

# EAT SAFE! STAY SAFE!





**EAT SAFE!  
STAY SAFE!**



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About CAG: Citizen consumer and civic Action Group (CAG) is a thirty nine year old non-profit, non-political and professional organisation that works towards protecting citizens' rights in consumer and environmental issues and promoting good governance processes including transparency, accountability and participatory decision-making.

Illustrations, design and layout: Ms Nancy Raj Vimal

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Citizen consumer and civic Action Group  
No.103, First Floor,  
Eldams Road, Teynampet,  
Chennai - 600018. Tamil Nadu,  
Phone numbers - +91-44-2435 4458 / +91-44-2435 0387  
Email ID - [helpdesk@cag.org.in](mailto:helpdesk@cag.org.in)  
Website - [www.cag.org.in](http://www.cag.org.in)

## What is Food Safety?

Food safety means making sure your food is safe to eat. This means keeping food clean, cooking it properly, and storing it the right way so it doesn't make anyone sick.

*It also means eating food that is good for your health!*



## WHAT ARE GERMS?

Germs are tiny living organisms that can make you sick. They are so small you need a microscope to see them!

**There are 4 main types of germs**

- 1 **Bacteria** – like E.coli
- 2 **Viruses** – like the rotavirus
- 3 **Fungi** – like mould. These can spoil food. (Do you know that mushrooms are also a type of fungi?)
- 4 **Parasites** – These are tiny creatures that live inside food. For example, tapeworm

### Where do germs live?



### How can germs enter your body?



## GOOD NEWS!

Not all germs are bad! Some bacteria help us digest food and keep us healthy. But the bad ones?

You can wash your hands, cook food properly, and keep things clean to keep them away!

**BYE-BYE GERMS! HELLO GOOD HEALTH!**

# FOOD POISONING

What is food poisoning?

When you eat or drink something with germs in it, it can make you sick.

## FOOD POISONING CAN:

Make you feel tired and dizzy



Give you a stomach ache



Give you diarrhoea

Make you vomit



Give you a fever

## HOW TO KEEP SAFE?

WASH YOUR HANDS BEFORE EATING

EAT FOOD THAT'S HOT AND FRESH

KEEP FOOD COVERED TO KEEP IT SAFE FROM FLIES.

FLIES CARRY GERMS.

DON'T DRINK WATER FROM UNKNOWN SOURCES.

## WHAT IF I GET SICK?



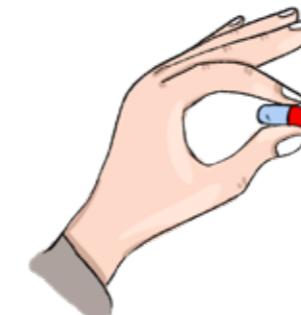
Tell a grown-up.



Drink plenty of water - it will help you **feel stronger**.



Take **lots of rest**.



Sometimes, you might even need medicines to help you **feel better**.

GERMS CAN MAKE YOUR TUMMY RUMBLE!

# CLEAN HANDS!

The first step to eating clean food is washing your hands.

## When to wash your hands?

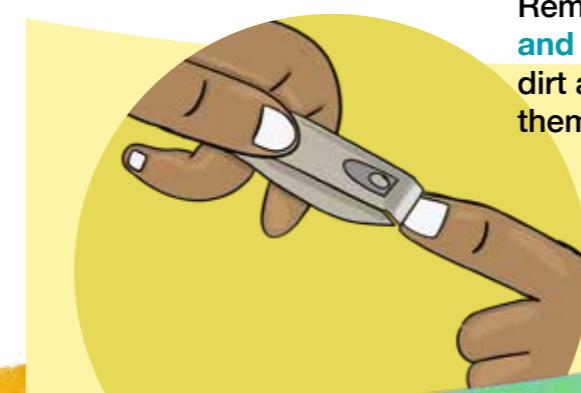
Always wash before preparing food, eating;  
After playing outside, using the toilet.



Wash your hands with soap and clean water to get rid of dirt and germs.



Scrub your hands for 20 seconds  
(This is like singing "Happy Birthday" twice)



Remember to **cut your nails short and keep them clean**. This keeps dirt and germs from hiding under them.



CLEAN HANDS ARE SAFE HANDS!



## HOW TO WASH YOUR HANDS



1. Wet your hands



2. Apply soap



3. Scrub your hands palm to palm



4. Scrub the back of your hands



5. Scrub between the fingers



6. Rub back of fingers against palm



7. Clean your thumbs



8. Scrub finger nails and finger tips



9. Rinse it well



10. Dry hands with cloth or paper towel



11. Turn off sink with paper towel



Now your hands are squeaky clean!

**SOAP IT. SCRUB IT. RINSE IT WELL.**

## PREPARING FOOD SAFELY

Preparing food safely is important to keep it clean and healthy to eat.



1 Always **wash your hands** before touching food.

2 **Clean fruits and vegetables** with water before eating or cooking them.

4 **Cook food well** to kill any germs that can make you sick.



3 **Use a clean knife and cutting board** for chopping food.

5 Make sure that all the plates, spoons, and pans are **clean before using them**.

**SAFE FOOD. HAPPY STOMACH!**

# STORING FOOD SAFELY

Storing food safely keeps it fresh and stops germs from making it go bad or making you sick.

Keep raw food like meat and fish **away from cooked food** to stop germs from spreading.

Always cover food properly to keep bugs and dust away.



Store dry foods like rice and lentils in a **cool, dry place**. This will keep it safe from bugs.



Remember, freshly cooked food always tastes better, and is better for your health.



STORE IT RIGHT. EAT IT FRESH.

# USING A FRIDGE TO KEEP YOUR FOOD SAFE

A fridge keeps your food safe by making it, and keeping it cold. This is because germs cannot grow fast in cold conditions.

1 Put food in the fridge as soon as it has cooled down. **Don't leave it out for too long.**

2 Store fruits and vegetables in the right place—some go in the fridge, and **some stay outside**.

3 Put food in boxes with **properly fitted lids or well-sealed bags**.

4 Keep the fridge **closed** as much as possible to keep it cold inside.

5 Keep raw **meat and fish** on the bottom shelf so they don't drip on other food.

6 Keep the fridge **clean** to avoid bugs or bad smells.



Remember that even a fridge can keep your food fresh only for sometime. **So eat it before it goes bad!**

CLEAN. COOK. CHILL. ENJOY!

# HOW LONG CAN FOOD LAST IN YOUR FRIDGE?

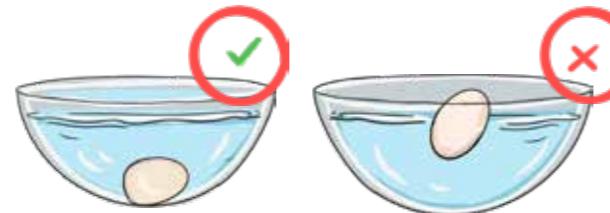
Your fridge can keep food fresher for longer - BUT NOT FOREVER.

## EGGS

2-3 weeks.

Always better to keep in the fridge.

(This is true only if your eggs were fresh when you bought them. Here's a quick test to find out if your egg is still good to eat. Fill a bowl with water and carefully place your egg in it. If it sinks, it is safe to eat. If it floats, it's gone bad - throw it away!)



## UNCOOKED MEAT AND FISH

Better to keep in the freezer



Keep in the fridge only to thaw



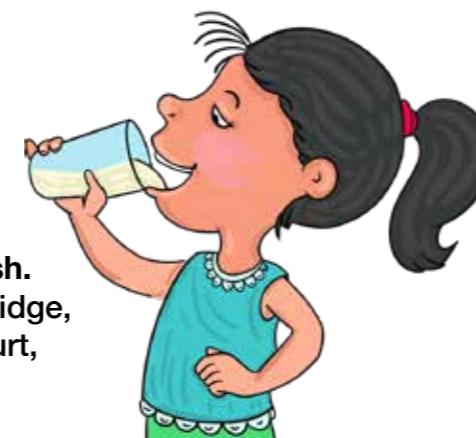
Cook only after it is fully thawed

(Thawing means letting frozen food warm up, so it's not icy and hard any more. You have to do this first to make sure your food cooks evenly.)

**CUT FRUITS AND VEGETABLES**  
Only for 1-2 days!



**COOKED FOODS LIKE RICE AND SAMBHAR**  
A maximum of 2 days



**AS FOR MILK,**  
boil it well, and drink it fresh.  
If you have to put it in the fridge,  
store only for 2 days. Yoghurt,  
only for 2-3 days.

Before you eat anything from your fridge, check how it looks and smells. Your fridge can only slow down germs for some time.

**LOOK! SNIFF! IS IT SAFE TO EAT?**

# NUTRIENT GROUPS

Nutrients are the things in food that help your body grow, stay strong, and feel good. There are five main nutrient groups:



**HEALTH IS WEALTH!**

## BUILDING A BALANCED MEAL

A balanced meal means eating different kinds of foods so your body gets a variety of nutrient groups. Here's how a balanced plate looks:



NOURISH YOUR BODY.  
FUEL YOUR MIND!

## CHOOSING HEALTHY FOODS

Choosing healthy foods means picking things that help your body grow strong and feel good. Here's how to do it:



A RAINBOW COLOURED PLATE  
WILL HELP YOUR BODY FEEL GREAT!

# CHOOSING SAFE FOODS WHEN YOU EAT OUTSIDE

Sometimes when you are travelling, and cannot eat home-cooked food, you must choose your meals carefully. Here's how to do it: Pick places that look clean: Tidy tables, clean plates, and neat kitchens are a good sign. Look for the FSSAI logo and hygiene smiley faces before you eat! (Five smiley faces means excellent hygiene!)

## Look for clean places:

Choose restaurants or food stalls that look clean and tidy. Clean tables, plates, and cooking areas mean the food is more likely to be safe.

## Check that the food you are served is piping hot:

Hot food is safer because germs can't grow in hot temperatures. Avoid food that has been sitting out for a long time.

## Carry your own water:

Avoid drinking water served outside as water can store many dangerous germs. Always carry your own bottle of water.



## Avoid roadside food joints if they look dirty:

If you plan to eat at a roadside food joint, first check if the place looks clean, the food is covered, and the vendor has clean hands.

## Also avoid:

Raw foods like salads and peeled fruits.

**Food wrapped in newspaper** — the ink can mix with the food and harm you.

**Hot food served in plastic** — the heat can make harmful chemicals mix into your food.

## Choose foods that are cooked well:

Make sure meat, fish, and eggs are cooked all the way through.

# ALL ABOUT MILLETS

## What are millets?

Millets are small, whole grains that grow in many parts of the world, especially in India. They are ancient grains and have been eaten for thousands of years.



**Millets are very healthy and are called a 'superfood'.**

## WHY ARE MILLETS NUTRITIOUS?

**Millets are:**

**Packed with nutrients**

**Rich in fibre**

**Rich in vitamins, minerals and anti-oxidants**



**Foxtail Millet :**  
Rich in fibre

Good for your heart and blood sugar levels



**Sorghum (Jowar):**  
High in protein and fibre

Good for your heart and blood sugar levels

**Little Millet:**  
Full of iron and magnesium!

Keeps your muscles and bones strong

**Pearl Millet (Bajra):**  
Rich in iron, fibre, and protein

**Finger Millet (Ragi):**  
Packed with calcium.

It also helps you stay full for longer and gives you energy.



**MILLETS - SMALL IN SIZE. BIG IN NUTRITION!**

# ORGANIC FOODS

## What is organic food?

Organic food is food that is grown without using chemicals like pesticides or artificial fertilisers. Farmers who grow organic food use natural ways to protect their plants and help them grow, like using compost or natural bugs to keep pests away.

## ORGANIC FOOD IS BETTER BECAUSE:

- It doesn't have harmful chemicals in it.
- It helps keep the soil and water clean and healthy.
- It is fresher and has more vitamins and nutrients.

All foods marketed as 'organic' must carry one of these logos.



Is 'natural'  
the same as  
'organic'?

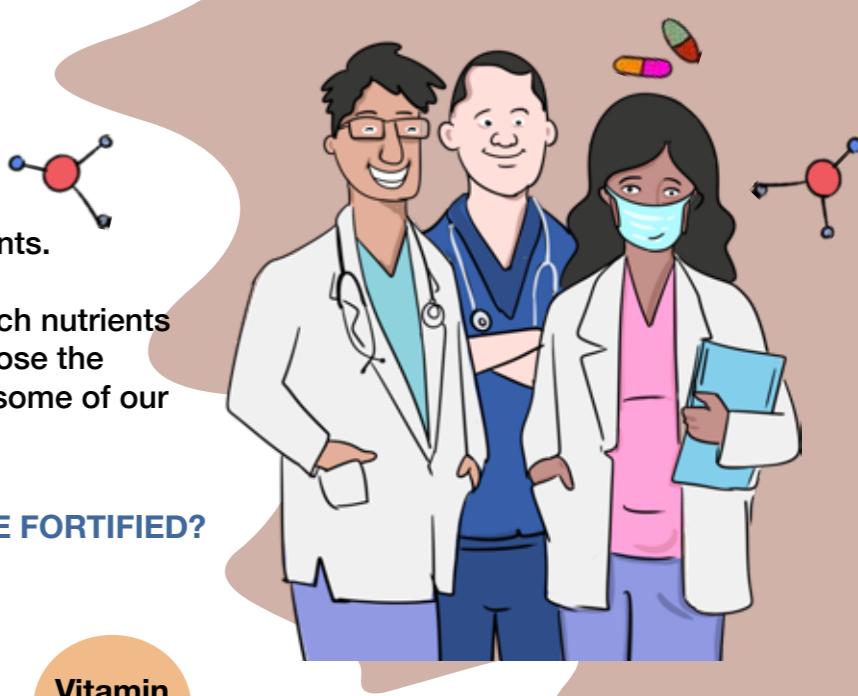
No. "Natural" means  
the food doesn't have  
artificial colours, flavours,  
or chemicals. "Organic"  
tells you the food was  
grown without using  
harmful chemicals or  
pesticides.

# FORTIFIED FOODS

## WHAT ARE FORTIFIED FOODS?

Fortified foods are foods with added nutrients.

Doctors and scientists check what foods children and grown-ups are eating and which nutrients are missing from their diets. They then choose the most important nutrients and add them to some of our everyday foods to make fortified foods.



## WHICH FOODS ARE FORTIFIED?



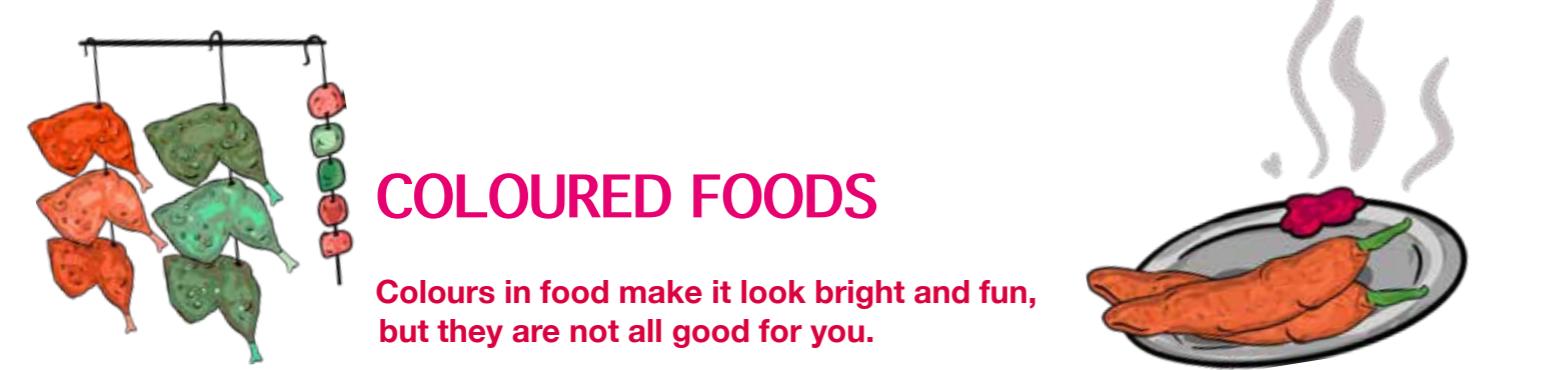
## Why do we need added nutrients?

Sometimes, children and grown ups don't get all the nutrients they need. This is called **nutrient deficiency**. Fortified foods help fix this by adding those missing nutrients.

Now everyone can be healthy and strong!



**FORTIFIED FOOD IS FOOD WITH EXTRA POWER!**



## COLOURED FOODS

Colours in food make it look bright and fun, but they are not all good for you.

- Artificial colours are made in factories using chemicals.
- Natural colours come from things like fruits, vegetables, and spices.

For example, beet juice can make food red, and turmeric can make it yellow.

### WHY ARE TOO MANY ARTIFICIAL COLOURS BAD FOR YOU?

They might make you feel sick or get allergies.

They might make it difficult for you to focus.

Some can also cause changes to your cells and DNA, especially if you eat too much of it.



### How to choose foods with natural colours?

**Check the ingredients:** If you see words like "beet juice" for red, "turmeric" for yellow, or "spinach powder" for green, these are natural colours!

**Pick foods with simple ingredients:** Choose foods that don't have a long list of hard-to-understand chemicals

**Avoid very brightly coloured foods:** Foods that are bright red, or blue might look fun, but are almost always made from artificial colours.

### How does the law keep us safe?

Some artificial colours are banned in the country. And some can only be used in small, limited amounts.

If manufacturers do not obey, they can be punished.

The food label must also say if artificial colours and flavours have been used.



NATURE'S COLOURS ARE BEST FOR YOU!

## TRANS FATS



### WHAT ARE TRANS FATS?

- 1 Trans fats are a type of fat that can be bad for your body.
- 2 They are made when oils are processed in a factory to make them last longer and stay solid at room temperature.
- 3 You might find trans fats in processed foods like chips, and biscuits.
- 4 Trans fats are also created when you re-use oil repeatedly for frying foods.

### Why are trans fats BAD for you?

Eating trans fats often can:

Make you feel tired.  
Make you gain weight.  
Cause heart problems.

## HOW TO AVOID TRANS FATS?

Try not to eat too many deep-fried foods

Don't use the same oil for frying over and over again because that can create trans-fats.

Always check food labels to see if there are any trans fats listed. Avoid these foods.

Shop bought cakes and biscuits can also be high in trans fats.

Avoid cooking with "vanaspathi" ghee.

Do you know that even just eating nuts and seeds can give your body the healthy fats that it needs?



EAT WELL. LIVE WELL!

## JUNK FOODS

Unhealthy foods high in sugar, salt and fat

### High sugar foods

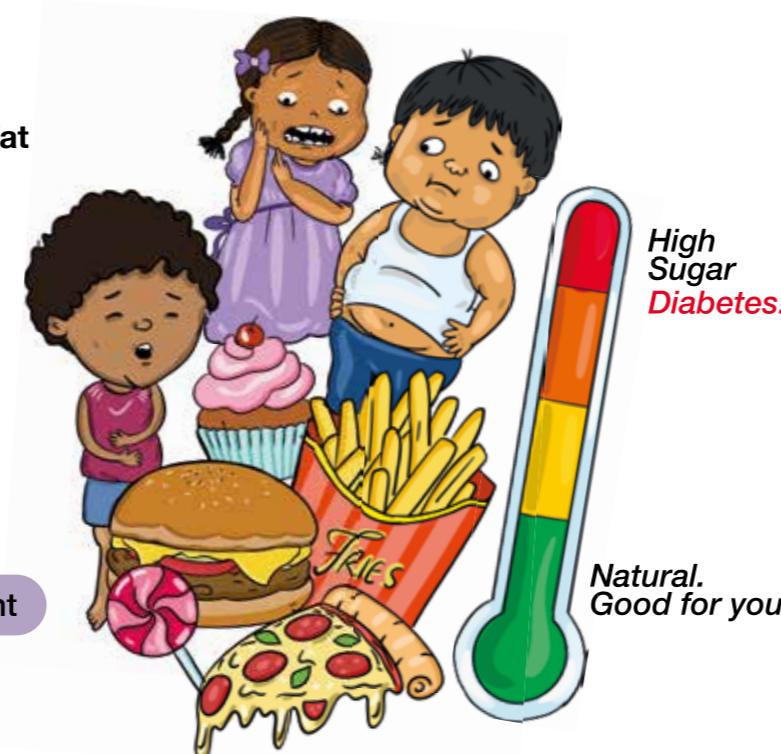
Foods with a lot of sugar (like sweets, cakes, biscuits and sugary drinks) can be really tasty. But eating too much sugar isn't good for your body. It can :

Give you a quick burst of energy, but then you might feel tired later

Hurt your teeth

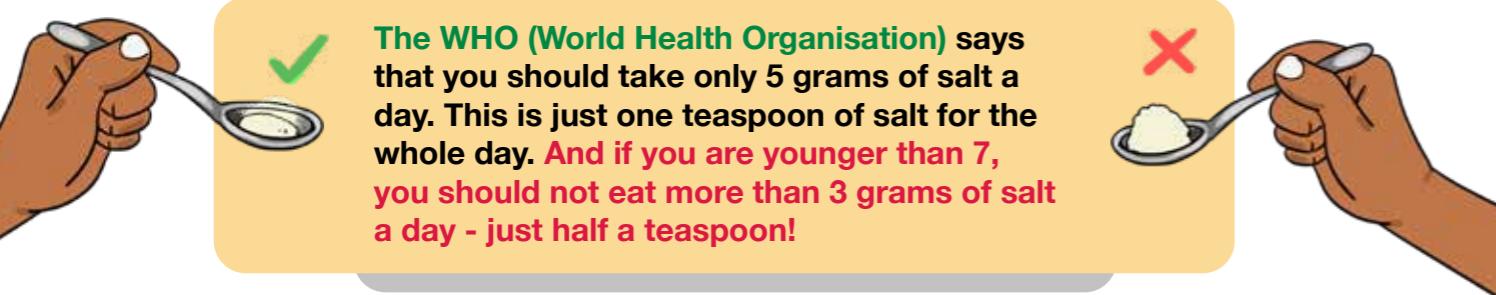
Make you gain weight

Cause diabetes, even in children



### High salt foods

Salt makes food taste better, but too much salt isn't healthy. Some foods like chips, namkeen and pizza can have a lot of salt.



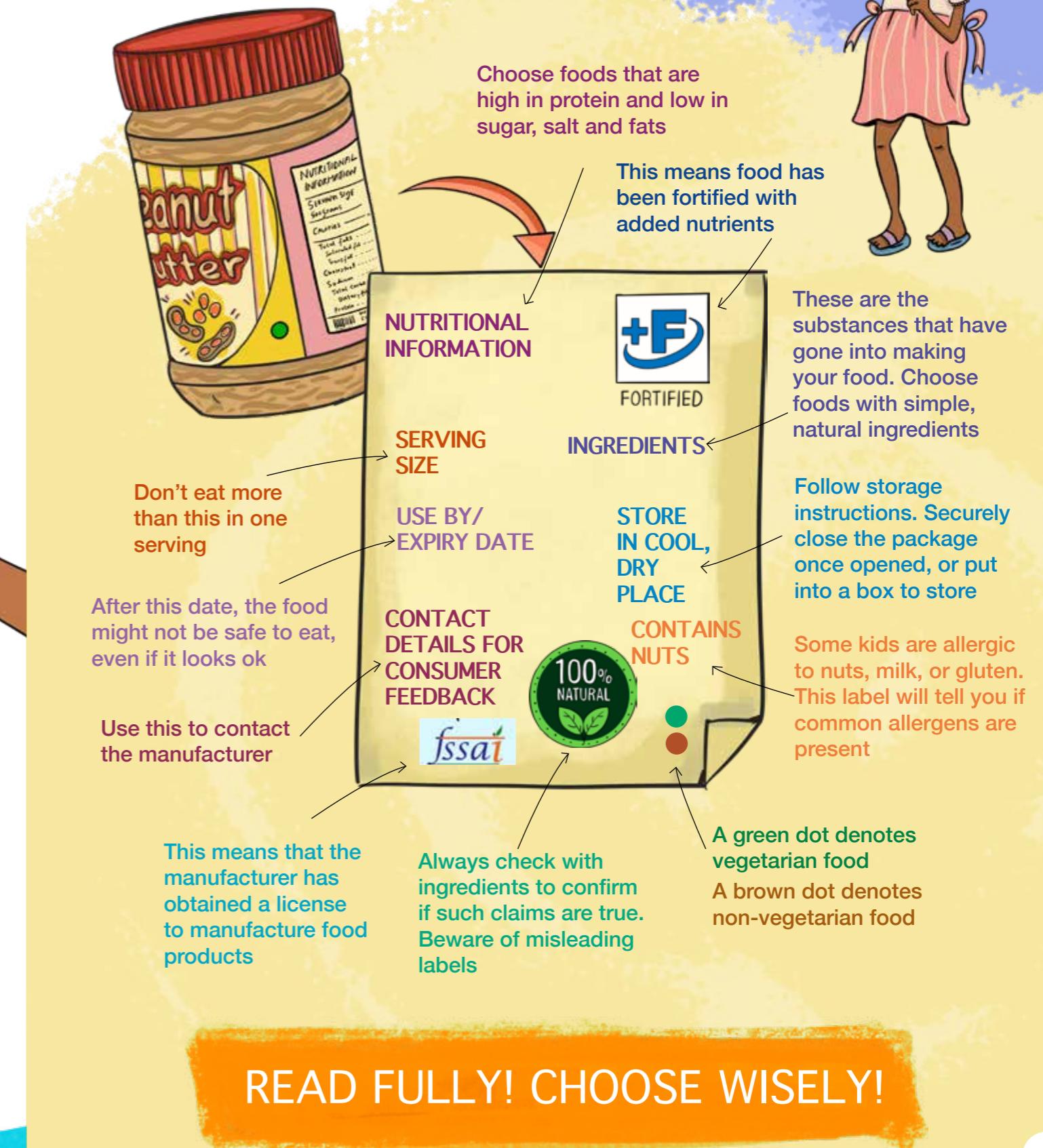
## HOW TO AVOID UNHEALTHY FOOD?



FUEL YOUR BODY WITH FOOD, NOT JUNK.

## FOOD LABELLING

Reading food labels is a great way to know what's in the food you eat. It helps you make healthier food choices. Here is what you need to read and understand on food labels on packed foods:



READ FULLY! CHOOSE WISELY!

## FOOD WASTE

**Take only what you can eat:** Remember, there are many people around the world who do not get even one full meal a day.

**Store food properly:** Keep food in the right place and at the right temperature, so it stays fresh longer.

**Save leftovers:** You can also use leftovers in new meals, like turning extra rice into fried rice. But also remember to **not keep leftovers for too long** - germs might begin growing in them.

**Check expiry dates:** Always check the expiry dates on food and try to use them before they go bad.

**Share extra food:** If you have too much food, share it with family, friends, and the needy.

## Disposing Food Waste

When you have food scraps, it's important to throw them away in the right way to help the planet and keep things clean. Here's how to do it:

**Separate food waste:** Kitchen waste (like onion peels) or food scraps must be put in a separate bin. This way, things that could be used for recycling (like cardboard or old clothes) are not made dirty.

**Compost food waste:** Food waste can be composted at home itself. Composting helps turn food waste into manure for plants to grow.

**Re-use / Recycle packaging:** If your food comes in glass, or cardboard containers, make sure to re-use or recycle them. Avoid buying foods sold in single-use plastics.

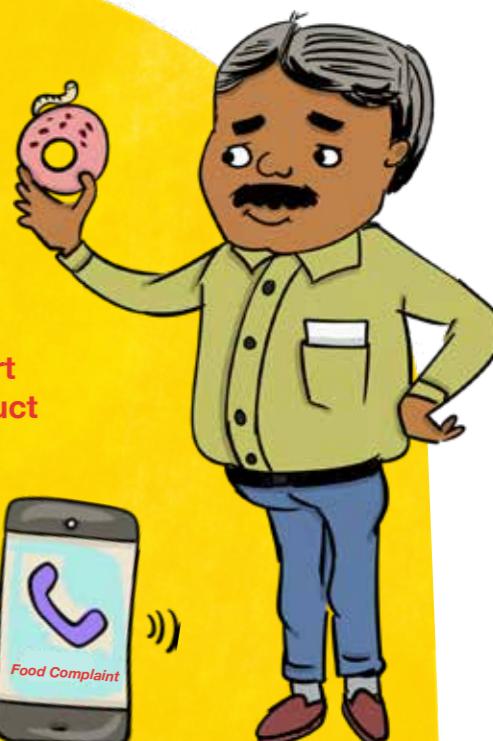


## HOW TO COMPLAIN ABOUT UNSAFE FOOD

I know a place where unsafe food is served. What must I do?

First, do not eat there.

Secondly, you can report the eatery or food product to the FSSAI.



### How do I report unsafe food?

You can do it in one of these ways:

You can complain through the **Food Grievance Portal**. Just visit [foscos.fssai.gov.in](http://foscos.fssai.gov.in), go to Consumer Food Grievance, and raise a ticket.

You can also use the helpline number and email address below to make a complaint.

**Phone: 044-29510400, 29510500, 24300300, 46284446**

**Email: [unnavupukar@gmail.com](mailto:unnavupukar@gmail.com).**

**Or you can send a WhatsApp message to this number: 9444042322.**



Every state has a food safety team with officers who check if food is safe to eat. If you find unsafe food, you can tell them, and they will take action!

**SPEAK UP FOR SAFE FOOD!**

# WHO MAKES SURE FOOD IS SAFE?

In India we have a special authority called the **FSSAI (Food Safety and Standards Authority of India)** who have the power to make rules to keep our food safe, check how food is made, stored, shared, sold, and brought into the country to make sure it's good for us to eat.



## The Act says that:

**Food businesses must not use harmful chemicals or fake ingredients.**

**They must package and label food properly so people know what they are eating.**

**Food safety officers must check food samples, test them and take legal action against businesses that break the rules.**

**The Act also says that lying about food in advertisements is not allowed!**

**FOOD SAFETY AND STANDARDS ACT, 2006 (FSS ACT).**



**SAFE FOOD. STRONG LAWS.**

# SMOKELESS TOBACCO

You probably know that smoking tobacco\* is dangerous. But do you know that even 'smokeless tobacco' is just as harmful?

## What is smokeless tobacco?

This is a type of tobacco that is sold as a flavoured, chewable product, but one that is **AS HARMFUL AS SMOKING A CIGARETTE.**



\*Tobacco is a plant which contains a substance called 'nicotine' which is addictive. Addictive means something that is hard to stop, once you start

## How does smokeless tobacco harm you?

- Because smokeless tobacco is chewed, **it can harm your mouth badly**. It can cause gum disease, tooth loss, and yellow, stained teeth.
- It also **weakens your immune system**, making it easier for you to fall sick.
- It can cause you to show **behaviours like aggression** (making you get into fights with friends).
- You might find it **difficult to focus in class**.
- You might also have **mood swings**, where you feel suddenly irritated or very sad.
- Worse, it can lead to serious illnesses like **oral cancer, heart disease**, and even **slow down your brain development**, especially if you start young.



If somebody asks you to try tobacco, don't be afraid to say 'No'.



Keep good friends who make good choices - you will be safer.

Find safe, but fun things you can do with your friends - like sports or music.

If you need any help with saying 'no', talk to an adult you trust.

What if I've already tried tobacco? It's never too late to stop. Ask for help from an adult (a doctor, a teacher, or a parent, or anyone you trust).

## How can I stay safe from tobacco?

To keep you safe, the Tamil Nadu government has banned smokeless tobacco in Tamil Nadu.

If you find someone breaking these rules, you can report them on the Drug Free TN App.

You can also complain by calling  
**94440-42322**



**TOBACCO KILLS. CHOOSE LIFE!**



CAG, No.103 (First Floor), Eldams Road, Teynampet, Chennai 600 018  
T: +91(44) 2435 4458 | 2435 0387

[helpdesk@cag.org.in](mailto:helpdesk@cag.org.in)

[www.cag.org.in](http://www.cag.org.in)



@CAGChennai