

# **FSSAI APP & Consumer Concern Management (CCM)**



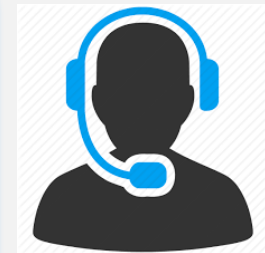
# Objectives

- **To create a responsive eco system for Food safety** in a collaborative manner by engaging with all the stakeholders in the food processing business with special focus on the consumers.
- **To improve the communication channels** between the Consumers, State Food Regulators and the Food Processing businesses
- **To provide science based information** as per the provisions of the FSS Act 2006 and Codex Alimentarius Commission on Food Standards and Safety to all and enable them to adopt and improve on their compliance levels.
- **To build a credible and robust information and feedback mechanism** within FSSAI and the State Food Regulators to ensure seamless information flow between the Consumers and the Registered Food Processors in India.
- **To facilitate the State Food Regulators in the enforcement system** and enable them to maximize their available resources in the interest of the consumers, food processors and the State at the cutting edge

# Raising a Concern

FSSAI envisages multiple choices to the consumers to raise their concerns:

- Toll Free Helpline
- Web Portal
- WhatsApp
- Missed call
- SMS
- E-Mail, Snail Mail
- Walk-in



*Independent of the channel through which the concern is raised, a Team of Well Trained Professionals at FSSAI back-end shall act as facilitator who will work 24x7 to connect with the consumers to qualitatively assess the concern before logging it into the web based system processing centre. This will sieve non-serious and frivolous concerns from reaching the concerned authorities*



# Raising a Concern Using FSSAI Mobile App

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# Receiving the Concern

- **Exhibiting a sense of warmth and belongingness** so that the consumer feels welcomed & reassured
- **Making a qualitative assessment of the concerns** before entering them into the system so that they are well received and understood by the enforcement officials of the state in the manner they desire
- **Instill confidence and pride in the minds of the consumer** that his inputs are invaluable and should continue sharing their concerns and feedback
- **Manage the high expectations of the consumer appropriately** such that he is made aware about the action taken on his concerns and respond in a tangible manner promptly on the action taken by the State Regulators in a easy and friendly way without putting any extra burden on the State Regulators other than their routine work existing as of date

# Handling the Concern

## Focus is “To keep it Simple”

- The concerns are Filtered, Prioritized based on a pre defined Risk scale by the system
- Concerns are displayed to the concerned FSC, DO of the State/District with colour indicators for easy understanding
- FSC and DO can view the trend for any particular FBO or Kind of business over a period of time & plan Risk Response

### Benefits to the States/UTs:

- ✓ Reduces the work load of DO & FSO-helps overcome the “80/20 challenge”
- ✓ Provides a Handy Tool for Enforcement Planning
- ✓ Promotes Self-Compliance among FBOs reducing the stress on the Enforcement machinery
- ✓ Improves the image of the Department

# Benefits

Benefits to all key stakeholders- Consumers, Food Businesses & Regulators

## I. Benefits for Consumer

- **Easy, simple and friendly manner raise concerns** on Food safety and standards anytime, anywhere as per their convenience.
- **Consumers can check different parameters** on which the Food Safety Standards are compromised if any, for both Packaged Foods and Food served in ready-to-eat establishments
- **Empower Consumers** on their rights and responsibilities
- **Access information** on the functioning of the State Food Authority and FSSAI like the name and address of the nearest office, Area Designated officers, contact numbers etc.
- **Increased confidence** about availability of safe food
- **Get alerts** on Food recalls and safety related issues
- **Awareness about errant FBOs** and recognize the good practitioners in Food Businesses

# Benefits

## II. Benefits for Food Businesses

- **Transparent and credible exchange of information** with The State Regulators and FSSAI
- **Opportunity to self-evaluate** on Compliance
- **Understand Consumer Expectations** better
- **Identify Vulnerabilities** across the chain for prompt improvement
- **Contribute in the development of a better ecosystem** on food safety and standards

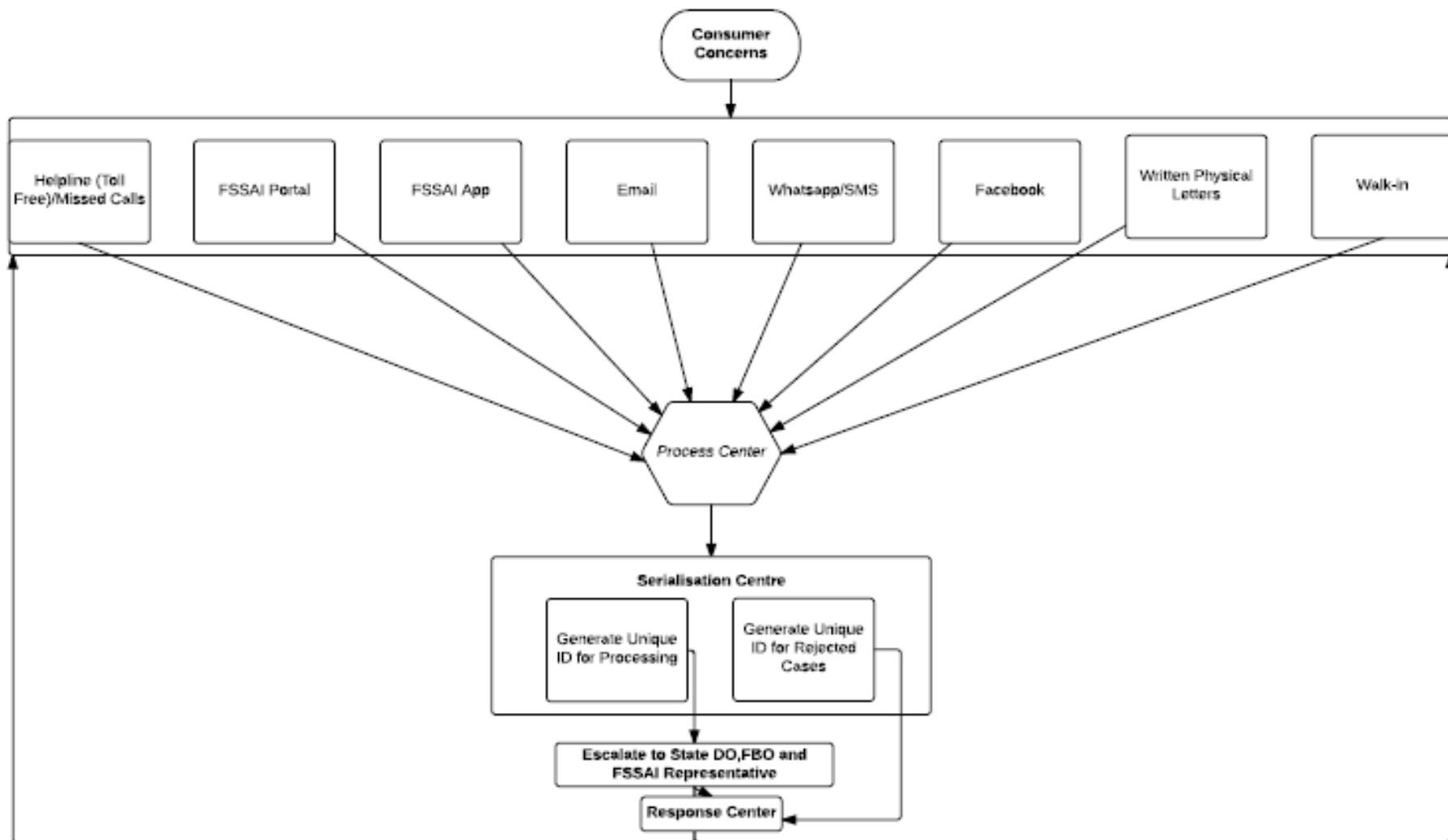


# Benefits

## III. Benefits for Food safety Department

- **Provides a “view on Food Safety Compass”** in the State/Country
- **Enables a tool** for planning and Enforcement activities
- **Enhanced self- compliance** from the Food businesses
- **Provides data on willful violations** by FBOs and ways to improve
- **Identify & Forecast Points of Risk** for improving GMP and HACCP

TYPE	PACKAGED FOOD	
FBO	Concern	Priority
FBO 1	Found Dust/Pest/Fungus	HIGH
FBO 2	Nutrition Information Missing	MED.
FBO 3	Veg/Non-Veg Logo Missing	LOW



THANK YOU