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Amway India and ITCFSAN Sign MoU to Strengthen Food Safety and Nutrition Awareness

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Partnership to support consumer education through expert-led engagements and knowledge-sharing



Amway India, one of the leading companies supporting health and wellbeing, and the International Training Centre for Food Safety and Applied Nutrition (ITCFSAN), jointly established by the Food Safety and Standards Authority of India (FSSAI), Export Inspection Council (EIC) and the World Bank's Global Food Safety Partnership (GFSP), have signed a Memorandum of Understanding (MoU) to collaborate on initiatives aimed at strengthening consumer awareness, nutrition education and capacity building in food safety. The MoU was signed by Rajneesh Chopra, Managing Director, Amway India, and Vaidehi Kalzunkar, Deputy Director (Technical), FSSAI Western Region, ITCFSAN, in the presence of Ms. Pritee Chaudhary, Regional Director, FSSAI West Region.

Speaking on the partnership, Rajneesh Chopra, said, "At Amway India, we believe consumer education is an integral part of building long-term trust in health and wellbeing. Our role extends beyond offering consumers greater choice to empowering them to make informed decisions. This calls for industry and specialist institutions to work together, bringing scientific expertise closer to the public. Our partnership with ITCFSAN reflects that approach and our commitment to supporting a stronger foundation of food safety and nutrition knowledge, on which lasting consumer confidence can be

built.”

The collaboration envisages expert-led awareness programmes, knowledge-sharing initiatives and capacity-building activities for consumers, students, food industry professionals and other stakeholders. It also provides opportunities for collaborative research and analytical studies, subject to mutually agreed terms and necessary approvals.

The partnership seeks to leverage institutional expertise and industry participation to promote science-based consumer education, informed food choices and a stronger culture of food safety.

This collaboration brings together the complementary strengths of ITCFSAN and Amway India. While ITCFSAN serves as a premier training institution jointly established by the Food Safety and Standards Authority of India (FSSAI), the Export Inspection Council (EIC) and the Global Food Safety Partnership (GFSP), an initiative of the World Bank, Amway India brings over 90 years of global nutrition expertise through Nutrilite. Together, the partnership aims to advance consumer awareness, promote nutrition education, and encourage informed and responsible food choices.