

Swachhata Hi Seva Campaign (12 Sep – 02 Oct, 2019)
A Brief Report on the Activities Undertaken by FSSAI

Food Safety and Standards Authority of India (FSSAI) under the Ministry of Health and Family Welfare is committed to achieve a plastic waste free Food and Beverages (F&B) sector. This is part of the sustainable living agenda of the Eat Right India movement which is built on the three key pillars of 'Eat Safe', 'Eat Healthy', and 'Eat Sustainably' wherein, the sustainability pillar promotes food that is good for both people & planet and includes a move towards safer and sustainable food packaging.

Aligned with Prime Minister’s call for action to eliminate single-use plastic in coming years, FSSAI launched ***“Eat Right India for Sustainable Living”*** campaign on **12th September 2019** as a call to action for plastic waste management and reduction of plastic footprint in the F&B industry. The activities planned as part of this are in accordance with the timelines of Swachhata Hi Seva 2019 campaign. The two campaigns are in complete alignment with each other and will help accelerate the vision of our Hon’ble Prime Minister to free our houses, offices and workplaces from single use plastic.

FSSAI has undertaken several measures under various heads as part of the campaign ***“Eat Right India for Sustainable Living”*** for plastic waste management and reduction of plastic footprint in the F&B industry. The major areas are highlighted below:

Themes	Details of the Activities Undertaken
Regulatory Measures	<p>FSSAI is developing a concrete action plan in partnership with various stakeholders from the F&B sector to eliminate single-use plastic in coming years; develop environmental friendly substitutes and also an efficient plastic collection and recycling/disposal system in the F&B sector. Apart from developing this incremental and agile plan, FSSAI has recently initiated some regulatory measures to enable F&B industry to reduce its plastic footprint. These include:</p> <ol style="list-style-type: none"> i. Hotels can use paper-sealed glass bottles for captive use without BIS certification in place of plastic bottles. An order has been recently issued on this ii. Use of bamboo as an alternative to plastics such as straws, plates, bowls, cutlery etc. iii. Removing the restriction on use of returnable bottles for packaging of artificially sweetened beverages. iv. Permitting the use of liquid nitrogen dosing in PET bottles during the packaging of drinking water v. FSSAI is facilitating in setting-up of a ‘Centre of Excellence for Safe and Sustainable Food Packaging Solutions (CESS.FoPS)’ with industry associations and support from the F&B industry and research institutions. This Centre will help develop and deploy environmentally friendly packaging material with a view to reduce plastic use in food packaging and create an inclusive ecosystem along with the food & beverage start-ups

Awareness
Generation
and
Collection
Drives

1. Directions to the States/UTs

FSSAI has itself taken up an initiative for reduction and where possible elimination of plastics in its head office and regional offices across the country. Additionally, FSSAI has written a letter to the Food Safety departments in various States/UTs to conduct similar awareness and collection drives at public places and malls at their State capitals and major cities in accordance with the timelines of SHS 2019. It has also urged the State Level Advisory Committees to organize State level discussions around the same and devise activities for sustaining the agenda at a bigger level.

2. 12th September 2019 (MGF Mall, Gurugram)

To kick-start the movement, captain of the Indian cricket team, Shri Virat Kohli joined hands with FSSAI and reached out to millions of fans through his social media accounts (Twitter, Instagram and Facebook) to spread awareness around plastic waste free India and invited them to a collection drive organised by FSSAI. He asked them to bring empty F&B plastic packaging, plastic bottles, aluminium cans and Tetra Pak cartons for recycling.

The drive was organized by FSSAI with support from Chintan Environmental Research and Action Group, Industry Associations like CII & FICCI as well as other stakeholders from the F&B industry. Thousands of people joined hands during the activation where the ace-cricketer and captain of Indian Cricket team, Shri Virat Kohli also segregated F&B plastic packaging waste and motivated people to follow his foot-steps.

The collection drive was organised for a period of 09 days starting from 12th Sep – 19th Sep 2019 with a **collection of approx. 305 Kgs of waste** including PET bottles, Poly propylene pouches, Low/High density polythene, Hard plastic, Multi-layered plastic and PP plastic

3. 24th September 2019 (Jahangir Puri, New Delhi)

An awareness and engagement event was organised at Prayas Children's Home in Jahangirpuri, New Delhi as part of 'Swachhata Hi Seva 2019' and was graced by Dr. Harsh Vardhan, Union Minister for Health and Family Welfare. The Prayas centre houses some of the most deprived children, women and youth including large number of rag pickers from all parts of Jahangirpuri, which is one of the largest resettlement colonies. It is also one of the largest collection, sorting and distribution centre of ragpickers in Delhi. The venue was chosen in order to sensitize the key partners about the challenges of plastic waste collection and segregation.

It saw a participation of over 200 children, citizens and other partners. Children from Prayas staged a play on '*disadvantages of use of plastic*' along with a dance performance on FSSAI's theme song on plastics, which was also launched during the event. The theme song "Tik Tik Plastic" first released by Bhamla Foundation

and later adopted by FSSAI, reiterates the need for a plastic waste free India and is sung by several renowned singers and musicians.

At this event, 22 of the top food companies including multinational companies committed themselves to effectively manage plastic waste in their operations and reduce their plastic footprint in the coming years. They also signed a voluntary pledge at the event that includes the commitment from food businesses for reduction of plastic footprint in the coming years.

4. 24th September 2019 (Atrium, Infiniti Mall, Malad, Mumbai)

FSSAI's Western Region organized a similar engagement drive in the Mumbai city led by famous Bollywood playback and pop-singer Shri Shantanu Mukherjee (popularly known as Shaan). The Program was started with the theme song "Tik Tik Plastic" which was first released by Bhamla Foundation and later adopted by FSSAI, which reiterates the need for a plastic waste free India and is sung by several renowned singers and musicians.

Director, FSSAI, WR Shri Yogesh Kamat also urged the action for plastic waste management and reduction of plastic footprint in the F&B industry and remarked the contribution by Shri Shaan towards it. Hundreds of people joined hands during the activation where Shri Shaan himself segregated F& B plastic packaging waste and motivated people to follow his foot-steps. He asked them to segregate empty F&B plastic packaging, plastic bottles, aluminum cans and Tetra Pak cartons for recycling purpose.

Committing himself for the cause, Shaan highlighted that this drive is the need of the hour and encouraged all his fans to contribute actively and make plastic waste free India, a reality. Total **plastic waste of approximately 118 kg was collected** over a period of 10 days.

5. 23-29th September 2019 (FDA Bhawan, New Delhi)

FSSAI had initiated a collection and segregation drive at its own head office in New Delhi where separate collection bins had been placed and employees were encouraged to bring plastic waste from home and drop it in the appropriate bins, which will further be picked up for recycling and proper disposal.

Others

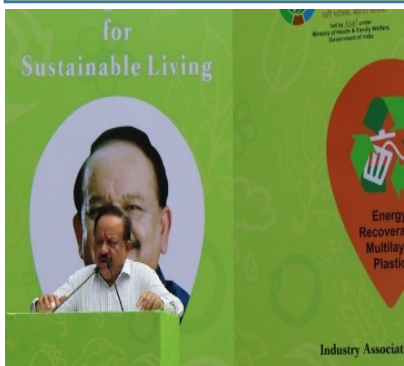
1. FSSAI is also facilitating in setting up of an experiential / experimental facility at Prayas Children's Home and Skilling-Livelihood Centre in Jahangirpuri. This will serve as a model collection and recycling hub. It will also host a museum on plastic waste management.
2. On 16th October 2019 - World Food Day, FSSAI also launched The '*Eat Right Jhola*', a reusable, washable and biodegradable bag. The Eat Right Jholas will be available at the check-out counters of retail chain outlets at a nominal price. Customers will be able to return these Jholas back into circulation and pick up fresh ones. The Jholas returned by customers will be washed, sanitized and repaired, if necessary, ensuring safety and hygiene along with a longer shelf life.

Annexure

Photo Gallery



12th Sep 2019: "Don't get inspired by my hairstyle or clothes, get inspired to do good for the country. Join hands to make India plastic free & participate in the campaign" said Shri Virat Kohli during the launch of the #SustainableLiving campaign as part of #EatRightIndia movement in Gurgaon, New Delhi



24th Sep 2019: "We have to take this movement to every village and to every child and ensure that India becomes free of single use plastic" said Dr. Harsh Vardhan, Hon'ble Union Minister for Health & family Welfare during the event organized by FSSAI as a part of 'Swachhata Hi Seva 2019' at Prayas Children's Home in Jahangirpuri, New Delhi



24th Sep 2019: " This drive is the need of the hour and I encourage all my fans to contribute actively and make plastic waste free India, a reality" said Shri Shantanu Mukherjee (popularly known as Shaan) during the event organized by FSSAI's regional office in Malad, Mumbai



16th Oct 2019: Launch of Eat Right Jholas on World Food Day by Dr Harsh Vardhan, Hon'ble Union Minister for Health and Family Welfare