



Food Safety and Standards  
Authority of India

*AAHAR-2016*



**15<sup>th</sup> -19<sup>th</sup> March, 2016**  
**Pragati Maidan, New Delhi**

## **Report on FSSAI's participation in 31<sup>st</sup> Aahar International Food & Hospitality Fair, Pragati Maidan, New Delhi.**

### ***1. Introduction:***

Food Safety and Standards Authority of India (FSSAI) participated in the 31<sup>st</sup> Aahar International Food & Hospitality Fair, 2016 at Pragati Maidan, New Delhi by putting up a stall.

The fair was organized by India Trade Promotion Organization (ITPO) during March 15-19, 2016. The food fair covered two separate but concurrent exhibitions namely "Food India" covering Foods, Processed Foods, Food Processing & Beverages and "Hospitality India" covering Hotel & Restaurant equipment & Supplies.

The FSSAI stall was inaugurated by Shri Ashish Bahuguna, Chairperson FSSAI in the presence of Mr. Pawan Agarwal, CEO, FSSAI, Mr. BK Dubey, Director, FSSAI, representatives of associations from FICCI and AIFPA.



***Inauguration of FSSAI's Stall by Chairperson, FSSAI***



***Chairperson and Chief Executive Officer in conversation with FBOs***

## 2. Description of the stall:

The area of the stall of FSSAI was approximately 60sqm, situated at the first floor in Hall No. 18. Posters on different topics were displayed on the wall of the stall. A 52" LCD screen was installed at reception counter of the stall wherein different messages on food safety and videos related food adulteration were running. Two touch screens were also installed for dissemination of online applications of FSSAI and Mobile App respectively.



*FSSAI Stall*



*FSSAI Stall*



*Queries of Visitors being addressed*



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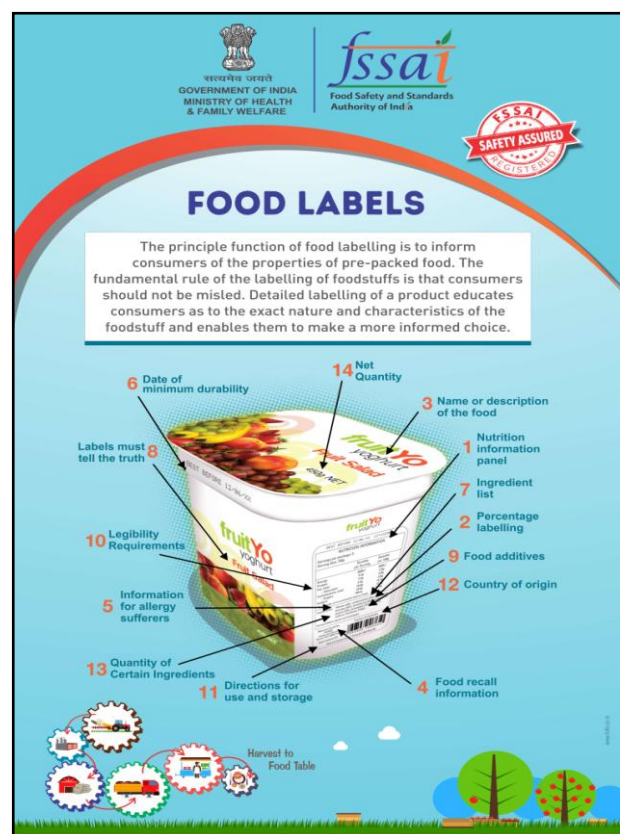
*Queries of Visitors being addressed*

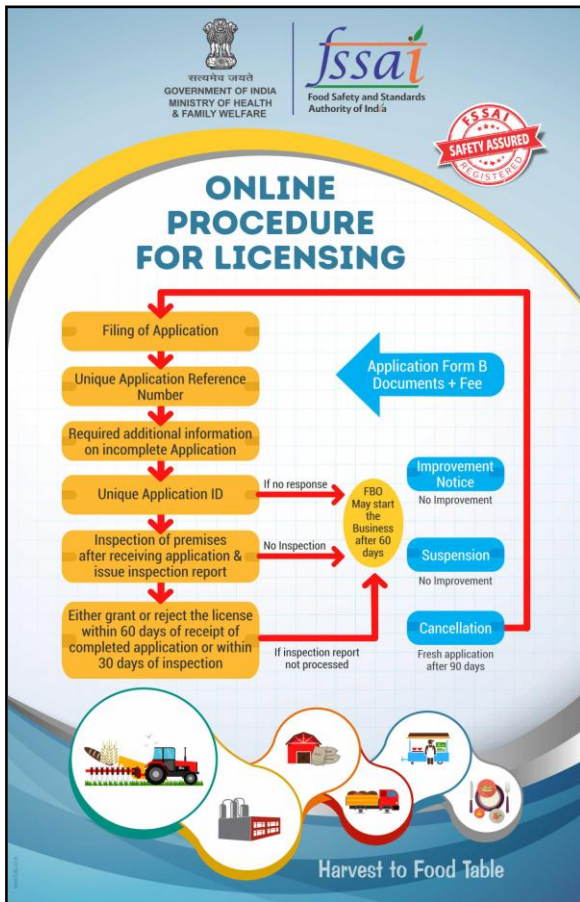


*Mobile App Demo*

The following posters were displayed in the stall of the FSSAI:-

1. FSSAI- committed to safe food for Healthy & Happy India
2. Food Labels
3. Online Procedure for Licensing
4. Online Procedure for Registration
5. Import Regulations
6. Codex- India
7. Standards and Policies on Health Goals for India
8. Protecting and Promoting Food Health
9. Project Clean street food
10. Capacity Building of Food Handlers- Project Clean street food
11. A paradigm shift in food Control
12. Challenges...Way Forward
13. FSSAI App





**IMPORT REGULATIONS**

**EASE OF RULES FOR EASE OF BUSINESS**

To regulate the import of food items is one of the most important functions of the Food Safety and Standards Authority of India (FSSAI). For this purpose, FSSAI is operational at six locations namely Mumbai, Chennai, Delhi, Kolkata, Cochin and Tuticorin. The clearance of food consignments by FSSAI is an online process.

1. A single window clearance facility has commenced at four ports
  - Delhi (IGI airport, Tughlakabad, Patparganj)
  - Mumbai (JNPT NhavaSheva, Sahar Air Cargo)
  - Kolkata Land and Sea Port
  - Chennai Air and Sea Port
2. A Pre-Arrival Document Scrutiny (PADS) system to allow importers to upload documents prior to arrival at the port to speed up clearance and formalities is under implementation
3. New Food Safety and Standards (Food Import) Regulations 2015 has been Notified
4. Simplified Food Imports Clearance Process

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**CODEX-INDIA**

- Member of Codex since 1964
- The Codex Alimentarius or 'Food Code' was established in 1963 by FAO and WHO to develop harmonised international food standards, guidelines and related texts, such as codes of practice, to protect consumers' health, and to ensure fair practices in food trade
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- India to host 20<sup>th</sup> Session of Coordinating Committee for Asia (CCASIA), September 2016, New Delhi

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## STANDARDS AND POLICIES ON HEALTH GOALS FOR INDIA

- ✓ The Food Authority takes into account several factors including international best practices while setting standards under provisions of the Food Safety and Standards Act, 2006
- ✓ General standards that apply to all food as well as over 300 product standards are available on the FSSAI website and are constantly being revised or amended
- ✓ The Safety requirement of food products with respect to metal contaminants, pesticide and veterinary drugs residues, toxins and microbiological contamination have also been specified by the Food Authority

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## PROTECTING AND PROMOTING FOOD HEALTH

- The Food Safety and Standards Authority of India and the State Food Safety Commissioners are responsible for the enforcement of the FSS Act, 2006.
- More than 34 lakh food business operators are licensed and registered till January 2016
- As per FSS Act, it is mandatory for Food Business Operators to acquire registration or licence from FSSAI before commencing Food Business
- Food Business Operators falling under the Acts/ Order mentioned in Schedule 2 of the FSS Act, 2006 must be licensed/ registered on or before 4<sup>th</sup> May 2016
- All packaged food is required to carry FSSAI registration/ license number with logo as per regulation 2.2.1 (7) of the FSS (Packaging and Labelling) Regulations, 2011
- All Food Business Establishment are required to display FSSAI licenses / registration at prominent places in their premises as per regulations 2.1.1. (5) and 2.1.4 (6) of the FSS (Licensing & Registration of Food Businesses) Regulations, 2011



**INITIATIVES FOR EASE OF BUSINESS**

- Self declaration system - substitutes affidavits
- Milk Cell - Initiating active surveillance of milk and milk products in the country
- Food Licensing & Registration System (FLRS) - Web based application for licensing & registration, adopted by 32 States/UTs.
- Review Committee - Streamlining of the process of Licensing & Registration.

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## PROJECT CLEAN STREET FOOD

Project - Clean Street Food has been conceived by the Food Safety and Standards Authority of India (FSSAI) to enhance the popularity of safe and wholesome street food by transforming it into a global brand by itself.

Under this project, street food vendors will get trained in aspects of safe and wholesome food and hygiene practices to improve the quality of their offerings.

The Project will change the lives of millions of Indians, boost the country's economic development and lead to rediscovery of India's rich tradition of street food.



Make a global brand out of Indian street foods

Raise health & safety standards of street foods

Reduce incidences of street food-borne diseases


Enable street food operators move up in life


Help street vendors improve quality of offerings, attract more clients & earn more.


Transform lives of millions of people at bottom of pyramid

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## CAPACITY BUILDING OF FOOD HANDLERS - PROJECT CLEAN STREET FOOD


**Food Safety Ecosystem Partners**


- State Food Safety Commissioner
- Mobilization Partner
- Outreach Partner(s)


**Skill Training Ecosystem Partners**


- National Skill Development Corporation (NSDC)
- Tourism & Hospitality Skill Council (THSC)
- Training Partner(s)
- Assessment Partner(s)




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## A PARADIGM SHIFT IN FOOD CONTROL


**PFA (1954) was a Prevention of Food Adulteration Act**


- Focused on a part of food control
- Served a limited role in food safety
- Reactive system that relied on market failures (too late to test)
- Saving strain on inspection resources to cover all products in all geographies
- Enforcement leaned towards punitive measures.
- Excessive standardization restrained food innovations and multiple choices

**Food Safety and Standards Act (2006) is a Modern Science Based Food Act**


- Oversees the entire food chain (farm to table)
- Assurance that only safe foods are placed in the market.
- Relies on data based intelligence of surveillance and monitoring – hence its predictive and preventive control system.
- Promotes shared responsibility with food businesses by linking them to Public Health goals.
- Enables compliance through improvement notices and by addressing training gaps.
- Science based standards – minimum effective regulations

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## CHALLENGES... WAY FORWARD


- ✓ Enabling new foods and technologies to enter the market on a risk based management system
- ✓ Minimum Effective Regulations
- ✓ Creating a national grid of monitoring food failures
- ✓ Conducting a Total Diet Study for India
- ✓ Making food a shared responsibility
- ✓ Greater focus on 'make safely'
- ✓ Forging Public Private Partnerships (PPP) to achieve common goals
- ✓ Creating Food Safety Leaders in every State/UT

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## FSSAI APP



- Download the FSSAI APP on your smart phone
- Enter/Scan License or Registration Number to know Food Business details
- Report your Food Safety concerns wherever you are
- Food Safety Tips at your fingertips

**DID YOU KNOW?**  
Food Safety is a Shared Responsibility

Quick Check – as you buy or eat

The following leaflets/pamphlets/booklets were distributed to the visitors at the stall:-

1. Registration
2. Licensing
3. Adulteration in milk & milk product
4. FSSAI corporate brochure
5. Project Clean Street Food brochure

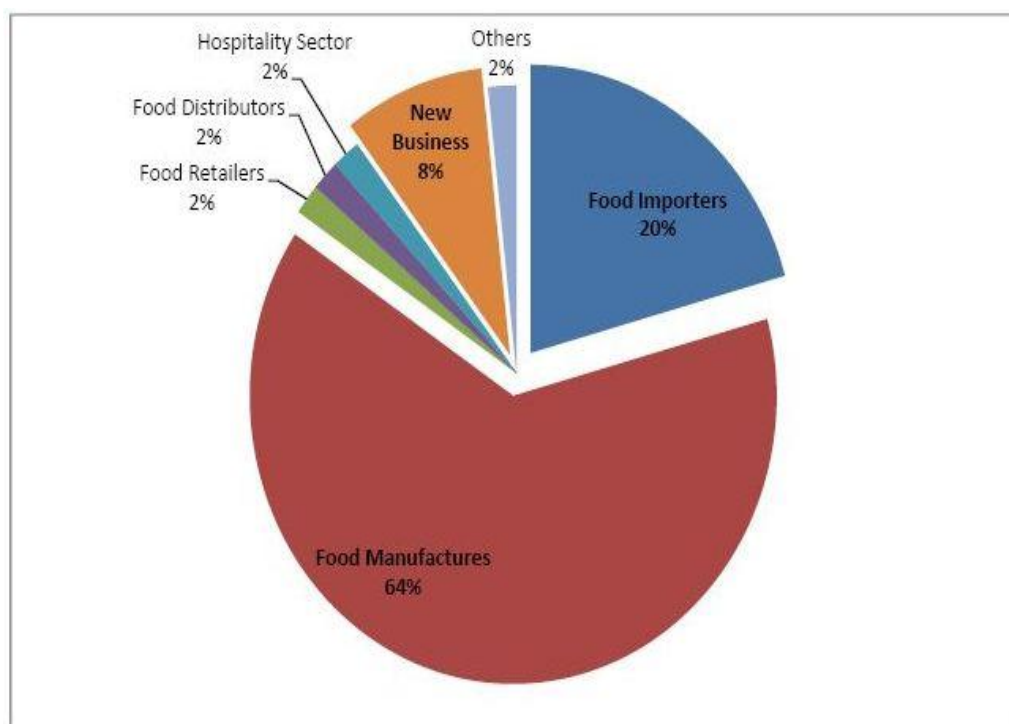
### **3. Experience & Take away:**

The FSSAI stall was attended by a large number of visitors which included Food Business Operators from various parts of the country and from other countries, Importers, Consumers of various groups like Women, youngsters, School children, College Students etc. the average footfall of the stall was 150-250 per day.

It was a good opportunity to have a first-hand account from the visitors. Accordingly during the first day a quick survey was conducted to ascertain the nature of visitors and their queries being raised to FSSAI officials at the stall. The survey was conducted in the second half of 15th March. Out of over a 150 visitors, 58 responded to the survey. The summary of this survey is as under:

#### **A. Nature of visitors:**

Majority of the visitors to the stall were Food Manufacturers (64%) which was followed by Food importers (20%). Around 10 % visitors belonged to new established businesses or aspiring food business operators.

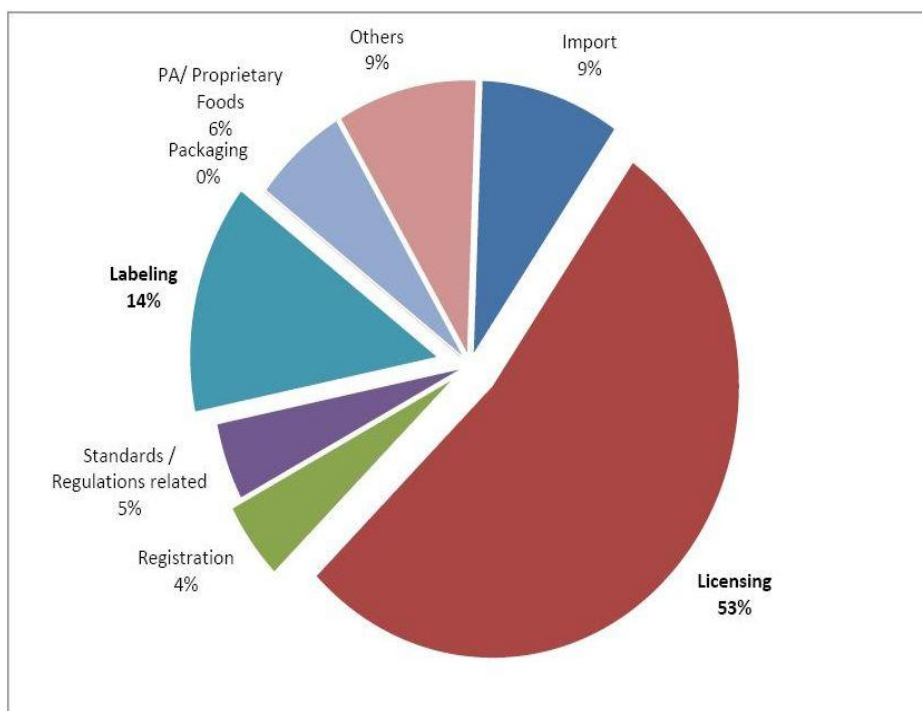


#### **B. Type of Queries**

Broadly the queries which were asked at the stall related to following 7 areas:

1. Imports
2. Licensing
3. Registration
4. Standards / Regulations
5. Labeling
6. Packaging
7. Product Approval / Proprietary Foods





It is evident from the chart that majority of queries were around Licensing (53%) and Labeling (14%).

#### **4. Conclusion:-**

Participation of FSSAI in AAHAR-2016 seems to be a successful one. In the span of 5 days over 1000 people visited the stall. The food fair gave a wide publicity and branding to FSSAI and was also very helpful to Food Business Operators as several queries raised by them were clarified on the spot. The design, concept and information available and provided in the stall were appreciated by various visitors who attended the stall.

The guidance of Chief Executive Officer, FSSAI, the co-ordination of Sh. Subodh Kumar Sudhakar, Assistant Director (IEC), Ms Manpreet Kour, Technical Officer (IEC), Ms. Ridhi Sood, Technical Officer (IEC), Sh. Ashwani Kumar, Data Entry Operator (IEC), Federation Of Indian Chambers of Commerce and Industry (FICCI) and the contribution of the Officials deputed at the stall made FSSAI's participation in the fair a successful one.

# PHOTO GALLERY





**FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA**

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