



FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA

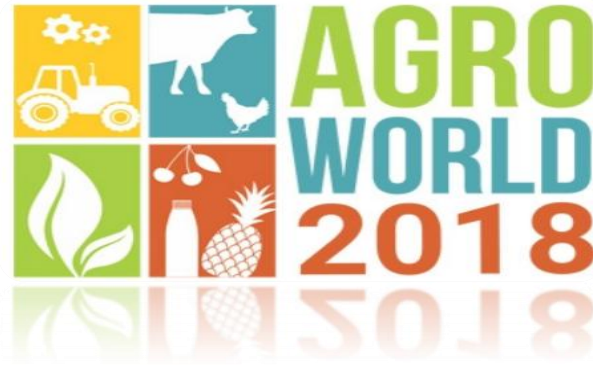
Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India

Report on FSSAI's participation in Agro World-2018

25th- 27th October, 2018
IARI, New Delhi

1. Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in AgroWorld 2018, India International Agro Trade and Technology Fair 2018 hosted by ICFA (Indian Council of Food and Agriculture) from October 25 to 27, 2018 at the sprawling campus of Indian Agriculture Research Institute (IARI), New Delhi.



There are exhibitors from Governments and chambers of different countries through country pavilions, international enterprises, Indian food and agriculture industry, central ministries, technology institutions, agribusinesses and State Governments, export and trade companies and agri-food start-ups, agro and farm services etc. The exhibition was inaugurated by Honourable Agriculture Minister Shri Radha Mohan Singh on 25th October, 2018.



➤ Key objectives of the event



➤ The key highlights of event were:

- i. 10 International Conferences, 40 Global Business Dialogue Sessions
- ii. 12 Fruit Festivals and Commodity Festivals, Progressive farmers' workshops
- iii. National and Global Participation, Top Government and policy makers visits, B2B Meetings
- iv. India Agribusiness and Global CEOs Awards 2018

2. *Description of the stall*

Theme of Stall:

- **Jaivik Bharat Logo: symbol** of authenticity and trust, a unified logo for Organic Foods.
- **Swasth Bharat Yatra** : the pan-India cyclathon campaign where about 7,500 cyclists are expected to participate in over 18,000 km relay cycle rally travelling across six tracks through almost every state and UT over 100 days to propagate a powerful message 'Eat Right India' and will culminate in the national capital on January 27.
- **Eat Right India:** It is a Nation wide campaign to curb consumption of sugar, salt and fat and to improve public health and combat negative nutritional trends in consumers, so as to fight lifestyle diseases.

Physical Description of the stall

The area of FSSAI stall was 48 Square metre. FSSAI stall highlighted features and benefits of FSSAI and its role with utmost attention. Every Display panel had bullet points showcasing the nut shell of every topic facilitating swift observation and perception for the visitors.



FSSAI Stall

- FSSAI for its well arranged and informative displays awarded with “**Best Stall Display**” in food sector.



- 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
 - Eat Right India
 - One Nation One Food Law (FSSAI's presence in India)
 - FOSTAC (Food Safety Training & Certification)
 - Jaivik Bharat
 - Food Testing
 - Swasth Bharat Yatra
 - Explore publications by FSSAI



Swasth Bharat Yatra

led by **fssai** under Ministry of Health & Family Welfare, Government of India

16th Oct. 2018 **to** **27th** Jan. 2019

Become an "Eat Right Community Champion"

By cycling across the country, lets bring all our citizens together to make a healthy India

7500+ cyclists, 150 days of action packed outreach, 6 tracks from Leh, Pamaji, Thiruvananthapuram, Puducherry, Ranchi, Agartala, 18,000+ kms, 2000+ locations for events and activities

REGISTER NOW

As a volunteer cyclist at www.fssai.gov.in/swasthbharatyatra or call on toll free number 1800112100

The circle represents holistic wellness at a global platform while symbolizing Organic Food

The tick mark formed with second leaf represents that the FSSAI has certified the product as organic.

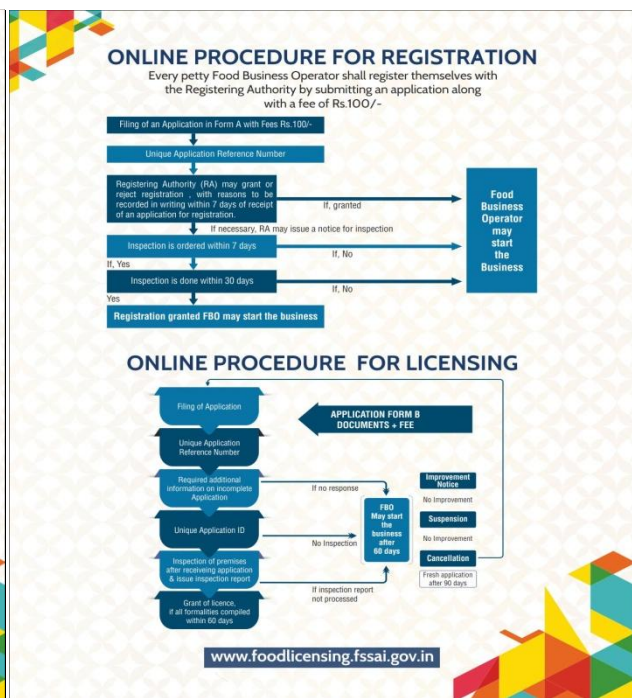
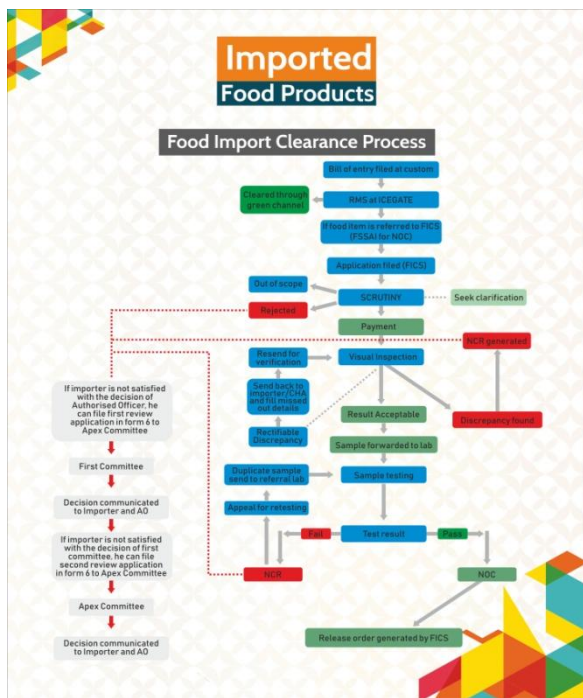
The green leaf represents the nature

The green color symbolizes environment, agriculture sustainability & healthy life.

Jaivik Bharat

The logo showcases that the product bearing it has been authenticated as organic for the choice for consumption. Effectively intertwining all the elements of environment, the logo communicates adherence to the National Organic Standards.

Agriculture Horticulture Poultry Aquaculture Livestock Apiculture





- Spacious lounges were provided for the visitors to sit and interact with the FSSAI officials, with the pamphlets readily available on the tables. A touch pad programme was installed wherein the user could access all the online portals of FSSAI along with other related information with just a touch



- A 42" LCD screen was installed in the stall wherein corporate movie of FSSAI, Swasth Bharat Yatra and Eat Right India were showcased.



3. Distribution Material:

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

- FLRS (Food Licensing and Registration System)
- (FICS) Food Import Clearance System
- Eat Right India
- Fortification
- Safe & Nutritious Food
- FOSTAC
- Jaivik Bharat

4. 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. 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:

- Maximum Time for issue of license
- Documents for Licensing And Registration,
- Food Import Clearance Import Regulations,
- Organic Food Licensing.
- Swasth Bharat Yatra
- Importance of Fortification of Food products
- FOSTAC training

All the queries were attended with utmost attention by the FSSAI officials with pictures and explanation using touch pads, pamphlets and display boards.



Queries of visitors being addressed.

5. Conclusion:

Various 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 public awareness. FSSAI's effort to make FBOs and consumers understand about Eat Right India and Swasth Bhatrat Yatra were appreciated by the visitors. The design, concept and information available about FICS and FLRS were appreciated by various visitors who visited the stall. FSSAI'S Javik Bharat Logo and "Indian Organic Integrity Data Base", to help consumers verify the authenticity of organic food attracted the visitors most.

PHOTO GALLERY

