

बिहार सरकार
नगर विकास एवं आवास विभाग

॥ कार्यालय आदेश ॥

सं०-04/NULM-35/2016- 45 /न०वि०एवं०आ०वि० दिनांक-२४/०१/१९

दीनदयाल अन्त्योदय योजना-राष्ट्रीय शहरी आजीविका मिशन (DAY-NULM) के अंतर्गत माह फरवरी, 2019 के प्रथम पखवाड़ा में शहरी समृद्धि उत्सव का आयोजन किया जाना है। उत्सव में फूड फेस्टिवल का आयोजन DAY-NULM एवं FSSAI के संयुक्त तत्वाधान में किया जाना है (प्रति संलग्न)। मेला आयोजन हेतु स्थल का चयन एवं बजट आदि के निर्धारण के लिए राज्य स्तरीय संयुक्त कमिटी का गठन निम्नवत् किया जाता है :-

क्रम सं०.	कमिटी	नामित पदाधिकारी/प्रतिनिधि
(I)	State Urban Livelihoods Mission (SULM)	श्री विनोदानन्द झा, अपर सचिव-सह उप निदेशक।
(II)	State Food Safety Department	खाद्य संरक्षा आयुक्त के द्वारा नामित प्रतिनिधि।
(III)	नगर निकाय	नगर आयुक्त, नगर निगम, पटना अथवा उनके द्वारा नामित प्रतिनिधि।
(IV)	Street Vendors Association	TVC पटना में नामित वेण्डर प्रतिनिधि।
(V)	Professional Association	श्री अरविन्द सिंह, राष्ट्रीय समन्वयक, NASVI, पटना।
(VI)	Other relevant government/NGO	सचिव, आगा खॉ, फाउन्डेशन, पटना।

- यह समिति फरवरी, 2019 के प्रथम पखवाड़ा में आयोजित होने वाली फूड फेस्टिवल में निर्धारित दायित्वों का निर्वहन करेगी।
- प्रस्ताव में विभागीय प्रधान सचिव का अनुमोदन प्राप्त है।

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अपर सचिव-सह-उप निदेशक,
नगर विकास एवं आवास विभाग।

ज्ञापांक-04/NULM-35/2016- 233

दिनांक-२४/०१/१९

प्रतिलिपि:-नगर आयुक्त, नगर निगम, पटना/प्रधान सचिव, स्वास्थ्य विभाग के आप्त सचिव/प्रधान सचिव के आप्त सचिव/विशेष सचिव-सह-निदेशक के आप्त सचिव, नगर विकास एवं आवास विभाग/श्री अरविन्द सिंह, राष्ट्रीय समन्वयक, NASVI/सचिव, आगा खॉ, फाउन्डेशन, पटना/टीम लीडर, PMC-NULM, इंदिरा भवन, बिहार, पटना को सूचनार्थ एवं आवश्यक कार्यार्थ प्रेषित।



अपर सचिव सह-उप निदेशक।

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SS/22/1/2019
SS/22/1/2019

File No. K-13011(1)/19/2018-UPA-II-UD (FTS-9052623)
Government of India
Ministry of Housing and Urban Affairs
UPA-II Division

Nirman Bhawan, New Delhi
Dated: 18th January, 2019

To
The Principal Secretaries (UD)
All States/UTs

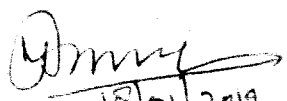
Subject: Organizing Street Food Festivals in States/ Union Territories jointly by DAY-NULM and FSSAI- regarding

Sir / Madam,

This has reference to organizing Street Food Festivals in large cities during Shehri Samridhi Utsav (1st to 15th February, 2019) in conjunction with other activities of Shehri Samridhi Utsav such as SHG products mela and the jobs mela. A joint advisory signed by Shri Sanjay Kumar, Joint Secretary and Mission Director (DAY-NULM), Ministry of Housing and Urban Affairs and Shri Pawan Kumar Agarwal, Chief Executive Officer, Food Safety and Standards Authority of India (FSSAI) on organising the street food festivals is forwarded herewith for necessary guidance. State Urban Livelihood Missions (SULMs) may take further necessary action accordingly.

Yours faithfully

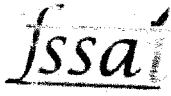
Encl: As above


18/01/2019

(Surender Kumar)
Under Secretary to the Government of India
Tel : 011-23061185

Copy to:-

Mission Directors (SULM)
All States / UTs



FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA

Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India

Deendayal Antyodaya Yojana
National Rural Livelihoods Mission
(DAY-NULM)

Ministry of Housing
and Urban Affairs

Government of India

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Organizing Street Food Festivals in States/ Union Territories jointly by DAY-NULM and FSSAI

Introduction

1. Deendayal Antyodaya Yojana - National Urban Livelihoods Mission (DAY-NULM) supports the livelihoods of street vendors in urban areas through its Support for Urban Street Vendors (SUSV) component and monitoring the implementation of the Street Vendors Act, 2013. The Food Safety and Standards Authority of India (FSSAI), has the mandate to ensure safe and wholesome food all citizens of the country.

As, the street food vendors are an important part of a vibrant urban economy, and the quality and hygiene standards of street food can have a big impact on the health of communities, they can be addressed jointly by NULM and FSSAI for better outcome. This collaboration will promote hygiene sanitation of the ecosystem and enhance consumer satisfaction in street food vending.

2. DAY-NULM is organizing 'Shehri Samridhi Utsav' in urban areas from 1st -15th February to expand the outreach of the Mission and showcase various initiatives. Shehri Samridhi Utsav will also include melas to provide a marketing platform for street vendors, women's Self-Help Groups, and provide opportunities to job seekers. In this context, FSSAI and NULM have agreed to jointly facilitate Street Food Festivals under the banner of Shehri Samridhi Utsav, in various cities across the country. Leveraging this platform, the concept of 'Eat Right Mela' with a focus on safe and healthy food will be introduced during the Shehri Samridhi Utsav (see Annexure I for details).

Program - Shehri Samridhi Utsav - Street Food Festival

3. Apart from focus on the livelihood of the street food vendors, the Street Food Festivals would build awareness on safe foods and healthy diets through an interactive and informative model, on the lines of Eat Right Mela. In order to leverage the popularity of street food, ensure food safety and hygiene, support the livelihoods of street vendors and provide a marketing platform for them, States are advised to organize the Street Food Festival in large cities, during the

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Shehri Samridhi Utsav (1st -15th Feb 2019) in convergence with other activities of Shehri Samridhi Utsav, such as the SHG products mela and the job mela, to ensure adequate footfall.

Mela has to be organized, preferably in metro or State capital. The venue and the time for organizing Mela can be decided jointly by collaborating organizations. **Apart from partnership with Government Departments, the organizations with local presence and a strong interface with street vendors ideally having previous experience of organizing such events at scale, can also be chosen as partner.** FSSAI will conduct Food Safety Training & Certification (FoSTaC) for identified vendors on food safety standards and hygienic practices. Food Safety Display Board and a basic kit with Apron, Hairnets and Facemasks will be distributed to the participants. The training program would also include registration of the vendor with FSSAI if not already registered. **However, entire activity for organizing Mela will be undertaken and coordinated through a Joint Organizing Committee. Composition and responsibility of the committee is given below at para 5. All regulatory requirements of FSSAI for the Eat Right Mela have to be fulfilled in Street Food Festival.**

4. An informative session on the provisions of The Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014 may also be organized during the festival, to inform street vendors about their rights, the role of Town Vending Committees etc.
5. **Composition of the Joint Organizing Committee will be as follows:**
 - a. State Urban Livelihoods Mission (SULM)
 - b. State Food Safety Department
 - c. Municipal Body
 - d. Street Vendors Associations
 - e. Professional Associations
 - f. Other relevant government/ non-government bodies


The committee would broadly have following **roles and responsibilities.**

- a. Arrange logistics including venue selection, site planning, amenities and signage
 - b. Develop a financing model with detailed budget and submission of financial proposal.
 - c. Devise a strategic marketing and communication plan to publicize the mela.
 - d. Seek relevant permissions and clearances based on local requirements.
 - e. Ensure all regulatory requirements including FSSAI registration etc as per FSSAI guidelines have to be fulfilled.
 - f. Necessary convergence with line Ministries and State departments including related Government programmes
 - g. Ensure documentation before and after the mela as well as reporting to NULM & FSSAI
6. This Mela would jointly be funded by NULM and FSSAI. The expenditure by states may be booked under A&OE (which provides for other expenses), and HEC.



- a. The total expenditure from DAY-NULM funds may not exceed INR 20 Lakhs per Mela. This may cover rent for the venue, for tents, stall furniture, and other physical infrastructure, operational expenses for the festival including vendor travel and stay, and the cost of advertisements to popularize the festival through social media, local media including print and radio.
- b. FSSAI will provide financial support ranging from 6-10 lakhs INR basis the population of the city. For cities having population of more than 15 lakhs will be granted INR 10 lakhs maximum and the cities having population below or up to 15 lakhs will be granted maximum INR 6 lakhs. The expenditure can be done under two indicative heads
 - i. Training of street food vendors under the FoSTaC programme
 - ii. Awareness building efforts and dissemination of the materials created by FSSAI.
- c. States are also encouraged to source fund through entry ticket system for the mela, CSR funds from corporates, companies and various other organizations or through fund raising events or from State Fund. The state may utilize funds available under National Health Mission, POSHAN Abhiyaan and Swachh Bharat Mission and any other programme of Central or State Government earmarked for undertaking HEC activities.


CEO, FSSAI


Mission Director, DAY-NULM

Eat Right Mela Template

The first National Eat Right Mela was organized by FSSAI from 14-16th December 2018 in New Delhi; a template of which is appended in Annexure I for reference. This template is indicative in nature; individual states may customize and adopt elements as suitable.

1. The Eat Right Mela Concept

Safe and healthy food is critical to good health and to prevent food borne illnesses, micronutrient deficiencies and Non Communicable Diseases such as diabetes and heart disease. Eat Right Melas have been envisioned for massive outreach to build awareness on the same. This template provides a reference framework to assist in planning and implementing themelas at the state and district level.

2. The Eat Right Mela Elements

The Eat Right India movement is anchored on three pillars: Eat Safe, Eat Healthy & Eat Fortified. The Melas are envisaged to generate awareness on these key themes through core elements. Additional elements may be incorporated to offer an interesting mix of events to the audience.

Core Elements

1. **Pavilions:** The purpose of the pavilion is to disseminate the key messages of Eat Safe, Eat Healthy and Eat Fortified through interactive exhibits such as digital (LED screens), standees, posters, backdrop panels and creative installations.
2. **Food Stalls:** Food stalls could be specially curated to serve traditional thalis, foods served at places of worship, organic foods, fortified foods and healthy foods to promote safe food and healthy diets.
3. **Engagement Activities:** Activities to directly engage citizens are most effective in driving home the message of eating right. These could include any of the following:
 - a. **Quizzes** on food safety and nutrition
 - b. **Talks/Panel Discussions** by experts such as dieticians and nutritionists
 - c. **Health Booths** to test BMI, Anemia (through Anemia Mukh Bharat camps) and IMA
 - d. **Physical Activities** such as yoga, running, cycling sessions through local clubs

Additional Elements

1. **Engagement Activities:** Activities such **On the spot poster competition** for school and college students, **Eat Right Toolkit Masterclass** for frontline health workers such as ASHA, ANM, Anganwadi workers, **Storytelling sessions** for students, parents and teachers, and **Workshops on food safety and nutrition** for stakeholders such as hotels, restaurants, HR managers of workplaces etc. could be organized.

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2. **Showcases: Presentations and demonstrations** could be organized in short sessions to allow stakeholders such as the Government, food companies, start-ups and state food authorities present their schemes, initiatives, products in front of a larger audience.
 3. **Entertainment:** To enliven the visitor's mood, interesting cultural performances that include a glittering mix of **Film screenings, Musical Concerts, Cultural shows, Street Theatre/NukkadNatak, Dance performance and Live Cooking Demos** could be organized.

3. Logistics

Venue: Depending on the scale of the mela/expected footfall, with facilities for closed-door meetings, screenings and a main stage a suitable venue may be chosen.

Important aspects to consider for venue layout & event management:

1. Availability of a venue layout for navigation & proper signages at different locations of the Mela
2. Availability of a public address system and an information desk at strategic locations within the premises to help consumers with specific queries
3. Maintenance of personnel hygiene and overall sanitation throughout the Mela duration
4. Maintenance of good quality food stalls provisioned with hand-wash stations, disposal mechanism and a separate utensil washing area
5. Provide parking facilities
6. Availability of confirmed roster of vendors/food stalls and other pavilions at least 2-3 days prior to the event. Space allocation, fascia and other requirements should be addressed well in advance.
7. Waste and traffic management

Permissions & Clearances: This is an indicative list of the possible permissions and clearances to be sought prior to organizing an event of this scale. The State Authority is advised to seek relevant permissions based on local requirements.

- Licensing unit (City Police Department)
- City Municipal Corporation (including provisions of water for drinking, washing as well as toilets)
- Law & Order
- Traffic
- Fire Department
- Medical Assistance
- Disaster Management
- Indian Performing Rights Society

The organizer shall ensure fire safety at the venue and shall maintain first aid services for emergency.

Promotion of event: The State Authority may choose to promote the Eat Right Mela through social media platform, radio and print advertisements or local city promotion through posters, banners etc.

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Communication Collaterals: Templates of the collaterals for awareness building and publicity may be downloaded from the website: www.fssai.gov.in/eatrightmela.

4. Partnerships

- Partnership with an organization with local presence and a strong interface with street vendors ideally having previous experience of organizing such events at scale is recommended. Involvement of Professional Associations and Academic Institutions would bring credibility and authenticity to the messaging at the mela events. Contact details by city are placed at Annexure 2.
- Collaboration with Civil Society and Consumer Organizations would aid in outreach.
- Convergence with line Ministries and State Departments of Government flagship programmes such as POSHAN Abhiyaan, Anemia Mukh Bharat, Ayushman Bharat Yojana and Swachh Bharat Mission would given leverage in dissemination.

Note: A detailed performance report has to be submitted to FSSAI post the mela with pictures and videos, details of footfall, activities conducted for education and awareness, number of exhibits, crowd management activities during the mela etc.



Annexure 3

Funding Proposal Form

1. Name & contact of Nodal Officer:
2. Location:
3. Venue:
4. Date:
5. Tentative Budget:
6. Proposed Partners:
 - a.
 - b.
 - c.
 - d.
7. Key members of Joint Committee with their contact details:
 - a. State Urban Livelihoods Mission (SULMs):
 - b. State Food Safety Department:
 - c. Municipal Body:
 - d. Street Vendors Associations:
 - e. Professional Associations:
 - f. Other relevant government department/s:
 - g. Non-government bodies:
8. Minutes of the 1st meeting of Joint committee
9. Details of account for release of fund

Signature of the chairperson of Joint Committee