



FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA

Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India

Report on FSSAI's participation in 64th Annual National Conference of Indian Public Health Association (IPHACON), 2020

29th February to 2nd March 2020
All India Institute of Medical Sciences (AIIMS), New Delhi



1.0 Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in 64th Annual National Conference of Indian Public Health Association (IPHACON),2020 held at All India Institute of Medical Sciences, New Delhi during 29th February to 2nd March 2020. The conference was organized by Centre for Community Medicine (CCM) AIIMS with the theme ***“Promoting Public Health Leadership for Universal Health Coverage in India”***. The mission was to protect and promote the health of the people of India by facilitating the exchange of information, experience and research and advocating for policies, programs and practices that improve public health. Doctors, medical students, public health workers and general public across the country participated in the conference.

FSSAI participated in the IPHACON,2020 by putting a informative stall with lot of engagement material for public distribution. The main aim of FSSAI participation was to promote safe and healthy eating through FSSAI’s Eat Right India initiative. The message related to Eat Safe, Eat Healthy, Eat Sustainable and Eat Mindful was given for social and behavioural change among general masses. The information related to reducing the intake of salt, sugar and fat in the diet for prevention of non communicable diseases like high blood pressure, diabetes, hypertension, obesity etc was disseminated. FSSAI officials were deputed at the stall for public interaction and distribution of IEC materials.

2.0 Inauguration of IPHACON 2020

Dr. Harsh Vardhan, Union Minister of Health and Family Welfare inaugurated the 64th Annual National Conference of the Indian Public Health Association, at AIIMS New Delhi. Hon’ble Health Minister said that under the dynamic leadership of our Prime Minister Narendra Modi, India is poised to achieve Universal Health Coverage by providing holistic care through the two pillars of Ayushman Bharat i.e. Pradhan Mantri Jan Arogya Yojana (PMJAY) to provide healthcare coverage to 50 cr citizens of the country and setting up of Health and Wellness Centres in all parts of the country. We aim to transform 150,000 PHCs and sub-centres to HWCs by 2022. The Union Health Minister stated that with the theme of ***“Promoting Public Health Leadership for Universal Health Coverage in India”***, this conference will see the convergence of India’s leading experts in the field of public health. The theme holds relevance in today’s India where “Ayushman Bharat” has been launched with a view to providing equitable health to its citizens, thereby achieving ‘Health for All’ goal.



3.0 FSSAI Participation: FSSAI had acquired the complementary booth space of **6 sqm** complementary to showcase the FSSAI initiatives such as Eat Right India Movement, Share Food Share Joy, Repurposed Used Cooking Oil (RUC), Hygiene Rating etc. FSSAI raised the awareness among the visitors by displaying the FSSAI initiatives through Panels and IEC materials.



FSSAI Stall

3.1 The Key Panels highlighted

The following backlit panels were displayed in the stall keeping in mind the visitor and exhibitor profile of the fair: -

1. Eat Right Pillar (4 pillars)- Eat Safe, Eat Healthy, Eat Sustainable and Eat Mindful.
2. Celebratory endorsement- Eat Right India
3. Food Fortification (+F)
4. Save Food Share Food
5. Trans Fat free
5. Eat Right Thali
6. Food Safety Training and Certificate (FoSTaC)
- 7.RUCO
8. Netscofan

We support **Eat Right India**
सही भोजन. बेहतर जीवन.



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Reduce **Salt, Sugar & Fat** in your daily diet. Start from today!

EAT SAFE. EAT HEALTHY. EAT FORTIFIED



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EAT RIGHT INDIA

Pillar I
Eat Safe

Pillar II
Eat Healthy

Pillar III
Eat Sustainable

Pillar IV
Mindful Eating



Safe

- Personal & surrounding hygiene
- Hygiene & sanitation in manufacturing, storing, cooking & selling food
- Combatting adulteration
- Eliminate pesticides, antibiotic & heavy metal residues in food
- Avoid reuse of used cooking oil



Healthy

- Balanced diet, eat less & eat timely
- Diet diversification - eat variety
- Eliminate toxic industrial trans fats
- Reduce consumption of salt, sugar and saturated fats
- Eating fortified staples to address micronutrient



Sustainable

- Eat local and seasonal
- Reduce use of chemicals in food production and preservation
- Reduce plastic in packaging
- Reduce, conserve water in food processing
- No food wastage

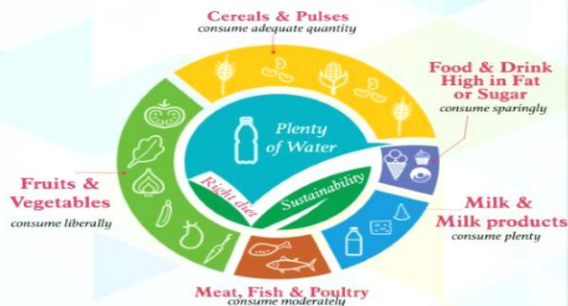


Mindful Eating

- Keep Gaps. Finish all meals within 10 hour window.
- Hydrate Well
- Chew More
- Just Eat and avoid Distractions
- Know your Portions

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Complimentary Cost-effective Sustainable Scalable Strategy to tackle major public health concerns

+F FORTIFIED *dekha kya...*

Look for Fortified products with added micronutrients

Vitamin A (Milk)
Vitamin D (Cooking Oil)
Iron (Rice)
Iodine (Salt)
Folic Acid (Rice)
Vitamin B12 (Milk)

Food Fortification Resource Centre
Set up by FSSAI with Support from TATA TRUSTS

I am RUCO
REPURPOSE USED COOKING OIL

Compliant

I am RUCO
REPURPOSE USED COOKING OIL

Avoid reusing cooking oil. Guard your health.

- Use vegetable oils for frying.
- Ideally, use cooking oil only once for frying.
- Used frying oil can be filtered and reused once for making curries.
- Consume used frying oil within two days.
- Fry at the lowest frying temperature. Oil should not give off smoke.
- While frying, remove food particles frequently from the oil before they turn black.
- Use a fryer or utensils made of material such as stainless steel for frying.
- Avoid iron pans for frying to prevent unpleasant taste or odour.

NetSCoFAN
Network for Scientific Co-operation for Food Safety & Applied Nutrition

A network of research and academic institutions working in the area of food and nutrition established under Section 16 (3) (e) FSS Act 2006. This network is comprised of eight groups with lead and partner institutions working in following areas.

- 01 Biological Group
- 02 Chemical Group
- 03 Nutrition and Claims Group
- 04 Foods of Animal Origin Group
- 05 Food of Plant Origin Group
- 06 Water and Beverages Group
- 07 Food Testing Group
- 08 Safer and Sustainable Packaging Group

This network of scientific community is established to conduct horizon seaming, collate of knowledge, avoiding duplication of work and divergent scientific opinions and gathering information on food safety issue.

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3.2 Distribution Material:

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

1. Eat Right-Thoda Tel Kam,
2. Eat Right-Thoda cheeni kam
3. Eat Right-Thoda namak kam
4. Food Fortification
5. Share Food Share Joy
6. Hygiene rating
7. Repurpose Used Cooking Oil (RUCO)
8. Food Safety Training and Certificate (FoSTaC)

4.0 Visit of Hon'ble Union Health Minister of Health and Family Welfare to FSSAI stall:-

Dr. Harsh Vardhan, Hon'ble Union Minister, H&FW along the Director AIIMS, visited the FSSAI stall and had discussion with officials of FSSAI deputed at the stall. He encouraged the FSSAI Officials to spread the message of Eat Right India to the visitors for healthy living.



5.0. Experience and Take away:

The FSSAI stall was visited by a large number of people including leading public health specialists (doctors, epidemiologists, sociologists, managers and other public health experts) from across the nation, with a footfall of about 1500 delegates. The visitors discussion with the FSSAI official was on various sectors of FSSAI. All the queries were attended with utmost attention by the FSSAI officials with pictures and explanation using pamphlets and display boards. The design, concept and information available and provided in the stall were appreciated by various visitors. Overall **IPHACON),2020** was a great platform where FSSAI showcased its work and initiatives to ensure safe and nutritious food in India.

PHOTO GALLERY

