THE VISION

The foundation has the vision to create a better food future both for the people and the planet.

THE MISSION

The mission is to transform Food System in India for a food-secure, healthy and sustainable future through partnerships and collaboration.

THE WORK

The foundation works on the demand as well as supply side. On the demand side, it is focused on adolescent nutrition, an important yet neglected area globally.

FLAGSHIP INITIATIVE: FOOD, HEALTH AND WELLNESS IN SCHOOLS

Adolescence is a crucial phase in life to develop long-term dietary habits with a significant impact on one’s health later in life, the foundation for informed and responsible parenthood and healthy ageing.

A robust adolescent nutrition would need the provision of -

- Widely available quality school meal programs
- Healthy school food environments, safe food and healthy diets for school children regulations Eat Right school certification
- Imparting food literacy skills integrated with government prescribed Health and Wellness curriculum recently.

The Food, Health, and Wellness Curriculum is designed for school children from nursery/KG to Grade 10 to enable them to understand, engage with their own health, and eat food that meets their nutritional and health objectives. It aims to build a positive relationship between children and food, improve academic performance, and create a more productive learning environment. Healthy dietary habits have a significant impact on one’s health later in life and are the foundation for informed and responsible parenthood and healthy ageing.

The Food, Health and Wellness curriculum is in three stages and five themes that run throughout -

1) Food around us
2) Food preparation, safety and hygiene
3) Food, nutrition, and health
4) Food habits and lifestyle
5) Food and our planet

This curriculum integrates with the government’s Health and Wellness curriculum under Ayushman Bharat. The foundation is developing workbooks and teacher manuals in different languages in alignment with the EVS/Science curricula of CBSE, ICSE, and School Boards. The emphasis is on innovative pedagogy and digital tools for effective curriculum delivery.

Food, Health and Wellness lab would form an essential part of the curriculum providing an immersive and hands on learning environment to students.

Continuous tracking and regular assessment would be done through an online dashboard and a focus on teacher training and building a pool of school counsellors to support the program.

The foundation is reaching out to schools to adopt the food health and wellness curriculum. A policy similar to Japan’s "Shokuiku" would be undertaken.

The curriculum includes five key elements - A holistic approach, learner-centric activities, habit-forming trackers, joyful learning, and a progress dashboard.

Partner: National Institute of Nutrition, Nourishing Schools Foundation, Global Child Nutrition Foundation

For more, visit http://foodliteracy.in/
INITIATIVES RELATED TO FOOD LITERACY

1. Analysis of Food and Nutrition Content in School Textbooks
The school curricula provide an opportunity to educate children on food and nutrition, health and wellness through various subjects such as Environmental Science (EVS), Science, and Social Sciences. The foundation is conducting the meta analyses of school textbooks of different school boards to analyze the gaps in the food and nutrition content in school curricula from nursery/KG to class 10 which is essential to understand the current state of education on this subject in India.

**Partners** - National Institute of Nutrition (Hyderabad), SVT College (SNST University), Mumbai

2. Power Up Your Life: 8510 Campaign
The campaign aims to educate and encourage youth to adopt healthy lifestyle habits based on the '8-5-1-1-0' message: 8 hours of sleep, 5 servings of fruits & vegetables, 1 hour of physical activity or relaxation, no more than 1 hour of screen time, and avoiding carbonated drinks and food waste.

**Partners** - Country Delight, National Institute of Nutrition, Hyderabad

3. Eat Well, Get Well Online
This is based on ‘The Purple Book: A Handbook on Diets for Diseases’ published by FSSAI in Dec 2019. It would cover over 50 medical conditions in 18 broad categories. This online resource would provide a brief about the medical condition and dietary advice. This would be promoted through posters in Doctor’s clinics / Hospitals.

**Partner**: Indian Medical Association, Symbiosis International University, Pune, SVT College, SNDT University, Mumbai

4. My School Climate Club
A student-led movement with a resolute focus on taking action against climate change. The action plan is to conduct awareness campaigns, implement 100+ lifestyle changes, make 10+ changes at the school level, and quantify the reduction in carbon footprint using the Cool The Globe app.

**Partner**: Cool The Globe

THE GENESIS AND EARLY ACTIVITIES

This Foundation has its origin in the Eat Right India movement launched in August 2017 by the Food Safety and Standards Authority of India (FSSAI).

In the initial period, the Foundation organized the ‘Food and Books’ webinar series in partnership with the India International Centre, New Delhi.

During the year 2019-2020, the foundation undertook food safety and nutrition literacy activities in five languages across 1700 schools covering 1.4 million students.

In 2020, the Foundation instituted the National Awards for Sustainable Sourcing with CII-FACE as its technical partner to recognize and reward industry players that support natural farming and livelihoods through sustainability.
SUPPLY SIDE INITIATIVES

5. Global Demand-driven Agro-ecology Platform (G-DAP)
With a view to support agroecology-based natural farming in India, the Foundation is setting up a platform to bring relevant stakeholders together for providing them catalytic support. This platform [Global Demand-Driven Agro ecology Platform (G-DAP)] would perform knowledge aggregation and dissemination functions, facilitate large-scale technology-mediated training and capability-building, and strengthen capabilities of farmer collectives to get into packaged food products that are agro-ecology focused. Further, it would provide support in packaging, labeling, branding, quality control, recipe and product standardization.

The platform would also work with market players for demand creation. It would help develop innovative and blended financial solutions to support agro-ecology supply chain actors. It would create a database of farmer collectives for smooth functioning of agro-ecology supply chains and finally, create a pool of professionals/organizations.

Partner: TRIF, GIZ, IFAD, IDH

6. Moving towards Climate-Neutral Food System
The farm sector contributes to almost one-third of all greenhouse gas (GHG) emissions. This includes CO2 emissions and non-CO2 emissions (mostly methane). Methane comes mainly from the dairy sector and rice cultivation.

The Foundation has developed a Climate Resilient Dairy Production Maturity Framework and would work with the dairy sector to move towards climate-resilient food system aimed at carbon-neutral production.

Partner: TRIF, Suruchi Consultants, Delhi NCR India

7. Large-Scale Food Fortification
India has made rapid progress in large-scale food fortification to address micronutrient deficiencies in recent years.

![Percentages of food commodities being fortified](image)

The Foundation will work on the project led by Andhra Pradesh Government in fortifying chikki, that is being provided to the students of government schools through Mid Day Meal Scheme in order to combat the rising cases of anemia among them. The foundation will form a technical committee to execute the project.

Partner: Food Corporation of India (FCI), Department of Food and Public Distribution, Govt of India, BMGF, Development Partners, Andhra Pradesh Government

8. Food Safety In Informal Markets
Informal markets (open markets, wet markets, small stalls, and street food) have high food safety risks. Food of animal origin and freshly produced food constitute the highest risk.

Under its Eat Right India movement, FSSAI has created an ecosystem of training and certification, third-party audits and hygiene ratings of informal markets covering street food clusters, fruit, and vegetable markets, and other clusters. An ecosystem of private partners has been developed for the purpose.

The Coalition for Food Safe for All has emerged after three years of extensive consultation, including engagement in the pre-summit activities of the UN Food System Summit 2021. The Coalition’s primary focus is on addressing food safety challenges in LMICs.

Partner: Natural Resources Institute, University of Greenwich in UK

9. India Food Waste Report 2022
The Foundation undertook a first-of-its-kind assessment of the current national-level household food waste generated in India. The study is being used to develop a strategy and action plan to reduce food waste in India. For this, a National Level Dialogue was organized on 8 September 2021 on ‘National Strategy and Action for ‘No Food Waste’.

Partners: CII-FACE and Harvard University
Funded by - Hindustan Unilever
Survey By: IPSOS

10. ESG Food and Agriculture Benchmarking Initiative
The Foundation undertook to benchmark 50-top companies across the value chain in agriculture and food space in India and developed the India Food and Agriculture Benchmarking Report 2022 using the metrics and methodology developed by World Benchmarking Alliance and The Food Foundation (UK). The toolkit uses 45 indicators covering five areas, namely - nutrition, environment, social inclusion, governance, and strategy.

Aligned with the UN Food System Summit 2021, it has three objectives -
- Support the companies to create a healthy, just, and sustainable food system
- Help consumers make the right choices
- Inform the investors about investing their money responsibly

Partner: CII-FACE
Supported By: World Benchmarking Alliance and The Food Foundation (UK)
Transforming food systems for the future requires Systems Builders - individuals who see the complexity of food systems and have the ability to influence them at multiple levels. The India Food Systems Fellowship (TIFF) is an intensive, one-year leadership development program of the foundation.

The fellowship introduces system leadership principles in the food system context to a diverse cohort of 30 youths below 30 years of age working together to achieve SDGs 2030. Every year, 30 such fellows would join the pool of food system leaders who will join India Food System Leaders Network (IFSLN). Together, they will work to bring about positive change in the agri-food systems in India.

11. Coalition of Partners for Food System Transformation in India (CoP.FSTI): The Food Future Foundation (FFF) serves as the secretariat of the Coalition of Partners for Food System Transformation in India and plays a crucial role in driving the vision and mission of the coalition in India. As the secretariat, FFF acts as the focal point for coordinating and facilitating the coalition’s activities. Furthermore, FFF actively engages in partnerships with global coalitions, leveraging international expertise and resources to amplify the impact of initiatives. This includes collaborations with leading global organizations and networks working on food system transformation.

12. Food System Vision Report 2030

The foundation has published the India Food System Vision 2030 Report. This report is based on in-depth consultation with over 200 experts and stakeholders over six months. The report has 32 essays in three key areas.

- **People**: Nourishing Everyone for Health and Wellbeing
- **Planet**: Producing in Harmony with Nature
- **Prosperity**: Inclusive, Transformative and Equitable Recovery for the 2030 Agenda

**Partner**: CII-FACE & GIZ


‘Eat Right: Food Systems Approach’ a textbook targeted at students pursuing higher studies in food-related areas was published by the Foundation in 2021. The book provides a holistic view of food systems bringing out clearly interconnected issues of food safety, nutrition, environment, climate change, and livelihoods.

The foundation is engaged with adoption of the same across universities and colleges in India.

14. The India Food Systems Fellowship TIFF2023

**THIRTY UNDER 30 FOR 2030**

**GOOD FOOD 4 ALL**

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India Food Systems Fellows will become social entrepreneurs, or bridge builders to drive change within food systems.

**Partner**: CII-FACE, GIZ, IFAD, DSM, Mondelez, Keventers, The Good Food Institute

15. Multi-stakeholder Dialogues and Partnerships

The foundation collaborates with NGOs, businesses, and government agencies to jointly implement interventions aimed at transforming the food system. By partnering with diverse stakeholders, FFF seeks to leverage their respective strengths, expertise, and networks to drive tangible change at the ground level. The foundation is the technical partner for the G20/B20 Global Dialogue on Food Systems Transformation organized by the Confederation of Indian Industry ((CII) on 20-21 April 2023.

The Foundation is also a member of the Food Systems Collaboration Network led by WRI (UK) and the Action Platform for Sustainable Consumption and Diets led by WWF. The Foundation is incubating a network of food testing labs in India to develop an ecosystem for credible food testing in India through collaborative efforts.

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The foundation is registered on the CSR Portal and donations to it enjoy exemption U/S 12 A and 80G of the IT Act, 1961.