

Endorsements to Eat Right India from International fraternity

“I believe it is an excellent example of large scale change in action. Your project is clearly a significant, transformational change and you have successfully articulated a very clear vision as well as activating all of the key large scale change principles. I truly hope that your project achieves the positive outcomes that it seeks to achieve and deserves.”

Elaine Bayliss, currently *Co-Lead Transformation Academy for Large Scale Change (TALSC), Improvement Directorate, NHS England and NHS Improvement*, led the development and publication of the *Leading Large Scale Change Guide (2017)* and co-designed and leads the *Virtual Academy of Large Scale Change* at NHS England. She has significant strategic transformational change and benefits realisation experience and has worked at the forefront of large scale, system level transformation.

“ERI is a truly remarkable initiative and I am inspired by it. For me, ERI is (1) the unification of food safety, under and over nutrition, (2) the evolution beyond regulation and government to the consumer and business focus and (3) the effort to build in scale from the beginning via movement and other mechanisms.”

Dr. Lawrence Haddad, currently *Executive Director, Global Alliance for Improved Nutrition (GAIN)*, is an evidence-based champion of ending malnutrition in all its forms with the help of powerful alliances between public and private sectors and across world views, using emotion, data, evidence and action. Previously the Director of the Institute of Development Studies (IDS), and the Director of the Food Consumption and Nutrition Division at the International Food Policy Research Institute (IFPRI), Lawrence, was the lead author of the *Global Nutrition Report*, and was the recipient of the *World Food Prize Foundation* in 2018 along with David Nabarro (former Special Adviser to the UN Secretary General), and has been UK's representative on the Steering Committee of the High Level Panel of Experts (HLPE) of the UN Committee on World Food Security (CSF).

Lisa Drier and Jane Nelson have reviewed the case-study on Eat Right India undertaken by the World Bank.

Jane Nelson is currently the *Director of the Corporate Responsibility Initiative, Harvard Kennedy School and Non-resident senior fellow, Brookings Institution*, is one of the co-authors of "Systems Leadership for Sustainable Development: Strategies for Achieving Systemic Change" and CLEAR framework used in the analysis of Eat Right India. Jane has authored or co-authored five books and over 100 publications on corporate responsibility, public-private partnerships and the role of the private sector in sustainable development, including five of the World Economic Forum's Global Corporate Citizenship reports.

Lisa Dreier, Managing Director, Advanced Leadership Initiative, Harvard University; co-author of the Harvard Systems Leadership report including the CLEAR Framework for Leading Systems Change.

“Whenever I hear about what you are doing in India it is very inspiring. I’m not sure whether the approach is brilliant or crazy- probably both. 😊 If the approach being taken in India proves successful , it will serve as an outstanding model for many countries to follow, although some countries may be cautious about trying to empower consumers.”

Steven Jaffee, former Lead Agricultural Economist in the World Bank’s Agriculture Global Practice. He has over 25 years of work experience at the WB in research, policy, and investment project spanned in multiple areas, including food and nutritional security, agricultural risk management, trade and SPS standards, agricultural modernization, and agro-environmental policy.

“Eat Right India movement is the international best practice in the area of food safety. He appreciated that what is unique about India is their approach of taking food businesses as one and not break it down into formal and informal sector.”

Donald Macrae, is a Senior International Consultant, World Bank. In his professional career spanning more than 30 years, he has played significant roles including serving as Director General in UK, Department of Environment, Food and Rural Affairs. He has expertise in creation, operation and application of regulations across a wide range of governments.

“India is innovating with the food safety policy to provide safer, nutritious and sustainable food to their population. The movement is going beyond its policing role rather building capacity of the people and personnel right from the ground to the policy level. This is unique to Eat Right India to engage with the small and micro level enterprises to provide safe and nutritious food to the diverse group of citizens. However, the scale, the movement envisions to achieve would require huge capacity building efforts at all levels especially the district level.”

Vivian Hoffmann, is a Research Fellow in the Markets, Trade, and Institutions Division. Hoffmann leads IFPRI’s work on food safety under the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). She has a Ph.D. in Agricultural Economics from Cornell University. Her research has focused on two themes: household preventive health behavior, and farmer adoption of agricultural technologies.
