



FSSAI's Participation in 42nd India International Trade Fair 2023
from 14th November to 27th November 2023
at
Pragati Maidan, New Delhi



1.Introduction:

FSSAI participated in the 42nd India International Trade Fair from 14th November 2023 to 27th November 2023 at Pragati Maidan, New Delhi by putting up its stall as part of the Ayushman Bhav Health Pavilion.

FSSAI displayed various informative panels on Eat Right India, Millets, Food Safety Compliance System (FoSCoS), Combating Food Adulteration, Food Import Clearance Process etc. for generating awareness among the public about its initiatives and online platforms.

As part of ongoing International Year of Millets celebrations 2023, different types of millets were displayed to highlight their size, colour and texture to make the visitors aware about the health and nutritional benefits of millets. In order to spread awareness about the various aspects of food safety, Food Safety on Wheels was also deployed for performing on-the-spot testing of food under various categories.

2.Theme:

The theme of the 42nd India International Trade Fair 2023 was “Vasudhaiva Kutumbakam-United by Trade” while the theme of the Health Pavilion was "Ayushman Bhav".

Highlights: Visit of Dr. Mansukh Mandaviya, Hon'ble Union Minister of Health and Family Welfare.

Dr. Mansukh Mandaviya, Hon'ble Union Minister of Health and Family Welfare, Government of India visited FSSAI's stall at Ayushman Bhav Health Pavilion on 20th November 2023 at India International Trade Fair, Pragati Maidan, New Delhi.



Highlights: Visit of Dignitaries at Ayushman Bhav Health Pavilion and FSSAI's stall on 14th November 2023.

Dr. Vinod K. Paul, Member, NITI Aayog, Shri Sudhansh Pant, Secretary, Ministry of Health and Family Welfare and Shri G. Kamala Vardhana Rao, IAS, CEO, FSSAI visited the FSSAI's stall on 14th November 2023 at Ayushman Bhav Health Pavilion at the India International Trade Fair in Pragati Maidan, New Delhi.



Highlights: Coverage on DD India

Awareness raised about the health benefits of Millets on 21 November 2023 at FSSAI's stall under Ayushman Bhav Health Pavilion at IITF, New Delhi.

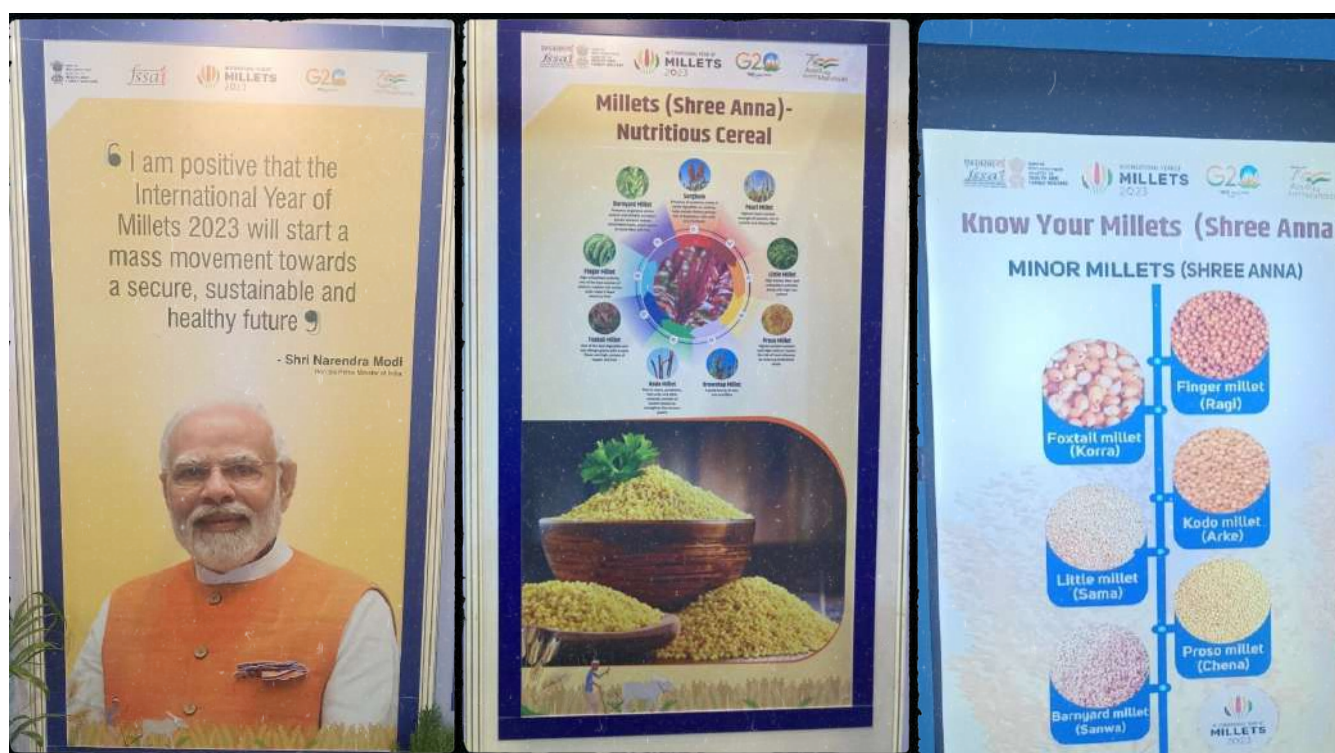


3.Details of Panels Displayed:

Different Informative panels were displayed for generating awareness among the public about the ongoing initiatives of FSSAI in addition to its online platforms.

(I) Millets: The Food and Agriculture Organization of the United Nations has declared 2023 as the International Year of Millets. With 2023 being celebrated as the International Year of Millets, different informative panels on millets were displayed to increase awareness among the public about the health and nutritional benefits of millets.

Different types of millets were also displayed to make the visitors aware about the special nutritive properties of millets as they are a good source of protein, fiber, vitamin and minerals.



(II) Eat Right India:

The Eat Right India initiative was launched in the year 2018 to transform the country's food system in order to ensure safe, healthy and sustainable food for all the citizens. Eat Right India initiative is based on three key pillars i.e Eat Safe, Eat Healthy and Eat Sustainable.



(III) FoSCoS: Food Safety Compliance System was launched in 2012 for issuance of PAN India FSSAI Licenses and Registration.



(IV) Food Import Clearance Process: FSSAI has an online system for clearance of food imports so that no person shall import into India any unsafe or misbranded or sub-standard food or food containing extraneous matter.



(V) Combat Food Adulteration: Adulteration in food items can be identified through the application of methods mentioned below:

(a) **Detect Adulteration with Rapid Test:** This book comprises of tests that can be performed for the detection of adulterants in food items.

(b) **Food Safety Magic Box:** This box contains basic chemicals, small instruments and acid/alkali solution which is useful for checking the adulteration in food items.

(c) **Food Safety on Wheels:** Food Safety on Wheels is the vehicle for educating the citizens about the various aspects of food safety by performing on-the-spot testing of food under various categories.



(VI) Reduction of Fat, Salt and Sugar:

It encourages the people to gradually decrease the consumption of fat, salt and sugar in their diet as excess consumption of foods high in fat, salt and sugar leads to obesity and is a risk factor for the occurrence of non-communicable diseases.



Photo Gallery



Photo Gallery



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