



FSSAI West Region to Launch 'Know Your Food Label' Initiative across Schools in Mumbai

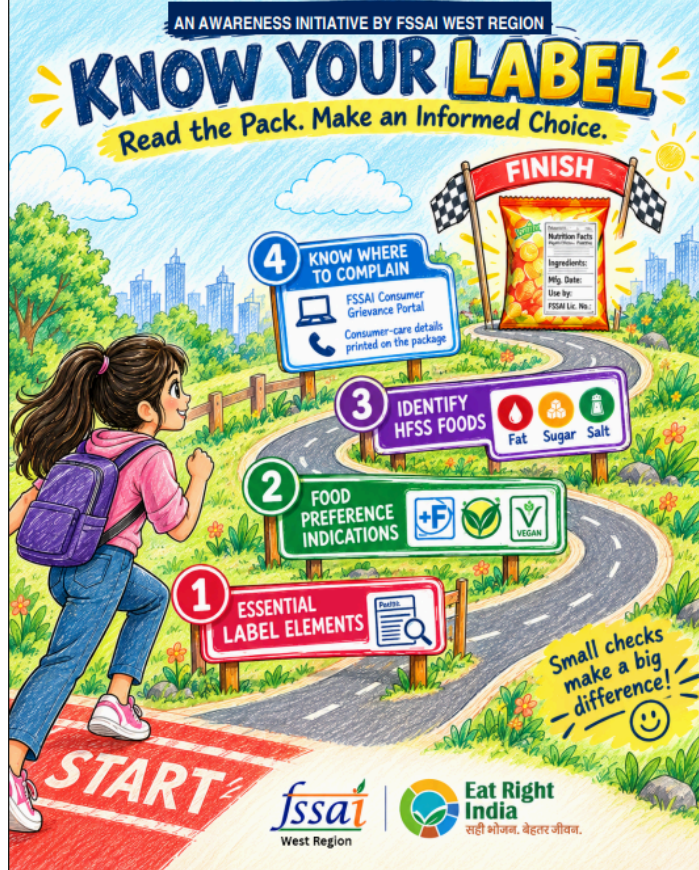
Initiative to promote food-label literacy and informed food choices among school children

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The Food Safety and Standards Authority of India (FSSAI), West Region, under the Ministry of Health and Family Welfare, Government of India, is set to launch the 'Know Your Food Label' awareness initiative across schools in Mumbai to promote food-label literacy among school-going children and enable them to make informed food choices.

The initiative will sensitise students to important information provided on packaged food labels, including ingredients, nutritional information, allergens, date marking, FSSAI licence details, food preference symbols and other mandatory declarations. Through age-appropriate and interactive learning activities, students will be encouraged to develop the habit of reading, understanding and evaluating food labels before making food choices.



The Mumbai launch will mark the first phase of the initiative. The programme will subsequently be expanded in a phased manner to schools in other areas under the jurisdiction of FSSAI West Region, with the objective of creating a wider network of food-label literate young consumers.

The initiative assumes significance in the context of the growing emphasis on nutritional awareness and literacy among children. The importance of nutritional literacy among the young population has also been highlighted by the Supreme Court in its recent proceedings concerning front-of-package labelling.

Recognising children as important influencers within their families and communities, the initiative seeks to create a multiplier effect by enabling students to take the message of informed food choices from schools to their homes and communities.

Through the 'Know Your Food Label' initiative, FSSAI West Region aims to equip the next generation with practical knowledge about packaged food labels and encourage a culture of safe, healthy and informed food choices.

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