



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

Report on FSSAI's participation in Annapoorna Anufood India 2019

Annapoorna



29 **30** **31** **AUGUST 2019**
BOMBAY EXHIBITION CENTRE, MUMBAI,
INDIA

1.0 Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in Annapoorna Anufood India 2019 held during 29-31st August, 2019 at Bombay Exhibition Centre, Mumbai. This exhibition was organized by Ms/Koelnmesse YA Tradefair Pvt. Ltd in cooperation with Federation of Indian Chambers of Commerce & Industry (FICCI). This year the event witnessed not only the trade visitors from various sectors of food and food retail across India, but also the presence of high level International delegations from Philippines, Sri Lanka, Iran and other neighbouring countries highlighting the importance of Indian Food trade. More than 250 exhibitors from national and international participated and about 7000 visitors visited the exhibition.

The exhibition was used as excellent platform by FSSAI to engage with the diverse stakeholders and was utilized for developing strong engagements with stakeholders and for public awareness. The Forum of Indian Food Importers (FIFI) organised a half day seminar on Food Safety and standards wherein eminent speakers from FSSAI addressed issues pertaining to food safety and guidelines to import food materials to India.

2.0 Inauguration of Annapoorna Anufood India 2019

The exhibition was inaugurated by Mr. Rameshwar Teli, Minister of State for Food Processing government of India along with Consul Generals from Italy Ms. Stefania Costanza, Consul General of Brazil H.E. Mr. Guilherme de Aguiar Patriota, Consul General of the Republic of Poland Mr. Damian Irzyk.



3.0 FSSAI Participation:

FSSAI raised the awareness among the Food Business Operators (FBOs), Corporates and general masses by putting up a stall and through its various creatives and IEC materials on *Licence and Registration*, *Hygiene ratings*, *Training and Certification (FOSTAC)*, *Eat Right Movement*, *Import Clearance System*, *RUCO*, *Share Food Share Joy*.

A presentation was given by Ms. Malika Taneja, AD (SBCD) FSSAI Headquarter Delhi, highlighting the various initiatives of such as Eat Right India, Hygiene Rating, FoSTAC.



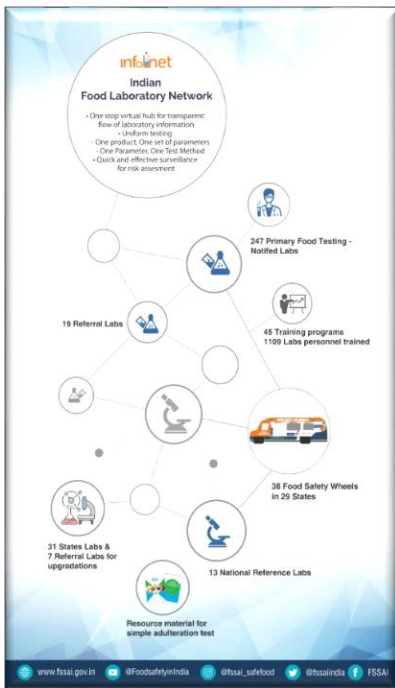
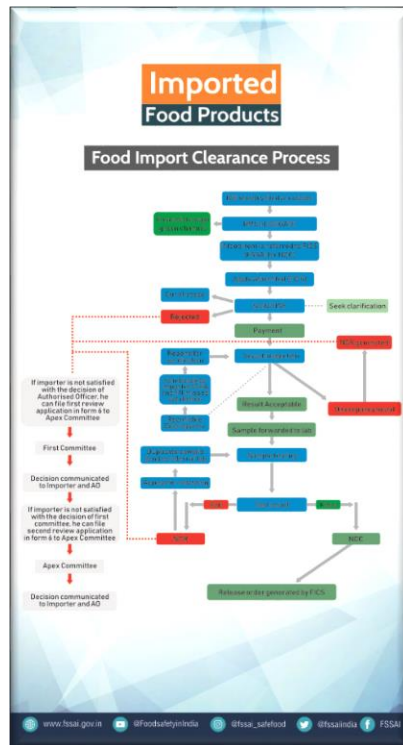
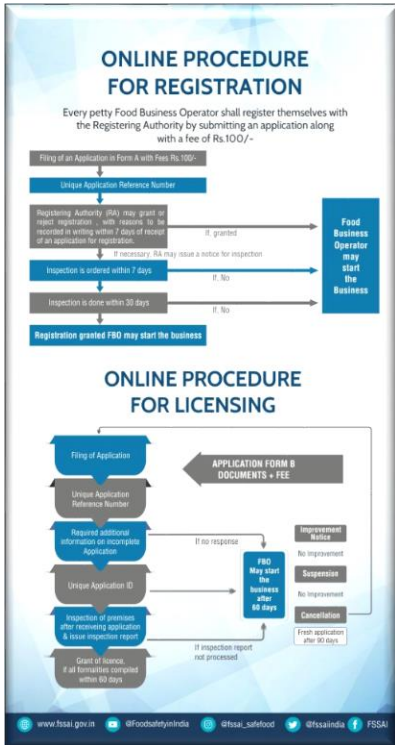
3.1 Stall description:

- FSSAI had acquired the complimentary booth space of **36 sqm** to conduct promotional or informative activity with the industry and to showcase the FSSAI initiatives such as Eat Right India Movement, Share Food Share Joy, Repurposed Used Cooking Oil (RUC), Hygiene Rating etc. Also, information regarding FSSAI Licensing and Regulation, Import regulations and guidelines, Food Safety, Training and Certification (FoSTAC), and other relevant FSSAI initiatives were shared to the visitors by FSSAI Officials.
- 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 Eat Right India (AAJ Se Thoda Kam), RUCO, Fortification.
- 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
 - FoStaC
 - InFoLNet
 - RUCO
 - Share Food Share Joy
 - Food Fortification
 - Food Safety Display Panel
 - AJ Se Thoda Kam



FSSAI Stall

3.2 The Key Panels highlighted



www.eatrightindia.gov.in

#AajSeThodaKam #EatRightIndia

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

EAT SAFE. EAT HEALTHY. EAT FORTIFIED

www.fssai.gov.in | @FoodSafetyIndia | @fssai_safefood | @fssaaindia | FSSAI

RUCO

Repurpose Used Cooking Oil

Avoid reusing cooking oil. Guard your health.

www.fssai.gov.in/ruco

www.fssai.gov.in | @FoodSafetyIndia | @fssai_safefood | @fssaaindia | FSSAI

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



FORTIFIED

Look for Fortified products with added micronutrients



Vitamin A, Vitamin D, Iron, Folic Acid, Vitamin B12, Iodine

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

Hygiene Rating and Responsible Place to Eat Scheme

Hygiene Rating Scheme

- 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



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.



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

For more information: www.fssai.gov.in/services / services@fssai.gov.in

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 premises clean and free register and control	7. Wear clean clothes and aprons
2. Use potable water for food preparation	8. Wash hands before & 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 bandages to cover cuts of bare hands
4. Store veg & non veg food, raw & cooked food in separate containers	10. Do not handle food after urinate
5. Store cold food below 5°C and frozen products at -18°C or below	11. Use clean and separate brushes to clean surfaces and wipe utensils
6. Use separate chopping boards, knives, etc. for raw cooked & prepare veg food	12. Keep separate & covered dustbins for food waste

Call toll free 1800 112 100
SMS or Whatsapp: 9868686868
Always use FSSAI handle for quick action

Download FSSAI APP

As per the FSS Regulation, Food Display Board is mandatory to display at food premises

3.3 Key attractions:

➤ Two LED TVs were displaying video and audio of various initiatives of FSSAI. Testing methods of Adulteration of Food, Eat right Movement, RUCO was telecasted in 42 inch TV and another with the other movies of FSSAI.



➤ 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.



- Two touch pads with wifi (internet facility), wherein queries regarding the FSSAI licensing and registration, import clearance system and other initiatives were solved using the online platform.



3.4 Distribution Material:

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

- Procedure for Licensing & Registration
- Thoda Kam, tel, cheeni, namak
- Food Fortification
- FoSTAC
- Share Food Share Joy
- Hygiene rating
- Clean Street Food Hub
- Repurpose Used Cooking Oil (RUCO)

4. Frequently Asked Queries

1. Labeling details regarding Import of fresh fruits, Restaurant/Repacker/Relabellar/ Supplier/Exporter/Trading/Importer etc.
2. Queries related to issuance of FOSTAC Training certificates.
3. Food consumer awareness regarding to packaged food products with reference to additives/ colorants.
4. Nutritional information on the labels and any specific laboratories related to testing for nutritional guidance.
5. Import clearance with respect to product Agar Agar and mandatory documents required to submit during import.
6. Labeling claims with respect to Proprietary foods.
7. No of Licenses required with respect to premises and kind of business.
8. Procedure for Fortification of Rice.
9. Labelling Norms for branded or Non-branded is same or different.
10. Clarification regarding Bombay Municipal Corporation (BMC) and FSSAI Licensing.
11. Online system problems during payment while registering by FBO.
12. Procedure to convert / extend their Laboratories to NABL accreted so that it can be recognized for Food Testing.
13. Problems related to handling FSSAI website.
14. Printing of address as per premise on the label after manufacturing of product.
15. Exact category as per the product manufacturing.
16. Whether License number or Registration number allowed during labeling claims.

17. Maximum the queries were related to State License.
18. What Kind of Business license is required for Mobile Food Vehicles?
19. Which license (state/central) is required for trading in domestic market along with export?
20. Can an FBO manufacturing functional foods apply under state license?
21. What are the parameters for testing of fish and fish products?
22. Penalties and punishments as per the FSSAI Act and Rules.

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 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,
- Hygiene Ratings
- FOSTAC Trainings
- Eat Right Initiatives.

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





Queries of visitors being addressed

6. Conclusion:

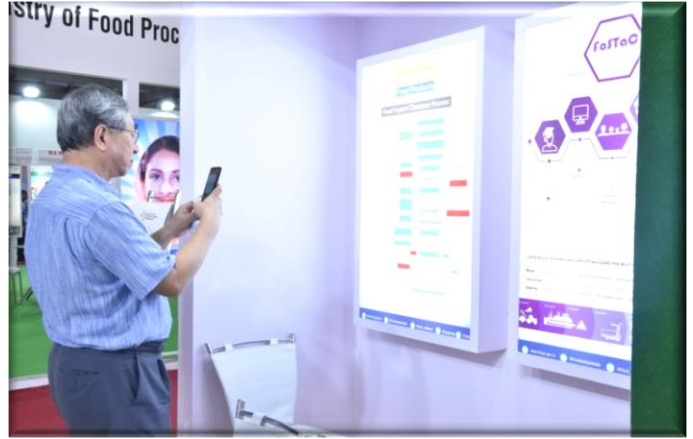
Various visitors including students, chefs and delegates from hotels, restaurants and industries visited the FSSAI stall. The exhibition provided an excellent platform to FSSAI to engage with these diverse stakeholders. The platform was successfully utilized for developing strong engagements with stakeholders and for public awareness.

FSSAI's effort to make FBOs and consumers understand about FLRS, FICS, Hygiene ratings and FOSTAC Trainings, RUCO and Eat Right initiatives were highly 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 Annapoorna Anufood India 2019 was a great platform where FSSAI showcased its work and initiatives to ensure food safety in India.

PHOTO GALLERY





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