



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

## drink Technology India 2019 Pragati Maidan , 12-14 December, 2019

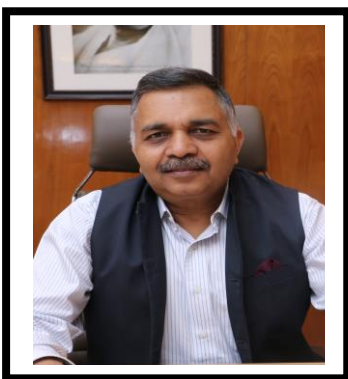


## 1.0 Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in drink technology 2019 organized by Messe Munchen's held during 12<sup>th</sup> to 14<sup>th</sup> December, 2019 at Hall No. 11 D43 at Pragati Maidan New Delhi. The drink Technology India trade fair is the most important event for the Indian beverage, dairy and liquid food industry. The trade fair is the largest marketplace for the Indian beverage, dairy and liquid food industry with large participation of exhibitors, visitors and covering huge area. At drink technology India, international exhibitors accounted for 12 percent, with China being the most represented country, followed by other international exhibitors from Germany, Italy, Spain and Turkey. (Source; [https://www.drinktechnology-india.com/en/.](https://www.drinktechnology-india.com/en/))

The exhibition was used as an excellent platform by FSSAI to engage with the diverse stakeholders and was utilized for developing strong engagements with stakeholders and for public awareness. FSSAI Officials deputed at the FSSAI stall had one to one interaction with the exhibitors and the queries regarding the FSS Rules and Regulations, FSSAI licensing, FSSAI Import procedure and initiatives were discussed and appreciated. FSSAI conducted a daylong seminar on FSSAI Rules and Regulation particularly related to water and food beverages and Eat Right India initiatives.

## 2.0 CEO FSSAI's Message



"I am happy to know that drink technology 2019 is being organized in New Delhi on 12<sup>th</sup> to 14<sup>th</sup> December, 2019 at Pragati Maidan. FSSAI has actively participated in the previous editions and found this exhibition as an excellent platform to engage with diverse stakeholders and for public awareness regarding various FSSAI initiatives.

I hope the current edition will be useful for showcasing one of the pillars of Eat Right India i.e. "*Eat Right India for Sustainable Living*" as a call to action for plastic waste management and reduction of plastic footprint in the F&B industry.

I congratulate Messe Munchen India for organizing drink technology India and for providing a good platform to the Indian beverage and liquid food industry"

## 3.0 Inauguration of drink technology 2019

Ms. Inoshi Sharma, Director SBCD FSSAI was Guest of Honor of the event. The exhibition was inaugurated in presence of dignitaries like Prof (Dr.) N.C Saha, Vice President- Asian Packaging Federation & Chairman of Selection Committees- BIS GoI, Dr. GS Rajorhia, President, India Dairy Association, Prof. Rakesh Kumar Trivedi, President, Oil Technologist Association of India etc.



**4. FSSAI Seminar:-** drink technology India in conjunction with the FSSAI, held conferences on FSSAI Rules, Regulations & Initiatives and initiatives under Eat Right India Movement on 14<sup>th</sup> December, 2019. The following Officials of FSSAI gave presentation at the FSSAI seminar at drink Technology 2019.

S.No.	Name of the Official	Topic of presentation
1.	Dr. Ajay Garg, Deputy Director	Food Import Clearance System with respect to carbonated, non carbonated, alcoholic and non alcoholic beverages.
2.	Shri Akhilesh Gupta, Assistant Director (Regulatory Compliance)	Procedure of FSSAI Licensing and Registration
3.	Ms. Malika Taneja, Assistant Director (SBCD)	Eat Right India (Hygiene Rating, FoSTaC, Eat Right for sustainable living)



**5.0 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*.

### 5.1 Stall description:

- FSSAI had acquired the complimentary booth space of **30 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. One 42” LED screen was installed in the stall wherein corporate movie of Eat Right India (AAJ Se Thoda Kam), RUCO, Fortification.

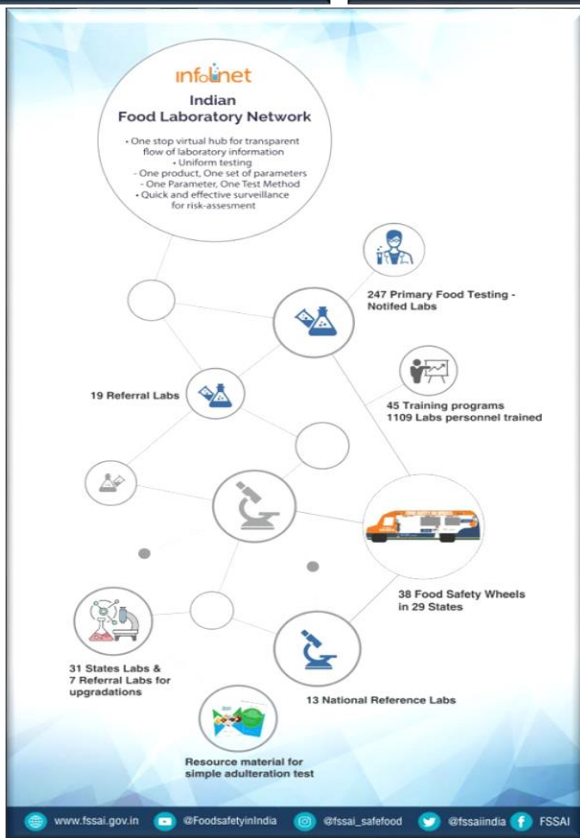
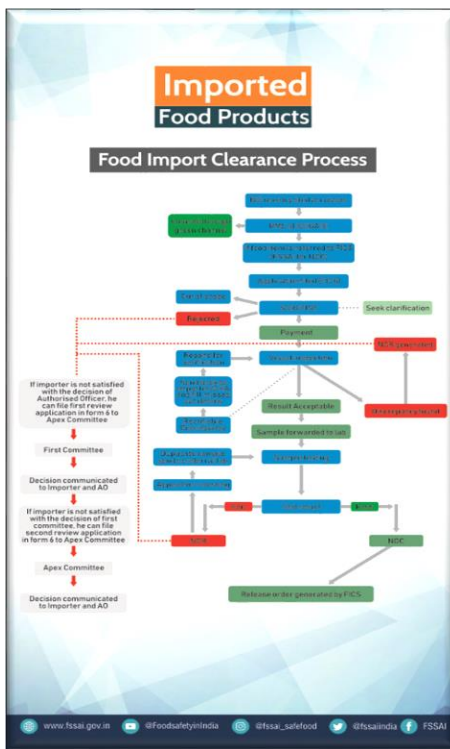
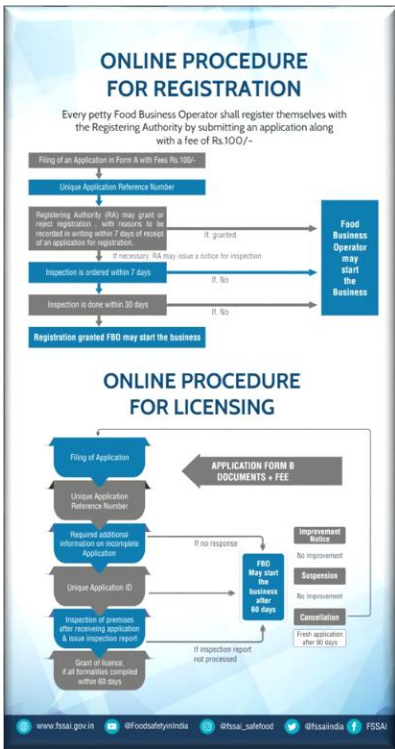


FSSAI Stall

### 5.2 The Key Panels highlighted

- 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 Training and Certification (FoSTaC)
  - Indian Food Laboratory Network (InFoLNet)
  - Repurposed Used Cooked Oil (RUCO)
  - Food Fortification

- Food Safety Display Panel
- Eat Right India



We support **Eat Right India**  
सही भोजन, मीटर जीवन.

खाना Plus और Minus का खेल है !  
www.fssai.gov.in

Simple Steps! Lifelong Joys  
www.fssai.gov.in

Look for Fortified products with added micronutrients  
www.fssai.gov.in

Reduce Salt, Sugar & Fat in your daily diet.  
Start from today!  
www.fssai.gov.in

**LOOK FOR FOOD SAFETY DISPLAY BOARD**

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

License/ Registration Number

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

Hygiene Rule Codes	Hygiene Rule Codes
1. Keep premises clean and have regular pest control	7. Wear clean clothes and footwear
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 handgloves 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 surfaces 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

Call Toll Free: 1800 112 100  
SMS or Whatsapp: 9868686868

Download FSSAI APP

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

I am **RUCO** REPURPOSE USED COOKING OIL

Compliant

**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.

**I SUPPORT Eat Right India**  
सही भोजन. बेहतर जीवन.

**Cereals & Pulses**  
consume adequate quantity

**Food & Drink High in Fat or Sugar**  
consume sparingly

**Milk & Milk products**  
consume plenty

**Meat, Fish & Poultry**  
consume moderately

**Fruits & Vegetables**  
consume liberally

**Plenty of Water**

**Sustainability**

### 5.3 Key attractions:

➤ One LED TV was 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 inch touch screen was installed at FSSAI stall where an audio video on Food Licensing and Registration System (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



### 5.4 Distribution Material:

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

- Procedure for Licensing & Registration
- FSSAI Import Procedure
- Aaj Se Thoda Kam- Tel Kam, Cheeni Kam, Namak Kam
- Food Fortification
- Food Safety and Training and Certification (FoSTaC)
- Share Food Share Joy
- Hygiene rating
- Eat Right India Initiatives
- Repurpose Used Cooking Oil (RUCO)



## 6. 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*

## 7. 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, Food Import Clearance (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 drink Technology 2019 was a great platform where FSSAI showcased its work and initiatives to ensure food safety in India.

### PHOTO GALLERY

