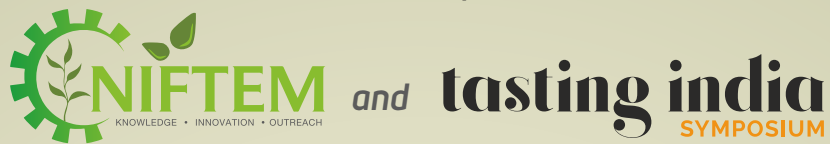


Eat Right ^{Start-up} Awards

led by *fssai* under
Ministry of Health & Family Welfare, Government of India

In Partnership with



In order to foster innovation and start-up activity in the area of food safety and applied nutrition, FSSAI has established Food Innovators Network (FINE), a platform to engage with start-ups in safe food and healthy diets space. Through FINE, FSSAI brings together entrepreneurs who provide innovative solutions to transform the country's food safety and nutrition landscape and provides mentorship, network access and regulatory support to them. In partnership with NIFTEM, Tasting India Symposium and others, FINE has instituted the Eat Right Start-up Awards under the following categories:



Food Products Category

Recognises start-ups that provide one or more healthy and nutritious food product in the market through an array of approaches such as grocery stores to farmers' markets, mobile markets, food hubs, and/or community gardens and has devised innovative mechanisms to promote the product/s.

Food Services Category

Recognises start-ups that provide a healthy and nutritious culinary experience by providing healthier food options, creating awareness on importance of eating right and is a responsible place to eat that ensures consumers make informed choices while eating out. This can be either through using innovative mechanisms, technology, healthy menu labeling, adoption of hygiene rating SNF programmes or any other way.



Food Testing Category

Recognises start-ups that are engaged in developing rapid methods for detection and identification of foodborne pathogens and adulteration.

Community Outreach and Engagement Category

Recognises start-ups that are engaged in community outreach and engagement in the area of safe food and healthy diets and reducing food waste striving for zero hunger and building a sustainable food ecosystem.



Eligibility Criteria

Startups that are registered and /or incubated in India and meet the criteria for startups established by the Department of Industrial Policy and Promotion (DIPP), Government of India and working in broad areas defined above would be eligible.

Process

- On receipt of applications, a steering committee of individuals and professionals from food businesses and technical experts will make an initial assessment and shortlist applicants in each category.
- These start-ups will be invited to attend a two-day boot camp at the NIFTEM Campus, Sonapat. The boot camp will host a training session on the specially curated FoSTaC Plus course for food start-ups, as well as interactions and networking events with established food businesses, corporate and government bodies. They will then pitch their proposals before a jury that will evaluate them through an interactive process.
- The jury will be independent, comprising of eminent people from the food sector, government bodies, entrepreneurs, corporates, incubators and academicians, amongst others.

Rewards and Recognition

Winner in each category will be given a Cash Award of Rs. 50,000, a Memento and Certificate of Recognition and Appreciation. Each potential start-up would also be assigned a 'FSSAI Buddy' who will help them navigate the regulatory space and assist in networking and support services.

Timeline

- Last day for online applications at www.fssai.gov.in/fine : **31st December, 2018**

Other Partners



For Details and Registration, Visit : www.fssai.gov.in/fine
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