

Beat: News

Ram Vilas Paswan Launches “Surakshit Khadya Abhiyan”

Nationwide Campaign Safe Food Practices

New Delhi, India, 22.07.2015, 16:41 Time

USPA NEWS - The Union Minister for Consumer Affairs, Food and Public Distribution, Mr. Ram Vilas Paswan addressing at the launch of the “Surakshit Khadya Abhiyan”, a national campaign to strengthen countrywide awareness and capacity building on Safe and Hygienic food for all, in New Delhi on July 21, 2015.

Mr. Ram Vilas Paswan, Minister of Consumer Affairs, Food and Public Distribution launched the Surakshit Khadya Abhiyan, a countrywide campaign on July 21, to create mass awareness and capacity building for safe and hygienic food.

Launching the campaign, the Minister said that the Surakshit Khadya Abhiyan initiative is extremely important and very relevant for all stakeholders, especially consumers. He said “food safety is an inseparable part of food security and no nation can guarantee food security if food is not completely safe. Food borne diseases which have severe health and economic consequences, both developed and developing countries can be prevented by food safety practices only”.

Mr. Paswan said that the initiative complements the widely popular multi-media campaign of his Ministry under the brand name of “Jago Grahak Jago” which empowers the consumers of its rights and demands.

The campaign planned by CII and its partners including Consumer Organization VOICE, and National Association of Street Vendors of India (NASVI), is an effort towards building a culture of food safety in the country.

Under the campaign, nationwide sensitization sessions on cleaning, hygiene & sanitation for safe food, Walkathons and Media dissemination programmes for Consumers, Street Food Industries will be organized across the country.

On the occasion the Minister launched a website and a logo of the campaign and also sign a pledge for adopting safe food practices.

Article online:

<https://www.uspa24.com/bericht-4579/ram-vilas-paswan-launches-surakshit-khadya-abhiyan.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Doruvu Paul Jagan Babu

Exemption from liability:

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Doruvu Paul Jagan Babu

Editorial program service of General News Agency:

United Press Association, Inc.
3651 Lindell Road, Suite D168
Las Vegas, NV 89103, USA
(702) 943.0321 Local

(702) 943.0233 Facsimile
info@unitedpressassociation.org
info@gna24.com
www.gna24.com