



IMPACT ASSESSMENT REPORT

**CLEAN SAFE FOOD HUBS UNDER SANKALP PROJECT OF MINISTRY
OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP
SEPTEMBER 2025**

Prepared By

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ABBREVIATIONS

CSFH - Clean Safe Food Hub

FICSI - Food Industry Capacity and Skill Initiative

FoSTaC Basic Catering - Food Safety Training and Certification

FSSAI - Food Safety and Standards Authority of India

GMP - Good Manufacturing Practices

GHP - Good Hygiene Practices

FHRS- Food Hygiene Rating Scheme

Gol- Government of India

MoFPI- Ministry of Food Processing Industries

MSDE- Ministry of Skill Development and Entrepreneurship

NSDM- National Skill Development Mission

NCVET- National Council for Vocational Education and Training

ICMR- Indian Council of Medical Research

NSSO- National Sample Survey Office

OECD- Organization for Economic Cooperation and Development

SGS- Société Générale de Surveillance

SDG- Sustainable Developmental Goals

ETHICAL CONSIDERATION

Informed consent: The interviews were done after receiving respondent's consent. Even after the interviews were completed, their permission was sought to proceed with their responses.

Confidentiality: The information provided by participants has been kept private. At no point were their data or identities disclosed. The research findings have been quoted in a way that does not expose the respondents' identities.

Comfort: The interviews were performed following the respondents' preferences. In addition, the interview time was chosen in consultation with them. At each level, respondents' convenience and comfort were considered.

Right to reject or withdraw: Respondents were guaranteed safety and allowed to refuse to answer questions or withdraw during the study.

ACKNOWLEDGEMENT

We, SGS, would like to express our gratitude to FICSI for entrusting us with this impact assessment assignment. We are extremely thankful for their assistance during the course of the study.

We thank everyone who supported and facilitated the study and contributed to gathering insights.

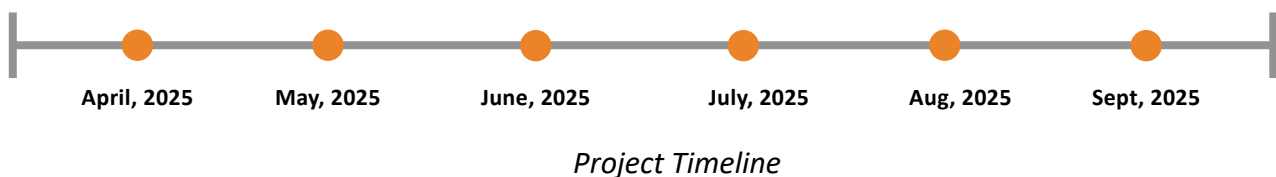
We truly appreciate all the intellectual guidance from the FICSI team throughout the study. Last but not least, we want to express our gratitude to everyone who spent the time answering the extensive survey.

ABOUT SGS

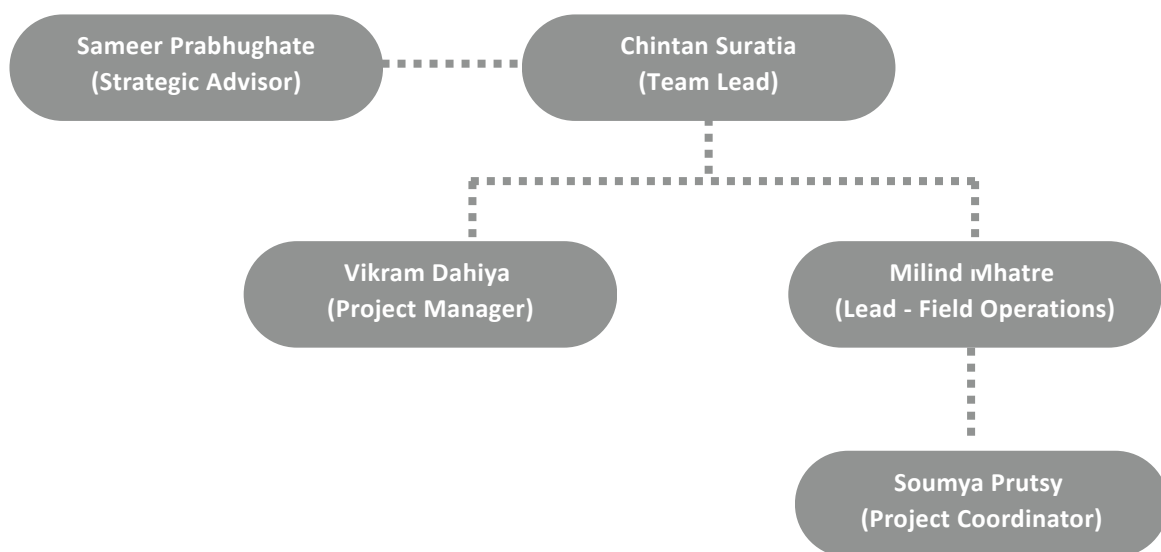
Founded in 1878, SGS is the world's leading company in testing, inspection, verification, and certification services, setting the global benchmark for quality, sustainability, and integrity across industries.

Our mission is to create a better, safer, and more interconnected world by helping businesses manage risk, improve efficiency, and drive sustainable growth. With tailored solutions spanning agriculture, automotive, consumer goods, energy, healthcare, and more, we support organizations in meeting regulatory requirements and achieving higher performance standards.

As a trusted global partner, SGS combines its impact-led approach, expertise, and extensive presence to deliver measurable results. We collaborate with corporations, philanthropic organizations, foundations, and social organizations to design and implement CSR programs, ensuring compliance while maximizing social impact. Our integrated platform enables corporates and institutions to meet CSR mandates effectively and sustainably.



Core Project Team



SETTING THE CONTEXT

India's street food culture is a vital part of its economy and urban identity, yet it remains plagued by persistent challenges in food hygiene, safety, and infrastructure. An estimated 2.5 million street food vendors operate across Indian cities, but a majority lack access to clean water, sanitation, and structured food safety training. These gaps increase the risk of foodborne diseases, particularly in densely populated urban areas and during the monsoon season.

The informal food sector in India constitutes a significant portion of the country's food economy, providing livelihoods to millions, especially women and marginalized groups. According to the National Sample Survey Office (NSSO) and Food Safety and Standards Authority of India (FSSAI) data, over 80% of food consumed outside the home is sourced from informal vendors and micro-enterprises. However, this sector faces critical challenges including poor food safety practices, lack of hygiene awareness, inadequate packaging and limited business skills, which collectively impact consumer health and vendor profitability.

Studies by the Indian Council of Medical Research (ICMR) indicate that foodborne illnesses account for a substantial disease burden in India, with contamination often traced back to street food and small-scale vendors due to inadequate hygiene (ICMR, 2020). Studies across Indian cities reveal alarming hygiene lapses in street food hubs: in Pune, only 36% of vendors used soap water for cleaning utensils, with none having access to safe running water (PMC, 2016); in Kolkata, 81% of food handlers did not use gloves and 44% admitted to reusing leftover food, raising serious contamination risks (FoodManifest, 2023); and in Bhubaneswar, authorities destroyed 147 kg of unhygienic food and collected 212 samples for lab testing within just 20 days due to widespread violations (TOI, 2024).

Although the Clean Safe Food Hub (CSFH) program has demonstrated success in areas like Vidyapeeth Chauraha (Mathura Food Hub), Indore (Chappan Dukan) and Vadodara (Kamatibaug) and, its overall impact is constrained by infrastructural gaps, limited vendor participation, and enforcement challenges at the municipal level. Seasonal factors such as waterlogging, poor drainage, and increased pest presence during the monsoon exacerbate the problem, leading to spikes in gastrointestinal illnesses such as diarrhea, typhoid, and cholera.

Thus, there remains a critical need to scale, support, and sustain such interventions through localized infrastructure upgrades, inclusive vendor training, and sustained community monitoring. Without this, India's street food economy risks falling short of its full potential—both in terms of public health and livelihood security.

ABOUT FICSI

The Food Industry Capacity & Skill Initiative (FICSI), also recognized as the Food Processing Sector Skill Council, is a nonprofit organization registered under the Societies Registration Act of 1860. This initiative has garnered support from the Federation of Indian Chambers of Commerce and Industry (FICCI) in collaboration with the Ministry of Skill Development & Entrepreneurship (MSDE) and the Ministry of Food Processing Industries (MoFPI). The organization's headquarters is situated at the third floor of the Shriram Bhartiya Kala Kendra Building, Copernicus Marg, New Delhi 110001.

FICSI operates as an autonomous entity within the industry, with the primary objective of cultivating a skilled workforce tailored for the Food Processing Industries. Its role extends to fostering a culture of food-related knowledge and enhancing the skills of individuals engaged in the food processing sector. Notably, FICSI is registered under the National Council for Vocational Education and Training (NCVET) as an Awarding Body.

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- <https://hospitality.economictimes.indiatimes.com/news/operations/food-and-beverages/over-300000-street-food-vendors-trained-on-safe-food-practices-by-fssai/123214804>
 - <https://www.indiatoday.in/information/story/fssai-food-safety-training-certification-mobile-labs-street-food-hygiene-india-2769053-2025-08-10>
 - <https://economictimes.indiatimes.com/industry/cons-products/food/how-fssai-is-ensuring-that-food-offered-by-street-vendors-and-online-aggregators-meet-safety-norms/articleshow/66101436.cms>



ABOUT THE PROJECT

The Government of India (GoI) has prioritized skill development, creating the Ministry of Skill Development and Entrepreneurship (MSDE) in 2014 and launching the National Skill Development Mission (NSDM) to improve coordination, training capacity, and productivity. Additionally, the SANKALP programme, launched in 2018 with World Bank assistance, aims to support structural reforms and strengthen skill development systems at national and state levels

The project was approved in the 16th PAB meeting of SANKALP (MSDE) held on 14th June 2024. Under this project, the major interventions are as follows:

1. Identification of locations based on the popularity of traditional foods,
2. Pre and post audit of traditional food outlets/clusters by FSSAI impaneled auditing agencies
3. Kit distribution (apron, writing notepad, ballpen)
4. Upskilling & certification of 8,000 food handlers, and
5. Monitoring, assessment and Certification
6. Hygiene rating certificate or Clean Safe Food Hub certificate

The FSSAI Hygiene Rating, part of the Food Hygiene Rating Scheme (FHRS), evaluates food businesses on their hygiene and sanitation standards. It assigns ratings from 1 to 5 stars, with 5 stars indicating excellent hygiene and 1 star indicating poor hygiene. The assessment covers cleanliness, food handling, employee hygiene, pest control, and waste management, ensuring compliance with food safety laws. Displaying the rating helps consumers make informed choices and encourages food outlets to maintain high standards, ultimately promoting safer and healthier food environments across India.



EXECUTIVE SUMMARY

The Traditional Food Hub Project, led by the Food Industry Capacity & Skill Initiative (FICSI) aimed at upgrading informal food clusters into certified Eat Right Safe Food Hubs. The project focuses on improving food safety, hygiene, business practices, and entrepreneurial skills of traditional food vendors—particularly women—across key states like Haryana, Rajasthan, Madhya Pradesh and Uttar Pradesh.

Through a structured process involving pre-audits, capacity building, hands-on training, post-audits, and formal certification, the program successfully trained 8,237 food handlers across 29 hubs in NCVET approved job role **Small Food Business Operator (FIC/Q9702)**. These food handlers also received FSSAI certificates as well (FoSTaC Basic Catering).

SGS was entrusted with the responsibility of conducting the impact assessment of the Traditional Food Hub Project. The study was carried out using a mixed-methods approach, combining both qualitative and quantitative research tools to ensure a well-rounded understanding of the intervention's effectiveness. A total of 300 respondents—all of whom had undergone the training—participated in the assessment across key locations in Haryana, Rajasthan, and Uttar Pradesh. This approach enabled the evaluation to capture not only measurable outcomes such as hygiene adoption and customer footfall but also deeper behavioral and attitudinal changes among food handlers.

The impact assessment, using the OECD Evaluation Framework, reveals strong evidence of effectiveness and community-level change:

- 100% of participants reported improved hygiene understanding;
- 96% adopted hygienic practice;
- 98% upgraded infrastructure post-training;
- 70% saw increased customer footfall, with half experiencing a rise of over 50%;
- 95% rated the training a perfect 5 out of 5, while 86% would recommend it to others.
- A total of 229 shops got hygiene rating certificates from FSSAI
- 1 Hub received Eat Right Clean Safe Food Hub Certificate (Vidyapeeth Chauraha, (Mathura Food Hub))

The project aligns with major national missions such as Eat Right India, PM-FME, Skill India, and Atmanirbhar Bharat, and supports goals related to formalization of informal enterprises, women's economic empowerment, and promotion of traditional food heritage. Its integration with grassroots platforms like SHGs and local governance bodies enhances scalability and long-term sustainability.

IMPACT AT GLANCE

Total Outreach

8,237

Direct Benefit Transfer
Received

6,556



OUTPUT

100%

Participants reported
improved hygiene
understanding

96%

Adopted hygienic
practices

98%

Upgraded infrastructure
post-training

70%

Noted increased
customer footfall

95%

rated training 5/5

86%

Willing to recommend
the training to their
friends

OUTCOME

77%

self-employed beneficiaries
(pickles, papads, street food,
sweets, tea stalls)

98%

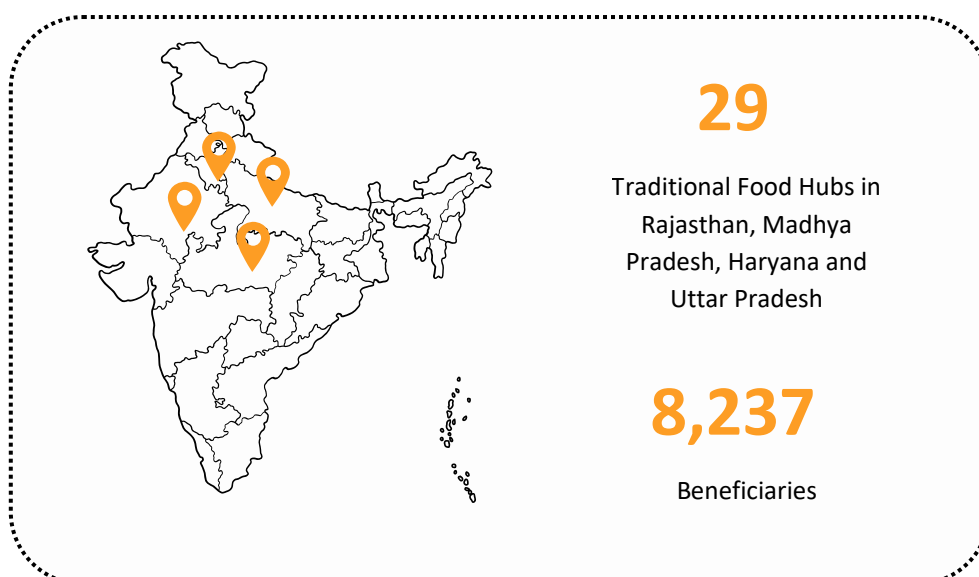
assessed candidates were
successfully certified

ABOUT THE INTERVENTION

The Eat Right Safe Food Hub initiative, implemented by the Food Industry Capacity & Skill Initiative (FICSI) in collaboration with the Food Safety and Standards Authority of India (FSSAI), is designed to transform approximately 29 traditional food hubs in Rajasthan, Uttar Pradesh, Madhya Pradesh, and Haryana into clean, safe, and consumer-trusted spaces. Targeting 8,237 food handlers under the NSQF-aligned job role of Small Food Business Operator (FIC/Q9702), the intervention follows a structured approach that combines infrastructure and hygiene upgrades with skill development.

The process begins with a pre-audit to assess current hygiene, safety, and infrastructure standards, followed by targeted training in Good Manufacturing Practices (GMP), Good Hygienic Practices (GHP), raw material selection, food packaging, waste management, branding, marketing, and customer service. Practical demonstrations and assessments are conducted in line with FICSI's certification framework and FSSAI's Food Safety Training and Certification (FoSTaC Basic Catering) guidelines. After a post-audit, compliant hubs are awarded the prestigious Eat Right Safe Food Hub certification by FSSAI, and participants receive dual certification from FICSI and FSSAI. Direct Benefit Transfer (DBT) is also provided to eligible beneficiaries, incentivising participation.

By formalizing informal food clusters, enhancing food safety, and strengthening service quality, the intervention not only improves consumer confidence but also empowers local vendors—particularly women—with the skills, recognition, and market credibility needed for sustainable business growth.



PARTICIPANTS TRAINED

Name of Locations	Total Trained	Total Assessed	Total Pass & Certified	Total Fail	Total Absent or not eligible for assessment
Haryana	1,100	969	969	0	131
Panipat	1100	969	969	0	131
Madhya Pradesh	992	966	954	12	26
Ratlam	992	966	954	12	26
Rajasthan	3,153	2,701	2,613	88	452
Amer	48	40	40	0	8
Bikaner	1,038	811	805	6	227
Jaipur	987	845	812	33	142
Jhotwara	50	49	48	1	1
Jodhpur	1,030	956	908	48	74
Uttar Pradesh	2,992	2,860	2,808	52	132
Agra	991	979	975	4	12
Mathura	1,001	920	896	24	81
Meerut	1,000	961	937	24	39
Grand Total	8,237	7,496	7,344	152	741

Direct benefit transfer details:

Total Target	Assessed	Certified	DBT Completed	DBT completed (%)	DBT (Pending)
8,000	7,496	7,344	6,556	90%	788

“From using gloves and hairnets to keeping utensils properly washed, I’ve made many changes after the training. Customers comment on the cleanliness, and I feel proud to serve them safe food.”

-Meena, tea stall owner, Mathura



APPROACH AND METHODOLOGY

This section outlines the approach adopted to assess the impact of the intervention, including the study design, data collection methods, sampling strategy, and analytical framework used to derive key insights.

A mixed-methods approach was employed to ensure a comprehensive and nuanced understanding of the intervention's outcomes. The study combined both quantitative and qualitative data collection tools, enabling triangulation of findings and capturing diverse stakeholder perspectives. Participatory assessment techniques were integrated to actively involve beneficiaries and local stakeholders in the evaluation process, thereby enhancing the reliability and contextual relevance of the results.

The impact assessment was guided by the Organization for Economic Cooperation and Development (OECD) framework, providing a structured evaluation across key dimensions such as relevance, effectiveness, efficiency, impact, and sustainability. This framework enabled a systematic review of the intervention's design and implementation, and helped identify strengths, challenges, and opportunities for scaling and improvement. The methodology was tailored to support FICSI in measuring progress against intended objectives and informing evidence-based decision-making for future interventions.



Fig 1: OECD framework deployed for the study

Phase I: Planning

In the initial planning phase, the SGS team worked closely with FICSI to develop a thorough understanding of the project's scope, objectives, and expected outcomes. Based on these consultations, tailored qualitative and quantitative data collection tools were designed to capture relevant information from key stakeholders. Field enumerators underwent structured training and orientation sessions led by SGS to ensure consistent and accurate data collection. A detailed fieldwork plan was developed in coordination with FICSI and its implementation partners, outlining logistics, timelines, and stakeholder engagement strategies.

Phase II: Implementation

During the implementation phase, the data collection tools were customized to suit the unique needs of different stakeholder groups, including beneficiaries, trainers, and program administrators. A pilot test was conducted to validate the tools for clarity, relevance, and reliability. Based on feedback, minor refinements were made before full-scale data collection commenced.

Phase III: Assessment and Dissemination

Following data collection, all datasets were rigorously cleaned, coded, and subjected to systematic analysis using both descriptive and thematic techniques. The findings were synthesized into a comprehensive impact assessment report, highlighting key insights, outcomes, and recommendations. The report serves as an evidence base for FICSI to assess program effectiveness and inform strategic planning for future interventions.

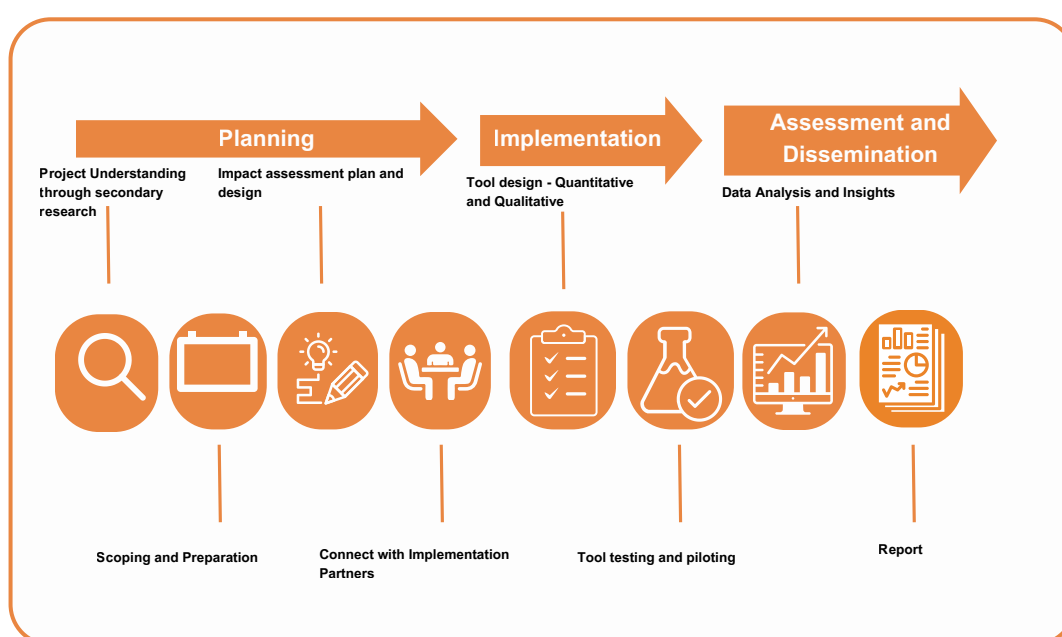


Fig 2: Technical Approach for the Impact Assessment Study

KEY FINDINGS



RELEVANCE

The Traditional Food Hub Project featured broad regional representation, with 36% of participants from Panipat, 33% from Jaipur and Jodhpur, and 31% from Mathura, this geographic spread allowed the training to be tailored to diverse local cuisines and the unique challenges faced by food vendors in each district.

The majority of participants were women (76%), with men making up 24% of the group, highlighting the inclusive nature of the program. Most individuals were between 18 and 35 years old, representing a young, economically active, and entrepreneurial segment. The data indicates that a vast majority (85%) of respondents have received education up to the primary, secondary, or senior secondary levels, while only 15% are graduates. This suggests that the training program is reaching a largely undereducated or semi-educated population, making skill development and practical training especially critical for their professional growth.

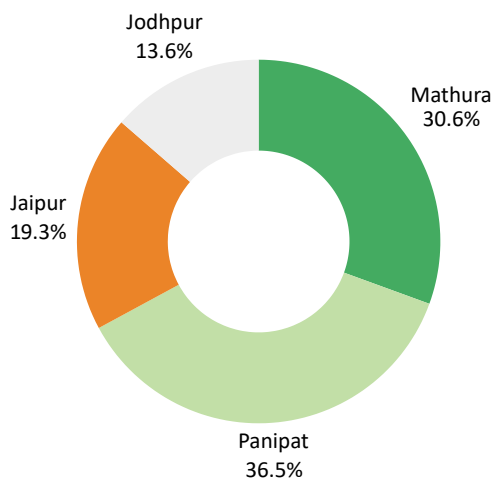


Fig 4: State wise representation

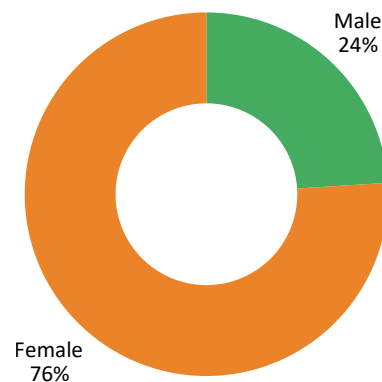
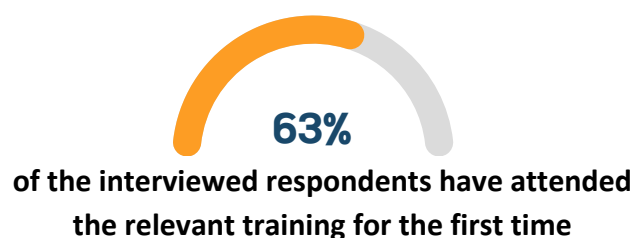
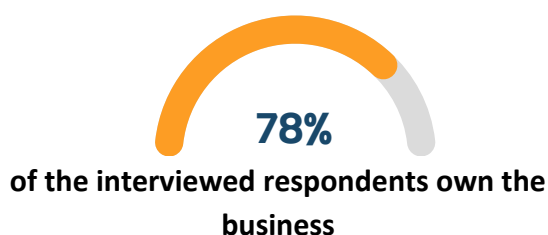


Fig 5: Gender wise representation

“ I now package my snacks properly so they stay fresh longer. This reduces waste, improves presentation, and has increased my sales. ”

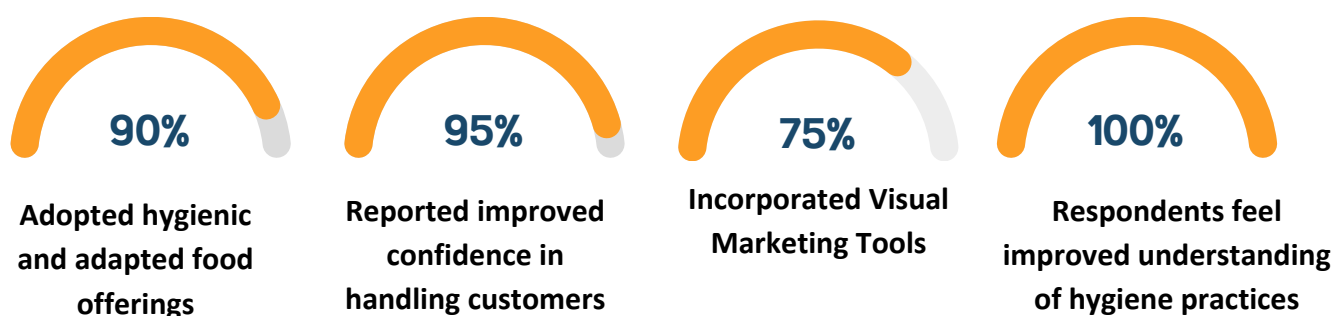
-Amarjeet, Snacks counter owner, Jaipur



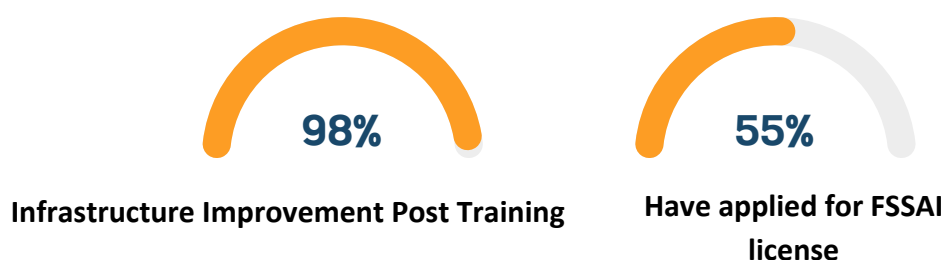
EFFECTIVENESS

All 300 participants (100%) reported improved understanding of hygiene practices, demonstrating the effectiveness of the training in addressing one of the core objectives of the intervention. This also directly aligns with the relevance of the program to the target group, as many participants initially lacked formal exposure to Good Hygienic and Manufacturing Practices.

more than 95% of respondents reported greater confidence in customer interactions, indicating strengthened soft skills such as communication and customer service—key to enhancing business performance in informal food sectors. The intervention also showed strong evidence of behavioral and operational impact: 90% of respondents introduced hygienic and adapted food offerings, while 75% incorporated visual marketing tools such as signage and display boards. These changes reflect a growing business orientation and an ability to implement learnings in practical, income-generating ways. Improved packaging practices reported by a majority of participants also contributed to enhanced product presentation and shelf life, showing early signs of sustainability in improved practices.



The finding that 98% of respondents reported improvements in their infrastructure after the training strongly indicates the practical and transformative impact of the intervention. This high rate of infrastructure enhancement - such as the installation of handwashing stations, proper waste disposal systems, or display units—demonstrates the participants' ability to apply the knowledge gained and invest in tangible upgrades to their food outlets. It reflects not only the effectiveness of the training content but also the relevance of the recommendations provided during the pre- and post-audit processes.



“Before the training, I didn’t fully understand how important cleanliness is for my food stall,” says Rinki, who runs a traditional food stall in Abhuapur, Mathura. “Now, I make sure to wash my hands regularly, clean my work surfaces properly, and always use gloves while preparing food. These small changes have made a big difference—not just in how I work, but in how customers see and trust my stall.”

-Rinki, Food stall owner, Mathura

“After attending the training, I understood the importance of providing clean drinking water to my customers,” shares Kushali, who runs a sweet shop in Dahar, Panipat. “I’ve now installed a safe drinking water dispenser at my shop. It’s a small step, but it shows my customers that I care about their health and hygiene—and they’ve noticed the difference.”

-Kushali, Sweet shop owner, Panipat

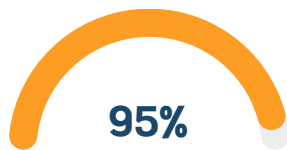
The fact that 96% of respondents reported adopting hygienic practices—such as proper utensil cleaning, surface sanitation, or regular handwashing—clearly demonstrates the effectiveness and behavioral impact of the training intervention. This high adoption rate reflects a meaningful shift in daily food handling habits, especially among participants who previously lacked formal exposure to food safety protocols.

The data highlights that a significant proportion of beneficiaries have taken concrete steps to upgrade their food handling environment following the training. Notably, 49% installed safe drinking water dispensers, demonstrating a strong commitment to customer health and hygiene. 23% established handwashing stations, supporting the adoption of proper personal hygiene practices among food handlers. While a majority of food vendors implemented food display units and adopted pest control measures, these upgrades reflect growing awareness of the importance of food presentation and environmental safety.

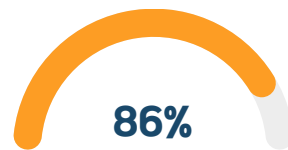
These changes, though varied in scale, indicate that the training successfully motivated participants to invest in infrastructure improvements aligned with food safety standards.

EFFICIENCY

The overwhelmingly positive response—with 95% of participants rating the training a perfect 5 out of 5—reflects the high perceived value and relevance of the program. Feedback consistently emphasized the practical applicability of the training modules, indicating that the content was well-aligned with the participants’ real-world business needs and operational challenges.



**Rated Very Satisfied
with Training**



**Willing to recommend
to others**

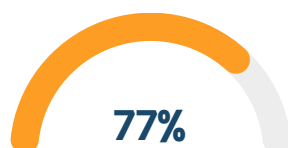
A total of 86% of participants expressed willingness to recommend the training to others in their community, while 9% had already done so. This strong level of endorsement reflects the training’s success in addressing participant needs and suggests high satisfaction. Such positive word-of-mouth is likely to drive greater community engagement, reinforcing the program’s potential for scalability and long-term sustainability.

IMPACT

The fact that most participants rated the improvement in their food quality at 4 or 5 on a 5-point scale indicates a significant positive shift in their product standards. This enhancement can be attributed to the practical implementation of hygiene practices, food safety protocols, and improved preparation and packaging techniques introduced during the training. Aligned with the effectiveness and impact criteria of the OECD framework, this outcome suggests that the intervention not only improved operational knowledge but also translated into measurable improvements in the quality of food being served—an essential factor in customer satisfaction and business growth.

The increase in daily customer footfall reported by over 70% of participants suggests a clear and encouraging response from the market. For many vendors, particularly those who saw more than a 50% rise in customer visits, this points to a meaningful shift in how their businesses are perceived post-training. Improved hygiene, food quality, and presentation appear to have positively influenced customer trust and engagement. These outcomes reflect the real-world value of the intervention, showing that small, practical changes can lead to noticeable business growth and stronger community support.

An analysis of the post-training engagement of beneficiaries shows that the majority have established themselves in self-owned enterprises, with a particularly high concentration in pickle production and sales, followed by street food vending, snack counters, sweet shops, and tea stalls. Pickle-related ventures account for more than half of the total outlets, reflecting a strong shift towards millet-based value-added products with higher shelf life and market appeal. Street food vending and snack counters together make up a significant share, indicating active participation in ready-to-eat food segments within local markets.



**Self- employed
beneficiaries**



**Beneficiaries received
DBT**

Ownership patterns reveal that approximately 77% of beneficiaries are self-employed, while only 23% are working as employees. This demonstrates the program's strong contribution to entrepreneurship and local enterprise creation. The high rate of self-owned outlets highlights the potential for sustainable income generation and greater economic independence for women. Combined with the skills in food safety, packaging, marketing, and digital sales acquired during training, these ventures are well-positioned to strengthen rural livelihoods and enhance market penetration for millet-based products.

The programme successfully mobilized and trained 8,237 food handlers against the target of 8,000, with 7,496 assessed and 7,344 certified under the dual certification framework of FICSI and FSSAI. A total of 6,556 beneficiaries received Direct Benefit Transfer (DBT), achieving a 90% DBT completion rate, while 788 cases remain pending due to data or verification issues. These results reflect strong participation, high certification rates, and substantial financial support to beneficiaries.



COHERENCE

The Traditional Food Hub Project aligns closely with national priorities related to food safety, livelihood development, and grassroots economic empowerment. It serves as an effective bridge between policy and practice by equipping informal food vendors with essential skills in hygiene, food safety, and basic business operations.

The initiative is well-integrated with FSSAI's Eat Right India movement, which advocates for safe, hygienic, and nutritious food for all. By embedding Good Manufacturing Practices (GMP) and hygiene standards into its training modules, the project brings the campaign's objectives directly into community-level food ecosystems. Additionally, it supports the aims of the PM-FME Scheme, which focuses on formalizing and strengthening unorganized food processing units, particularly those operated by women and micro-entrepreneurs.

The project also advances the goals of national initiatives such as the Skill India Mission and Atmanirbhar Bharat Abhiyan, both of which emphasize skills-led self-employment. By centering on traditional and culturally significant food practices, the program reinforces the government's Vocal for Local vision while encouraging sustainable, heritage-driven enterprises.

“When I first joined the training, I didn't realize how much I needed to change. The sessions opened my eyes to simple but powerful things. What I always thought of as just our family's way of making pedda suddenly became a professional process with rules and standards.”

-Utkarsha, Sweet shop business, Mathura

“I've been making papads for years using family recipes, but I never knew how much I was missing until I attended the training. The Eat Right Safe Food Hub program taught me not just how to improve hygiene and packaging, but also how to think like a businesswoman. Now, my papads reach more customers, and I feel confident about growing my work. I'm proud to say I'm not just making snacks—I'm building something bigger, the right way.”

- Neera, Traditional Papad Maker, Jaipur

“The training taught me how to keep my stall clean, store food safely, and interact better with customers. I've also started using display boards, which attract more people to my stall.”

-Meenakshi, Street stall owner, Panipat

SUCCESS STORY



Name -Utkarsha

Age- 38

Education- Graduation

Village -Deharuaa, Vrindavan Mathura,
Uttar Pradesh

Type of Enterprise: Home based
traditional Peda making business

In the quiet village of Deharuaa near Vrindavan, 38-year-old Utkarsha, a graduate and homemaker, carried forward a family tradition—making pedda, a beloved sweet passed down from her mother-in-law. Though deeply rooted in love and legacy, her homegrown business faced many hurdles: inconsistent quality, poor packaging, lack of hygiene, and no market credibility. Retailers hesitated to stock her sweets, and despite her dedication, Utkarsha struggled to turn her craft into a sustainable livelihood. That changed when she enrolled in the FSSAI-FICSI Traditional Food Hub training program. The training opened her eyes to professional hygiene standards, food safety, packaging practices, certification norms, and customer marketing. Armed with this knowledge, she revamped her kitchen, improved quality, reduced spoilage, introduced new variants, and successfully reached retail shelves across Vrindavan.

Today, Utkarsha's pedda stands proudly beside branded products, a symbol of resilience and transformation. Her success has not only improved her family's income but also inspired young women in her village to dream big. Many now look to her as a mentor, eager to learn hygiene and packaging basics. She reflects with pride, "I never thought my small kitchen work could light up so many lives. If I can do it, anyone can." What began as a humble tribute to family tradition has now become a thriving enterprise and a beacon of empowerment for rural women, proving that with the right training and determination, even the simplest dreams can lead to extraordinary outcomes.

SUCCESS STORY



Location: Jaipur

Occupation: Traditional Papad Maker

Age: 37

For years, Neera hand-rolled papads using age-old family methods, producing a beloved local snack but with little understanding of formal hygiene or business practices. Despite the popularity of her products, her income remained small and unpredictable.

Everything changed when she joined the 6-day training under the Eat Right Safe Food Hub initiative. For the first time, Neera learned the importance of scientific hygiene, safe food handling, and basic business skills. The training opened her eyes to practices like proper surface cleaning, personal hygiene, and safe packaging—transforming both her mindset and her enterprise.

“ We always cleaned, but now we know why it matters—and how to do it right ”

Today, Neera produces papads that meet food safety standards, helping her reach more customers and plan for stable growth. With renewed confidence and practical knowledge, she’s not just preserving tradition—she’s scaling it responsibly.

SUCCESS STORY



Name: Sundar Singh

Age: 42

Education: Graduation and Above

Location: Masala Chowk, Jaipur, Rajasthan

Occupation: Street Food Vendor (Self-employees)

Sundar Singh, a 42-year-old street food vendor at Masala Chowk in Jaipur, has long been known for serving flavorful dishes to both locals and tourists.

While his food was appreciated, Sundar realized that changing customer expectations were no longer limited to taste—cleanliness and hygiene had become equally important. Like many vendors, he faced challenges such as inconsistent hygiene practices among helpers, limited knowledge of formal food safety standards, and waste management difficulties. These issues sometimes caused customers, especially tourists, to avoid his stall despite the popularity of his food, raising concerns about customer trust and the sustainability of his business.

His turning point came when he enrolled in the FICSI and FSSAI Certified Food Safety and Hygiene Training Program. The training opened his eyes to the importance of food safety, introducing practices such as wearing gloves and hairnets, proper waste segregation, and regular sanitization. Sundar quickly adopted these standards at his stall, and the results were evident—customers noticed the improvements, trust increased, and sales grew, particularly during weekends. With his certification, Sundar has not only enhanced his reputation but also gained confidence and pride in his work. His story demonstrates how skill-based training can empower even small vendors to improve livelihoods, customer trust, and public health standards.

“For years, my focus was on making tasty food, trusting that would satisfy my customers. But now, with growing awareness, people look beyond just taste, they want to see that food is prepared and served in a clean and safe environment.”

SUCCESS STORY



Name: Sunita

Location: Manra Khurd Village, Jodhpur

Occupation: Papad Maker (Home-based Entrepreneur)

Age: Approximately 34 years

Sunita, a 34-year-old woman from Manra Khurd village in Jodhpur, found a turning point in her life when she attended the FSSAI–FICSI Hygiene & Safety Training Program. Earlier, she made papads using traditional methods with little awareness of food safety and hygiene.

Through the six-day training, she learned simple but vital practices—washing hands with soap, trimming nails, using gloves, and keeping her attire neat and safe. Applying these practices at home and work brought about a positive change, not only in the quality of her papads but also in her confidence to pursue her work more professionally.

The training also empowered Sunita economically, as she could now contribute more effectively to household expenses and envision a better future for her family. Motivated by the benefits, she began encouraging other women in her village to adopt similar hygienic practices and even aspires to start her own small papad-making enterprise. Sunita's story is a powerful example of how skill-based training can build economic independence, improve livelihoods, and inspire community-wide empowerment for rural women.

“Yeh sanstha bahut achhi hai, is training program se mujhe bahot fayeda mila hai, or ise aise hi age chlte rehna chahiye taa ke mere jaise aur bhi auratien seekh ske or kaamyab hoske. Main chahti hoon ki jitni bhi mahilayen hain, woh sab kaam kre or apne paero pe khadi ho. Agar hum saath milkar kaam karein, to hum sb taraqqi karskte hai or atmanirbhar (independent) ban skte hai or apni family ko bhi support krskte hai”

SUCCESS STORY



Name: Pooja

Location: Dahar, Panipat, Haryana

Occupation: Home-based Pickle Maker

Training Duration: 5 Days

Pooja, a home-based pickle maker from Dahar in Panipat, Haryana, inherited her passion for achar making from her grandmother, whose recipes were loved across the locality.

Despite her dedication and the popularity of her Pickle, Pooja faced challenges in ensuring consistent quality, maintaining hygiene, and accessing wider markets. Her work remained confined to small circles, limiting both income and recognition.

Her breakthrough came through a five-day training program organized by FICSI–FSSAI in partnership with the Way to Life Foundation. The sessions introduced her to essential practices such as hygiene, packaging, and marketing, transforming the way she approached her work. By applying these skills, Pooja improved the freshness and safety of her pickles, enhanced packaging, and reached new markets. Her income grew significantly, enabling better support for her family, and she now proudly identifies herself as an entrepreneur. With renewed confidence and aspirations to expand further, Pooja’s journey shows how skill development can turn traditional knowledge into a sustainable business and a source of empowerment.

“ My name is Pooja. I come from Dahar, Panipat, and I have been making pickles at home since my childhood. I learned the art of achar making from my grandmother, who was well-known throughout our locality for her delicious pickles. Everyone says I carry forward my grandmother’s unique taste in every jar of pickle I make, my specialty is the unique Pickle, a household favorite in her locality and beyond. ”

TESTIMONIALS

Individuals

“Earlier, I didn’t pay much attention to packaging. After the training, I’ve started using clean, sealed packets, and customers say my sweets now look more appealing and stay fresh longer.”

-Nindiya Kanwar, Sweet shop worker, Jodhpur

“I learned how to handle food without contamination and keep my stall organized. Now my workspace is cleaner, and I’ve seen a steady increase in returning customers.”

-Aminnudin, Street food vendor, Amer

“The training taught me branding basics. I’ve added a signboard to my stall, and people can now easily find and remember my shop.”

-Kailash Regur, Street food vendor, Jaipur

“I learned to label my products with dates and storage instructions. This has helped me gain the trust of shopkeepers who now agree to stock my pickles.”

-Janti, Sweet shop worker, Panipat

“Simple changes like covering food and cleaning utensils regularly have improved my business image. People now recommend my stall to others.”

-Sima Devi, Street food vendor, Mathura

TESTIMONIALS

Employers

“

"Vendors from the Clean Safe Food Hub are easier to onboard because they already understand GMP, GHP, and basic customer service. It saves us significant time on orientation and ensures consistent food quality."

”

-Franchise Manager, Regional Fast-Food Outlet, Haryana (Panipat)

“

"Since the training, vendors in our hub are more disciplined about cleanliness and food handling. This not only improves safety but has also attracted more footfall, benefiting all businesses in the cluster."

”

--Cluster Coordinator, Street Food Association, Uttar Pradesh (Mathura)

“

"Earlier, we struggled with vendors who lacked awareness of safe food practices. Now, the trained food handlers maintain hygiene, use gloves and hairnets, and keep their stalls organised, which has improved our overall food court rating"

”

--Supervisor, Local Eatery Chain, Jaipur

CONCLUSION

The Traditional Food Hub Project has emerged as a meaningful, community-centric initiative that successfully translates national food safety and livelihood policies into action at the grassroots level. By focusing on informal food vendors—many of whom function outside formal regulatory systems—the project addresses a vital gap in India’s food ecosystem, bridging the divide between policy intent and ground realities.

Insights from the impact assessment reveal that the project has led to tangible improvements in key areas such as hygiene practices, food quality, customer interaction, and business infrastructure. Participants have not only absorbed critical knowledge but also applied it in ways that have improved their operations and earned greater consumer trust. The consistently positive feedback and high participant satisfaction suggest that the approach is both effective and adaptable for broader replication.

In alignment with national programs such as Eat Right India, PM-FME, and the Skill India Mission, this intervention supports India’s goals of fostering safe food environments, formalizing micro-enterprises, and promoting inclusive, skills-based livelihoods. By empowering vendors—particularly women—with practical skills, certification, and increased market readiness, the project lays the foundation for a more resilient and quality-focused local food economy. With continued support and investment, the model holds strong potential to be scaled across regions, enhancing food safety and economic empowerment at the community level.

The project aligns strongly with several Sustainable Development Goals (SDGs), particularly SDG 2 (Zero Hunger) and SDG 3 (Good Health and Well-being) by promoting access to safe, hygienic, and nutritious food. It advances SDG 5 (Gender Equality) and SDG 8 (Decent Work and Economic Growth) by empowering women food vendors through skill development and formalizing informal food businesses. The initiative supports SDG 10 (Reduced Inequalities) by targeting underserved communities and SDG 11 (Sustainable Cities and Communities) through improved food infrastructure and hygiene in public spaces. By encouraging responsible food handling, waste management, and sustainable consumption, it contributes to SDG 12 (Responsible Consumption and Production), while its collaborative model involving FSSAI, FICSI, and community stakeholders reflects the spirit of SDG 17 (Partnerships for the Goals).

“ From using gloves and hairnets to keeping utensils properly washed, I’ve made many changes after the training. Customers comment on the cleanliness, and I feel proud to serve them safe food. ”

-Radha Mohan, sweet and snacks food shop worker, Amer

GLIMPSE OF EAT RIGHT STREET FOOD HUB CERTIFICATE



GLIMPSES FROM HYGIENE RATING CERTIFICATES

fssai FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA
Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India

VERIFIED

HYGIENE RATING

Very Good

LICENSE NO. 12721051000085

Name of HRAA: Alluring Safety Spark Pvt. Ltd
Name of Auditor: Aaditya Yuvraj Mishra
Date of Audit: 22-07-2025
Date of Certificate Generation: 14-08-2025
Valid Upto: 27-02-2026

FOR MORE INFORMATION, SCAN THE QR CODE

The food hygiene rating shown above reflects the hygiene of food found on the date of inspection by authorized person. Rating are given on the hygiene rating scale of 1 (Urgent Improvement) to 5 (Excellent). The hygiene rating score of the premise can be verified on the website: hygiene.fssai.gov.in.

www.hygiene.fssai.gov.in
Toll Free No. - 1800 112 100

fssai FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA
Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India

VERIFIED

HYGIENE RATING

Very Good

LICENSE NO. 12722051000782

Name of HRAA: Alluring Safety Spark Pvt. Ltd
Name of Auditor: Aaditya Yuvraj Mishra
Date of Audit: 23-07-2025
Date of Certificate Generation: 14-08-2025
Valid Upto: 11-09-2025

FOR MORE INFORMATION, SCAN THE QR CODE

The food hygiene rating shown above reflects the hygiene of food found on the date of inspection by authorized person. Rating are given on the hygiene rating scale of 1 (Urgent Improvement) to 5 (Excellent). The hygiene rating score of the premise can be verified on the website: hygiene.fssai.gov.in.

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fssai FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA
Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India

VERIFIED

HYGIENE RATING

Very Good

LICENSE NO. 22221074002047

MAHAVIR DALL BATI CHURMA AND FAST FOOD CORNER

Name of HRAA: Alluring Safety Spark Pvt. Ltd
Name of Auditor: Smriti Singh
Date of Audit: 23-07-2025
Date of Certificate Generation: 14-08-2025
Valid Upto: 04-07-2026

FOR MORE INFORMATION, SCAN THE QR CODE

The food hygiene rating shown above reflects the hygiene of food found on the date of inspection by authorized person. Rating are given on the hygiene rating scale of 1 (Urgent Improvement) to 5 (Excellent). The hygiene rating score of the premise can be verified on the website: hygiene.fssai.gov.in.

www.hygiene.fssai.gov.in
Toll Free No. - 1800 112 100

fssai FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA
Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India

VERIFIED

HYGIENE RATING

Very Good

LICENSE NO. 22720677000108

Ramchandra Gopal Krishan Rewri Gajak Wal e (Prop. Rakesh Shastri S/O Avadh Bihari)

Name of HRAA: Alluring Safety Spark Pvt. Ltd
Name of Auditor: Aaditya Yuvraj Mishra
Date of Audit: 23-07-2025
Date of Certificate Generation: 14-08-2025
Valid Upto: 18-10-2025

FOR MORE INFORMATION, SCAN THE QR CODE

The food hygiene rating shown above reflects the hygiene of food found on the date of inspection by authorized person. Rating are given on the hygiene rating scale of 1 (Urgent Improvement) to 5 (Excellent). The hygiene rating score of the premise can be verified on the website: hygiene.fssai.gov.in.

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