

## FOOD SAFETY DISPLAY BOARDS

There is a mandatory requirement of displaying FSSAI License Number at food premises. Usually, the FSSAI license number is not visible to the consumer currently. To change the overall consumer perceptibility of consumers about FSSAI, Food Safety Display Boards (FSDBs) will be introduced at various food businesses which deals directly with the consumers such as, retail stores, milk booths, vegetable & fruit retail, meat shops, restaurants, street food vendors. The various features of FSDB are:

### Food Safety Display Boards

FSSAI licence No.

Important Food Safety and Hygiene Practices

Consumer Feedback Details

These FSDB will replace the current requirement in the FSS regulations which necessitate food businesses to display FSSAI Registration / license, which is not really visible to the customer. **FSDBs will not only make FSSAI registration/license number visible but will also inform the customer and the food handler about the important food safety and hygiene practices required to keep food safe. Each of these practices will information will be numbered for feedback purposes.**

An important feature of FSDB is a new and more effective consumer feedback system. The board provides consumer arange of options for sending feedback through WhatsApp, SMS or give feedback on FSSAI App. These **FSDB will be aligned with the FSSAI App where a consumer will be able to see the actual FSDBs for each category of food business and can simply give feedback by entering FSSAI Registration/ License no. and marking against the number of food safety and hygiene practice he wants to complain or send his feedback about.** The feedback given by customer will be **shared with the enforcement machinery**, which would process feedback for ensuring food safety compliance. These feedbacks will be shared with the respective FBOs as well.

At initial stage these FSDBs can be voluntarily adopted by the FBOs, gradually, then would become a mandatory requirement for the food businesses to display the FSDBs at the premises.

## Points to consider while displaying FSDBs

1. Only display FSDB specific to the kind of food business.
2. **Size:** A4 size for FSSAI Registered food business and A3 for FSSAI Licensed Food Business.
3. **No. of FSDBs to be displayed:** A minimum of one FSDB may be displayed. More than one can be displayed in case the outlet is big in size and FSDB displayed is not visible to all the consumers and food handlers from one specific place.
4. **Material of FSDB:** Content of FSDB must not get blurred or damaged over time.
5. **Directions for FBOs:** The FBOs may add their FSSAI/License No. on top and Company Name and Feedback Details on lower right hand side for feedback mechanism.

