



Dr. K. U. Methekar, Joint Director of FSSAI WR, presented on “**Ethical Influencer Marketing for Enabling Informed Choices**”

He defined Influencer Marketing as individuals with strong audience connections promoting products or messages across online platforms. The presentation emphasised the significant impact influencers have on consumer decisions, noting that a large percentage of people use social media for purchasing advice and trust influencer recommendations. He highlighted the positive role influencers can play in empowering consumers by creating educational content and promoting critical thinking about food and products. Crucially, the talk stressed the non-negotiable ethical considerations, specifically: credibility, transparency, social responsibility, and regulatory compliance. He concluded with a powerful message: Food safety is everyone's responsibility, and both influencers and the companies they partner with must fully abide by governing laws and ethical duties.