



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 AAHAR-2018

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23<sup>rd</sup> – 25<sup>th</sup> August, 2018  
Chennai Trade Centre, Chennai

## 1. Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in 34<sup>th</sup> AAHAR International Food & Hospitality Fair, 2018, one of Asia's best known brands in food and hospitality shows at Chennai Trade Centre, Chennai.

The fair was hosted by the Indian Trade Promotion organization and India Trade Promotion Organization (ITPO) and Tamil Nadu Trade Promotion Organization (TNITPO) with the support of the Ministry of Food Processing Industries, Agricultural, and Processed Food Products Development Authority (APEDA) and other industry bodies during August 23<sup>rd</sup> – 25<sup>th</sup> August, 2018. 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 event was inaugurated by Shri.Kumar Jayant IAS, Principal secretary, co-operation, Food and consumer Protection Department, Government of Tamilnadu at 10.30 AM on 23<sup>rd</sup> August.

There were exhibits from different ministries, councils, Agro sectors and more than 80 leading companies which were visited by 12792 visitors from all sectors.



AAHAR, 2018

## 2. Physical Description of the stall:

The FSSAI stall was at Hangar number 3J. The FSSAI stall highlighted with the theme One Nation And One Food Law. The stall had backlit display panels which were the simple depictions that highlighted the system, features and benefits of FSSAI and its role with utmost attraction.

Every Display panel had bullet points showcasing the nut shell of every topic facilitating swift observation and perception for the audience.

Three spacious lounges were provided for the visitors to sit and interact with the FSSAI officials, with the pamphlets readily available on the tables.



**FSSAI Stall**

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

- Procedure for Licensing & Registration
- Food Import Clearance System
- Safe & Nutritious Food
- Food Safety Display Boards
- Connect with FSSAI
- One Nation One Food Law (FSSAI's presence in India)
- Food Fortification
- Jaivik Bharat
- FOsTAC
- Eat Right
- Food Safety on Wheels
- INFOLNET





**The Eat Right Movement**  
#AajSeThodaKam  
**Cheeni Kam**

High intake of sugar is a risk factor for obesity and can lead to diabetes and other diet-related non-communicable diseases.

**Thoda Kam - Simple tips**

1. Gradually reduce the use of sugar in your daily diet.
2. Track & monitor the consumption of sugar at home – buy & use only a fixed quantity every month.
3. Use naturally sweet ingredients rather than refined sugars. For example, in fruit-based desserts add more fruits for natural sweetness.
4. Limit the intake of cakes, pastries, confectionery and sweets prepared with refined cereals containing high amounts of sugar.
5. Limit the consumption of sugar-sweetened beverages and sugary snacks.
6. Instead of drinking fruit juice, eat fresh whole fruits. It provides fibre, which gives a feeling of fullness and fewer calories.
7. Moderate the intake of sugar-preserved foods like jams, jellies, marmalades and sugary snacks.
8. Prevent children from overindulging in chocolates and candies that may put them at risk of obesity and other non-communicable diseases later in life.
9. Limit the amount of desserts you eat and use less sugar in preparing them.



**The Eat Right Movement**  
#AajSeThodaKam  
**Namak Kam**

Salt is the main source of sodium in our diet. High sodium is a risk factor for high blood pressure, which leads to heart problems. The average Indian consumes nearly double the recommended amount of salt everyday.

**Thoda Kam - Simple tips**

1. Gradually reduce the use of salt in your daily diet.
2. Track & monitor the consumption of salt at home – buy & use only a fixed quantity every month.
3. Do not add salt to rice or to atta while cooking chapatis.
4. Avoid sprinkling salt on salad, cut fruits, curd and even cooked food.
5. Enjoy, in moderate quantities, foods such as papads, pickles, sauces, ketchups, salted biscuits, etc. that are high in sodium.
6. Limit intake of foods described as pickled, brined, barbecued, cured or smoked as they tend to be high in sodium.
7. Switch from salted namkeens and snacks to fresh fruits and vegetables.
8. Drink plenty of water everyday to flush out toxins and excess sodium from the body.
9. Eat fruits and vegetables, which are rich in potassium, to neutralize the effect of sodium in the body.



**The Eat Right Movement**  
#AajSeThodaKam  
**Ghee - Tel Kam**

Excess of fat intake is a risk factor for obesity and non-communicable diseases like diabetes and heart diseases.

**Thoda Kam - Simple tips**

1. Gradually reduce the use of oil in your daily diet.
2. Track & monitor the consumption of oil at home – buy & use only a fixed quantity every month.
3. Measure cooking oil with a small spoon rather than pouring freely from the bottle.
4. Change the type of cooking oil every three months & use two different types of oils at a time.
5. Do not repeatedly reheat oil or re-use the same oil for frying or cooking.
6. Avoid frying as much as possible. Instead, boil, steam, roast or grill food.
7. Moderate the use of butter, ghee and Vanaspathi that are rich in saturated or trans-fats.
8. Moderate the consumption of bakery products or processed foods that are high in fat.
9. Choose lean meat sources like chicken or fish over red meat or organ meat, if you are non-vegetarian.



**SAFE & NUTRITIOUS FOOD (SNF)**

A WAY OF LIFE

Build a new India, Healthy & Happy India



A Bouquet of Initiatives for Citizens  
Guidance and Behaviourial Change  
to prevent food borne infections and diseases and for  
complete nutrition for citizens everywhere at all times.

[www.snportal.in](http://www.snportal.in)

**Your Guide for**

[www.snportal.in](http://www.snportal.in)



Safe & Nutritious Food @ Home



Easy Tests to do @ Home



Safe & Nutritious Food @ School



Safe & Nutritious Food @ Workplace

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## Imported Food Products

**Acts & Regulations**

Section 25 & Section 47 (5) of the Food Safety & Standards Act  
Food Safety & Standards (Import) Regulations 2017

**Ease of doing Business**

A robust and streamlined online import clearance system to ensure compliance to standards for imported food products

**Food Import Clearance System** is integrated with Customs portal ICEGATE system under Single Window Clearance Interface to Facilitate Trade in Delhi, Pune, Kolkata, Chennai, Cochin & Tuticorin for ensuring ease of testing & import clearance at all the ports.

Imported food samples are sent to the labs which are NABL accredited ISI NABL accredited labs for testing. Its referral labs for re-testing.

Risk Management System works with the testing and analysis of imported food is limited and restricted only high priority being given to identified high Risk Food Items. Prioritization for work against the retention of imported consignments.

Provisional NOC for imported food items being very short. Shelf-life less than 7 days.

[www.fics.fssai.gov.in](http://www.fics.fssai.gov.in)

## Our presence across the country

**Locations where Custom Officials are acting as Authorized Officer**

**Locations where Food Safety & Standards Authority of India (FSSAI) officials are present**

**State/Public Labs**

**Referral Labs**

**FSSAI Notified Labs**

**FSSAI Head Office : New Delhi**

**Regional Office : New Delhi, Mumbai, Chennai, Kolkata and Guwahati**

**Import Ports : Chennai, Cochin, Delhi/NCR, Kolkata, Mumbai & Tuticorin and Tuticorin**

## FOOD SAFETY ON WHEELS

**Mobile Food Testing Laboratory**

Strengthening the food testing infrastructure in India

24 tests on milk  
9 tests on edible oil  
17 tests on spices  
11 on other foods

Tests to check for adulterants even in the far flung areas

## Food Fortification Resource Centre

[www.firc.fssai.gov.in/fortification](http://www.firc.fssai.gov.in/fortification)

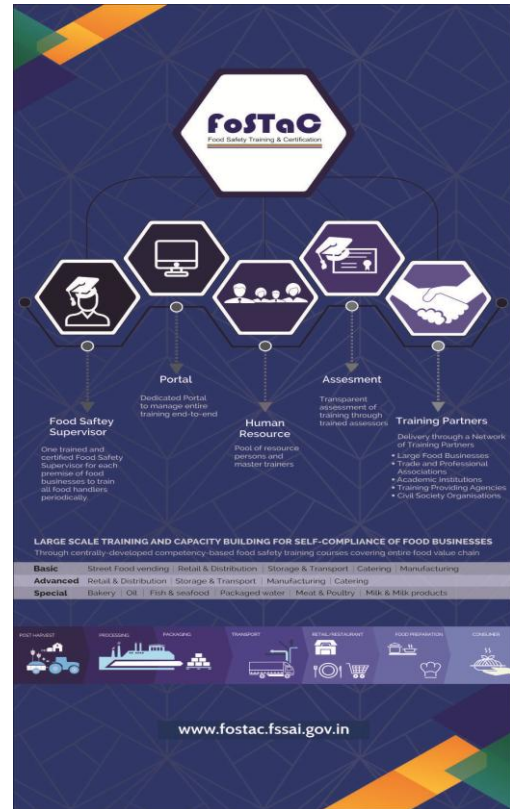
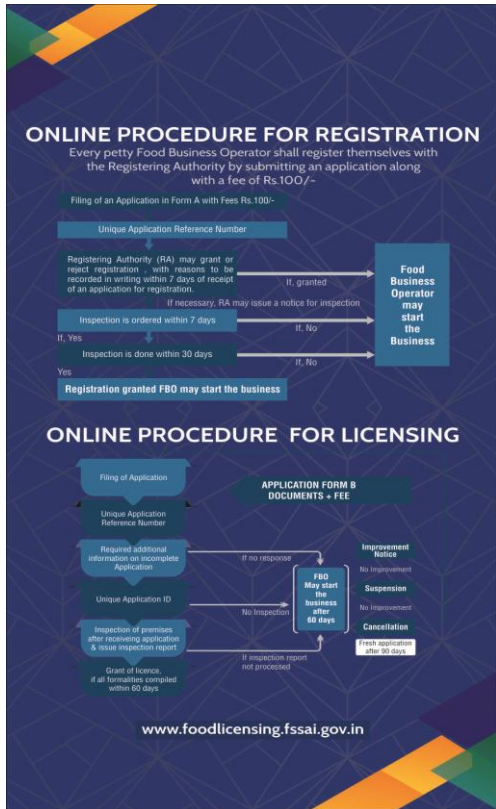
**Double Fortified with Iron and Iodine**

**Growth & Development**

**Healthy Kids**

**Stronger Bodies**

**COMMITTED TO FIGHT HIDDEN HUNGER**





- II. Three spacious lounges were provided for the visitors to sit and interact with the FSSAI officials, with the pamphlets readily available on the tables.





- III. Two LED TVs were displaying video and audio of various initiatives of FSSAI. Testing methods of Adulteration of Food, Eat right Movement, FOSTAC was telecasted in 42 inch TV and another with the corporate Movie of FSSAI.

#### **4. Distribution Material:**

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

- Procedure for Licensing & Registration
- Food Import Clearance System
- Safe & Nutritious Food
- Food Safety Display Boards
- Connect with FSSAI
- One Nation One Food Law (FSSAI's presence in India)
- Food Fortification
- Jaivik Bharat
- FOSTAC
- Eat Right
- Food Safety on Wheels
- INFOLNET

#### **5. Experience and Take away:**

The FSSAI stall was visited by a large number of people 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 1500 per day. The visitors discussion with the FSSAI official was on various sectors of FSSAI. Clarifications on all the aspects were addressed by our officials. The major concerns were on

- Eligibility for FSSAI license
- Maximum Time for issue of license
- Documents for Licensing And Registration,
- Food Regulatory Compliance,
- Import Regulations,

- State Registration And Licensing Procedures,
- Organic Food Licensing,
- Consumer Complaints Portal
- Resource person and Training of Trainees,
- Sensitisation and mobilisation
- Importance of Fortification of Food products
- Necessity of fortification in the present scenario
- Importance of FOSTAC training

All the queries were attended with utmost attention by the FSSAI officials with pictures and explanation using pamphlets and display boards. Further advertency of various initiatives of FSSAI such as its role in building a happy India by creating awareness by building policy framework to guide people by providing food safety and nutrition at work place, Schools, Home and Streets.



*Queries of visitors being addressed.*

## **6. Conclusion:**

Arround 4000 business visitors and delegates visited the FSSAI stall. The exhibition provided an excellent platform to FSSAI to engage with these diverse stakeholders. The platform was successfully utilized for developing strong engagements with stakeholders and for public awareness.

FSSAI's effort to make FBOs and consumers understand about FLRS, FICS and Consumer Connect were appreciated by the visitors. The design, concept and information available and provided in the stall were appreciated by various visitors who visited the stall. Overall AAHAR-2018 was a great platform where FSSAI showcased its work and initiatives to ensure food safety in India.

## PHOTO GALLERY







