



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

# Report on FSSAI's participation in AAHAR-2019

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12<sup>th</sup>-16<sup>th</sup> March, 2019  
Pragati Maidan, New Delhi

## ***Introduction:***

Food Safety and Standards Authority of India (FSSAI) participated in AAHAR International Food & Hospitality Fair, 2019. AAHAR is one of Asia's best-renowned brands in Food and Hospitality shows.

AAHAR - International Food & Hospitality Fair is a flagship fair focussing on improving food standards in India. This event showcases products like Fresh Produce & Dairy Products, Confectionery, Chocolate, Desserts, Bakery Products & Ingredients Organic & Health Products, Frozen , Canned & Processed Products, Meat, Poultry & Sea Foods, Cheese & Fine Specialty Food, Snacks & Convenience Food, Food Ingredients, Additives and Preservatives Coffee & Tea, Syrups, Juices & Energy Drinks in the Food and Beverages industry.

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, APEDA, and apex industry associations like ARCHII, Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI), All India Food Processors Association (AIFPA), Food and Hospitality Support Association of India (FHSAI), Federation of Indian Food and Hospitality Industry (FIFHI) and Forum of Indian Food Importers (FIFI). 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 34th edition of AAHAR has witnessed 560 participants from India and abroad. The fair actively shared the latest consumer trends, concerns, new innovations and trade avenues.

The event was jointly inaugurated by Paban K Borthakur, chairman and managing director of the Agricultural and Processed Food Products Development Authority (APEDA) and Deepak Kumar, the executive director of ITPO.



*The 34th edition of AAHAR – the International Food & Hospitality Fair, 2019 inaugurated by Shri Paban K. Borthakur, CMD, APEDA and Shri Deepak Kumar, IAS, Executive Director, ITPO*

## ***FSSAI Participation :***

### **➤ Stall description:**

FSSAI had acquired the space of 30 sqm. The stall had backlit display panels exhibited the clear features in a simplified manners. Two 42” LED screen was installed in the stall wherein corporate movie of FSSAI and Fortification video were showcased. 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
- Food Safety Display Boards
- Food Fortification
- Food Safety on Wheels
- Hygiene ratings
- FoStaC
- An initiative to Engage, Excite and Enable
- INFOLNET
- Quick Accesses



***FSSAI Stall***

# The key panels highlighted

**foodlicensing.fssai.gov.in**

## ONLINE PROCEDURE FOR REGISTRATION

Every petty Food Business Operator shall register themselves with the Registering Authority by submitting an application along with a fee of Rs.100/-

Filing of an Application in Form A with Fees Rs.100/-

Unique Application Reference Number

Registering Authority (RA) may grant or reject registration with reasons to be recorded in writing within 7 days of receipt of an application for registration.

If necessary, RA may issue a notice for inspection

Inspection is ordered within 7 days

If Yes: Inspection is done within 30 days

If No: Registration granted FBO may start the business

**Food Business Operator may start the Business**

## ONLINE PROCEDURE FOR LICENSING

Filing of Application

Unique Application Reference Number

Required additional information on incomplete Application

Unique Application ID

Inspection of premises after receiving application & issue inspection report

Grant of license, if all formalities complied within 60 days

APPLICATION FORM B DOCUMENTS + FEE

Improvement Notice

Suspension

Cancellation

FBO May start the business after 60 days

From application after 90 days

If inspection report not processed

If no response

No inspection

If inspection report not processed

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**infolnet.fssai.gov.in**

## infolnet

Indian Food Laboratory Network

- One stop virtual hub for transparent flow of laboratory information
- Uniform testing
- One product, One set of parameters
- One Parameter, One Test Method
- Quick and effective surveillance for risk assessment

247 Primary Food Testing - Notified Labs

19 Referral Labs

45 Training programs  
1100 Labs personnel trained

38 Food Safety Wheels in 23 States

31 States Labs & 7 Referral Labs for upgradations

13 National Reference Labs

Resource material for simple adulteration test

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**fics.fssai.gov.in**

## Imported Food Products

### Food Import Clearance Process

Bill of entry filed at custom

Cleared through green channel

RMS INTEGRATE

If food items is referred to FICS (FSSAI by NDC)

Application filed (FICS)

Out of scope

Rejected

SCRUTINY

Seek clarification

Payment

NCR generated

Visual inspection

Result Acceptable

Choreography issued

Sample forwarded to lab

Sample testing

Duplicate samples send to referal Lab

Test results

Pass

Fail

Appeal for retesting

Release order generated by FICS

Importer is not satisfied with the decision of Authorised Officer, he can file first review application in form 6 to Apex Committee

First Committee

Decision communicated to importer and AO

Importer is not satisfied with the decision of first committee, he can file second review application in form 6 to Apex Committee

Apex Committee

Decision communicated to importer and AO

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## INTEGRATED FOOD STANDARDS - QUICK ACCESS SYSTEM

Single platform for all vertical & horizontal food standards

One-point source for easy & quick access

Integrated Food Standards - Quick Access

Integration with Lab Management System

Elimination of ambiguity

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fssai.gov.in/servesafe

**Hygiene Rating and Responsible Place to Eat Scheme**

**Hygiene Rating Scheme**

**HYGIENE RATING**

- Encouraging restaurants to display good quality to consumers
- Ensuring citizens make informed choices

**Key Requirements to Obtain Hygiene Rating**

- Have FSSAI License/Registration and follow schedule 4 requirements.
- Train all food handlers and appoint a certified Food Safety Supervisor.
- Must have Food Safety Display Boards prominently displayed in the premises.
- Get food samples tested periodically.

**HYGIENE RATING**

Very Good

**Responsible Place to Eat**

**RESPONSIBLE PLACE TO EAT**

- A Unique scheme to encourage Food Businesses in promoting food safety, nutrition and bring behavioral change among consumers and help them make informed choices.

Promote Personal Hygiene

Donate food

Promote healthy eating

Promote Safe water handling practices

Open kitchen/ Kitchen vests

Effective complaint handling

How to Enrol? Login and self-assess Get Verified Display certificate

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**LOOK FOR FOOD SAFETY DISPLAY BOARD**

Consumer may connect with **fssai** for any concerns when eating out

License/ Registration Number

**fssai** License No. (Please Mention Your License no.) Restaurant

**With Us You Will Get Safe Food We Follow These 12 Golden Rules**

Hygiene Rule Codes	Hygiene Rule Codes
1. Keep premise clean and have regular pest control	7. Wear clean cloths/uniform
2. Use potable water for food preparation	8. Wash hands before and after handling food and after using toilets, coughing, sneezing, etc.
3. Cook food thoroughly. Keep hot food above 60°C and cold food below 5°C	9. Use water proof bandage to cover cuts or burn wounds
4. Store veg & non veg food, raw & cooked food in separate containers	10. Do not handle food when unwell
5. Store cold food below 5°C and frozen products at -18°C or below	11. Use clean and separate dusters to clean surface and wipe utensils
6. Use separate chopping boards, knives, etc. for raw/cooked & veg/non veg food	12. Keep separate & covered dustbins for food waste

If any concern

Call toll free 1800 112 100  
SMS or Whatsapp 9868686868  
Always give 15-20 minutes for quick action

Download FSSAI APP

As per the FSS Regulation, Food Display panel is a mandatory to display FSDB at food premises

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fostac.fssai.gov.in

**foSTaC**  
Food Safety Training & Certification

**PORTAL**  
Dedicated Portal to manage entire training end-to-end

**ASSESSMENT**  
Transparent assessment of training through trained assessors

**FOOD SAFETY SUPERVISOR**  
One trained and certified Food Safety Supervisor for each premise of food businesses to train all food handlers periodically.

**HUMAN RESOURCES**  
Pool of resource persons and master trainers

**TRAINING PARTNER**  
Delivery through a Network of Training Partners  
• Large Food Businesses  
• Trade and Professional Associations  
• Academic Institutions  
• Training Providing Agencies  
• Civil Society Organisations

**LARGE SCALE TRAINING AND CAPACITY BUILDING FOR SELF-COMPLIANCE OF FOOD BUSINESSES**  
Through centrally-developed competency-based food safety training courses covering entire food value chain

**Basic** Street Food vending | Retail & Distribution | Storage & Transport | Catering | Manufacturing

**Advanced** Retail & Distribution | Storage & Transport | Manufacturing | Catering

**Special** Bakery | Oil | Fish & seafood | Packaged water | Meat & Poultry | Milk & Milk products

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

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

**to identify fortified foods**

**FORTIFIED**  
समृद्ध खाद्य  
SMRIDDHA KHADY

**Folic Acid**  
Foetal development and blood formation

**Vitamin B12**  
Normal functioning of nervous system and blood formation

**Iron**  
Fights anemia

**Fortified Rice & Wheat Flour**

**Vitamin A**  
Prevents night blindness

**Vitamin D**  
Supports strong bones

**Fortified Milk & Oil**

**Iron**  
Fights anemia

**Iodine**  
Normal growth, thyroid and brain function

**Double Fortified Salt**

fsrc.fssai.gov.in

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**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

**An Initiative to Engage, Excite & Enable citizens to eat safe and eat healthy**

- Yellow Book**: Guide for Safe & Nutritious Food @School
- Pink Book**: Guide for Safe & Nutritious Food @Home
- Dart Book**: Quick tests for detection of common food adulterant at home
- Orange Book**: Guide for Safe & Nutritious Food @The workplace
- National-level Resource Persons**: Health & Wellness Coordinators in every domain to propel the initiative
- Serve Safe**: to ensure that the food served in hotels, restaurants and canteens is safe & hygienic
- Eat Right Tool Kit**: to train frontline health workers to engage citizens at the grassroots level

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- Two 42" 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.



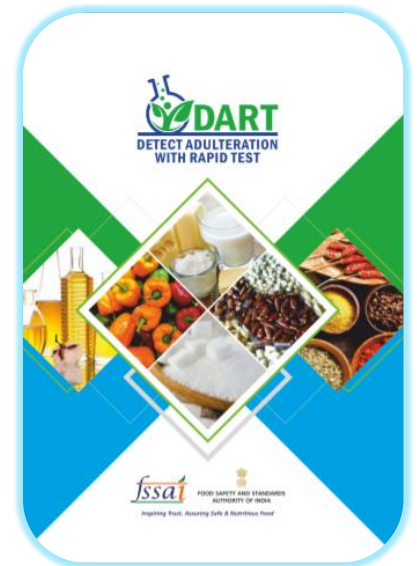
- **Theme:** The FSSAI stall was designed over the theme Eat Right India aimed to engage, excite and enable citizens to improve their health and well being. Inspired by Gandhiji’s 3- wise monkeys embody the fundamental truth “sees no evil”, “hear no evil” and “speak no evil”, FSSAI displayed the 3 monkeys- “eat safe, “eat healthy” and “eat wisely” envisaging basics of food and nutrition to nudge citizens to adopt right eating habits in their lives.
- FSSAI also exhibited its initiatives innovatively through cubes displaying various logos and their objectives. Visitors were curious about the cubes. Many visitors took and flip the cubes and make various queries about the initiatives mentioned in the cubes.



**Key attractions:**

**1) Live adulteration test:**

The live demonstration of adulteration test based on the book “Detect Adulteration with Rapid Test (DART)” enlisting 41 easy tests that can be done at home was conducted to aware consumer about the common methodologies available for food adulterants generally found in India and the pocket size DART book were also distributed to the visitors.





## 2) Photo booth:

Fun and interesting things always attract people and is a great way to convey the message. Keeping this in mind FSSAI installed a photo booth with service of instant emailing and posting of the photo- tagging “FSSAI” to social media. Large no. of people visited the stall and took the photo booth service with excitement.



## 3) Mascot Activation:

'Master and Miss Sehat' delivered the message of safe and healthy food practices to the visitors especially kids.



## 4) Digital platforms at stall:

A 42” touch screen was installed at FSSAI stall where an audio video on FLRS was displayed. The AV is a digital walkthrough for FBOs as well as visitors interested in starting food business, to provide an interactive, easy to understand demonstration of working of FLRS. It attempts to address basic queries like:

- Who is Food Business Operator
- Difference between Registration/State license/Central license
- Eligibility Criteria
- Procedure to apply for Registration/State license/Central license.



### ***Distribution Material:***

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

- Procedure for Licensing & Registration
- Food Import Clearance System
- Thoda Kam, tel, cheeni, namak
- Food Fortification
- FOSTAC
- Eat Right
- Empowering consumers
- Safe and Nutritious Food (SNF)



### ***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 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 and documents required for FSSAI license and registration
- Food Regulatory Compliance,
- Import Regulations,
- Alcoholic beverages and Organic License
- Resource person and Training of Trainees,
- 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. The queries and concerns mentioned by visitors in the visitor's note book during the event along with their contact / visiting cards were forwarded to Regulatory Compliance Division, FSSAI for taking necessary action.



*Queries of visitors being addressed.*

### ***Conclusion:***

Arround 2500 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-2019 was a great platform where FSSAI showcased its work and initiatives to ensure food safety in India.

# PHOTO GALLERY

