbhar Bharat](#)



- Aligns with **Ayushman Bharat Yojana** (Ministry of Health and Family Welfare) by promoting preventive healthcare through healthier diets and food environments.
- Complements **POSHAN Abhiyaan** and **Anaemia Mukh Bharat** (Ministry of Women and Child Development and Ministry of Health and Family Welfare) by strengthening community-based nutrition efforts and addressing micronutrient deficiencies.
- The initiative also supports the goals of the **Swachh Bharat Mission** (Ministry of Housing and Urban Affairs) by advocating for hygienic food practices and clean, safe eating spaces in public institutions and markets.

By bringing together public health, food regulation, citizen engagement and environmental goals, Eat Right India presents a scalable and replicable model. It not only supports India's journey towards the 2030 Agenda but also offers a compelling framework that other nations can adapt in their pursuit of healthier and more resilient food systems.

Technology and Innovation

FSSAI's Eat Right India leverages cutting-edge digital infrastructure to reach India's diverse ecosystem. FoSCoS is a single-window digital platform that streamlines the licensing, registration and compliance management for lakhs of registered food businesses worldwide.

The **Food Safety Connect mobile app** creates a real-time ecosystem to connect inspectors, consumers and businesses for instant reporting, compliance tracking and feedback.

Apart from the technological integration, the initiative uses grassroots human networks to reach consumers and businesses. The Food Safety Mitra programme exemplifies this approach—registering over 62,000 to bring last-mile compliance support to remote areas through digital platforms. From mobile food testing laboratories equipped with LED screens and vernacular training materials reaching remote villages to the FoSTaC system to the Jaivik Bharat portal (recording 1.4 million visits as of July 8, 2025), the campaign shows the human-centric approach of technological tools.

Achievements

Since its launch, the Eat Right India movement has grown into one of the most expansive food safety and nutrition initiatives in the world. Backed by strong institutional frameworks and cross-sectoral collaboration, it has translated vision into impact through measurable outcomes on the ground. From transforming campuses and railway stations into certified “Eat Right” zones to training lakhs of food handlers, mobilising public participation, and enhancing hygiene across street food hubs and temples, the initiative stands out for its scale, innovation, and commitment to public health. The dashboard below captures some of the key milestones achieved under its various programmes.

Comprehensive Achievements Dashboard (as of July8, 2025)

Initiative	Key Metrics	Scale & Impact
<u>FoSTaC Training & Certification</u>	25 lakh food handlers trained, over 62,000 registered users for Food Safety Mitra program	More than 65,600 trainings conducted, 247 training partners offering 25 courses across the food value chain
Clean Street Food Hubs	249 hubs certified	15 States/UTs covered
Eat Right Station	284 certified as Eat Right Stations	Stations across 23 states including Mumbai Central (first) and Anand Vihar Terminal, New Delhi
<u>Hygiene Rating Scheme</u>	Over 75,300 Food Business Operators applied and over 69,700 completed	Participation from various hotels and establishments
<u>Food Fortification (F+)</u>	157 fortified products recommended ¹⁰	114 companies participating, which include 47% of top 10 edible oil companies and 36.6% of the milk industry

¹⁰[Eat Right India Handbook](#), FSSAI, First Edition 2020 (Page No. 99)

RUCO Initiative

Over 55 lakh litres of used cooking oil collected¹¹

Over 39 lakh litres biodiesel produced and [53 enrolled biodiesel manufacturers](#), [12 soap manufacturers](#)

Industry Engagement in Reducing Salt, Sugar and Oil¹²

Sector	Commitments
Food manufacturing, retail & e-commerce	Britannia, ITC, Nestle, HUL, Bikanervala, Haldiram's, Amazon, Zomato, Big Basket, Spencer's, among others, pledged commitment to this goal.

Conclusion

In alignment with the Prime Minister's appeal to all citizens to mobilise every individual and proactive action towards maintaining a healthy diet and fitness regimen; the Eat Right Initiative works to enhance the quality of food consumed by people across the food supply chain. The goal is to transform the food ecosystem in India through regulatory, individual, and community participation.

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¹¹[Eat Right India Handbook](#), FSSAI, First Edition 2020 (Page No. 130)

¹²[Eat Right India Handbook](#), FSSAI, First Edition 2020 (Page No. 103)