



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 'Govt. Achievements & Schemes Expo'

27-28-29 July, 2018

Pragati Maidan, New Delhi

1. Introduction:

FSSAI participated in the 'Govt. Achievements & Schemes Expo' and concurrent show 'Food & Technology Expo-2018' which was organized by 'NNS Media Group' at Pragati Maidan, New Delhi on 27-28-29 July, 2018.

1.1 Govt. Achievements & Schemes Expo:

The 3 day exhibition was organized with focus on various welfare & development schemes of central and state governments and PSUs; Micro, Small and Medium Enterprises (MSMEs); Health and Family Welfare, Women and Child Development; Rural and Child Development; Development of Khadi, Village Industries & Handicrafts etc; Banks, Financial Institution, Pollution Control; Power & Energy Conservation; Insurance & Research Institutes; Warehousing & Technologies.

The expo provided a platform for all PSUs and the departments under governments at the centre, states and union territories to showcase their public welfare and developmental schemes and achievements. The expo also provided an interactive platform for various boards, autonomous bodies, corporations and PSUs such as ISRO, CSIR, NHAI, GSI etc. FSSAI also participated in the Govt. Achievements & Schemes Expo for the first time and showcased its initiatives taken recently in the field of Organic Foods, The Eat Right Movement,

1.2 Inaugural Session:

The expo was inaugurated by the Shri Madan Kaushik, Hon'ble Cabinet Minister, Govt. of U.K., on 27th July, 2018. While speaking on the occasion he said events such as this spread enlighten the people about various peoples' welfare schemes of the government.



2. Physical Description of the stall:

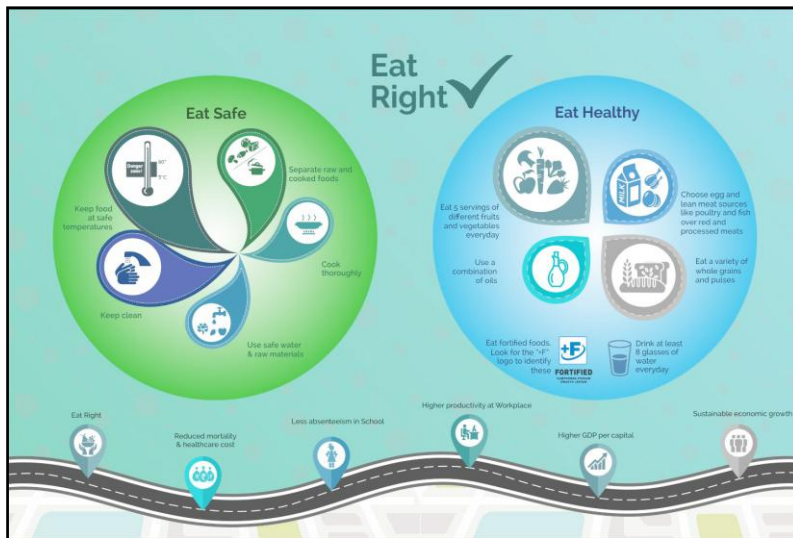
FSSAI Stall was set up to showcase the initiatives undertaken for the welfare of public and spread awareness. The main focus was on generating awareness among the public, on improving their health and well being by eating right by reducing the intake of salt, sugar, oil and by consuming Fortified Foods; on the benefits of organic products aiming at sustainable healthy life and how to acquire the Registration/ Licence of existing and new operators for Foods including Organic Foods under FLRS and the use of Jaivik Bharat logo; testing of the food via Infolnet which is one stop virtual hub for transparent flow of laboratory information.



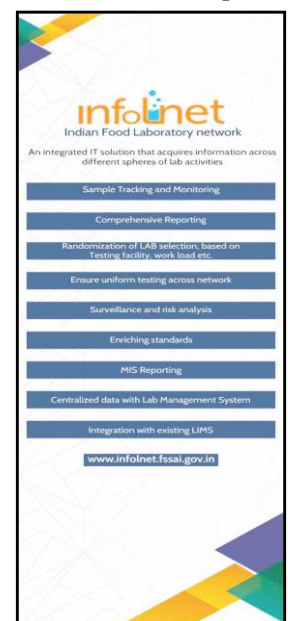
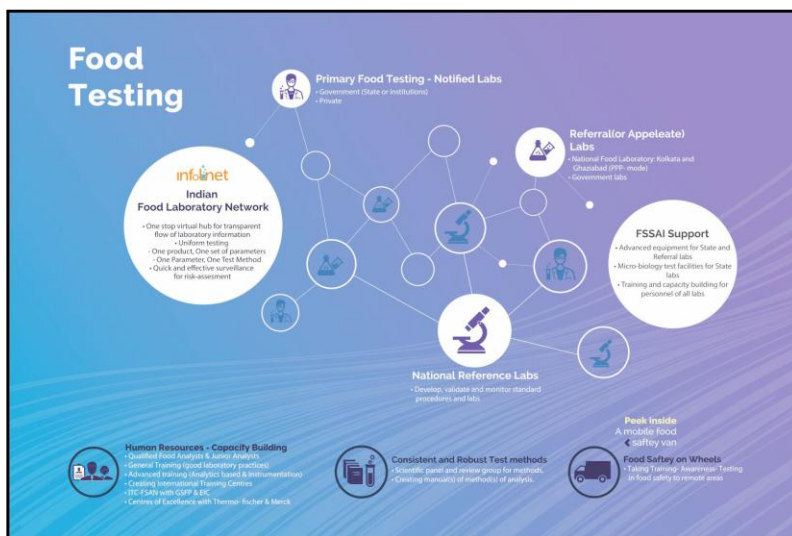
I. The area of the stall of FSSAI was 50 sq mtr, situated in the 7FGH hall at Pragati Maidan

II. The following backlit panels were displayed in the stall:

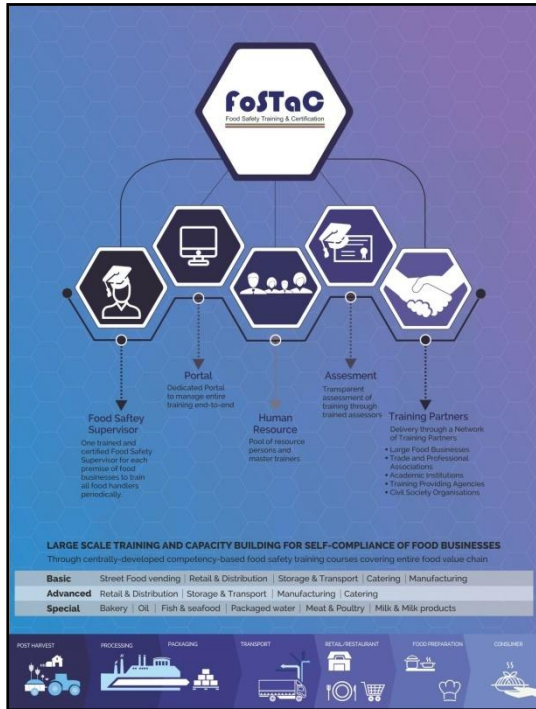
1. **Guide to SNF portal:** An informative guide to ensure safe and nutritious food at school, home and workplace along with quick and simple tests at home- DART (Detect Adulteration with Rapid Tests)
2. **The Eat Right; Eat Safe; Eat Healthy:** Eating right is critical to maintain good health. It reduces mortality and healthcare costs, ensures less absenteeism from work and in school, leads to higher productivity and overall wellbeing. It rests on two pillars- eating safe and eating healthy.



3. Food Testing: Lab infrastructure across all states/UTs, is connected via a digital network called Infolnet. FSSAI has over 200 notified labs at 3 levels: Primary labs for testing food sample, Referral labs or appellate labs; National Reference Labs to develop and validate tests.



III. Other Panels at the Stall



Panel describing the FSSAI's large scale Training and Capacity Building for self-compliance of Food Businesses-FoS TaC

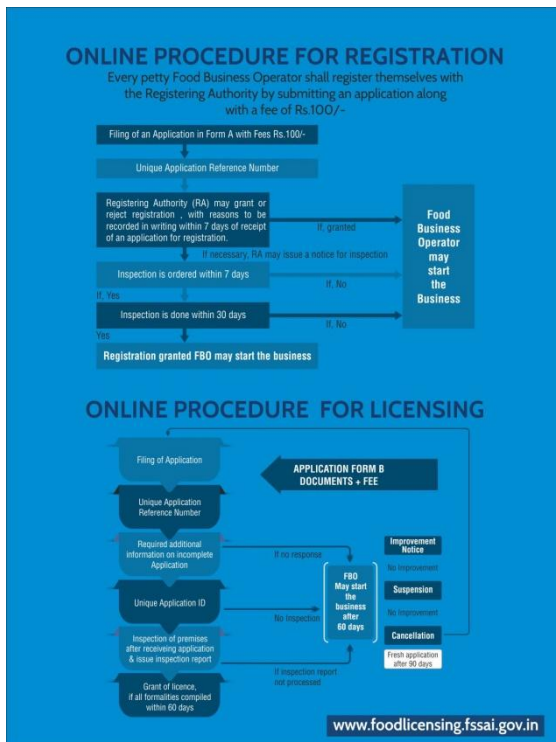
We believe that
Food Safety is a Shared Responsibility.

It requires a trustful 3-way partnership between the **Regulator**, the **Food businesses** and the **Citizens**.

Let's **connect**

[@fssaiindia](https://twitter.com/fssaiindia)
[@fssai](https://www.facebook.com/fssai)
www.fssai.gov.in
 1800112100
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Panel describing the ways through which consumer can connect with the FSSAI for any query or reporting any concerns.



Panel describing the online procedure of Registration and licensing for new and existing Food Business Operators.

SAFE & NUTRITIOUS FOOD (SNF)
A WAY OF LIFE

Build a new India, Healthy & Happy India

HOME | SCHOOL | WORKPLACE | RESTAURANTS | STREET FOOD | PLACE OF WORSHIP | BALIYANS

www.snfportal.in

A Bouquet of Initiatives for Citizens Guidance and Behavioural Change

to prevent food borne infections and diseases and for complete nutrition for citizens everywhere at all times.

Panel describing FSSAI's bouquet of initiatives for citizens intended for social and behavioural change



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 chapattis.
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 excrete sodium from the body.
9. Eat fruits and vegetables, which are rich in potassium, to neutralize the effects of sodium in the body.





The Eat Right Movement
#AajSeThodaKam
Ghee - Tel Kam

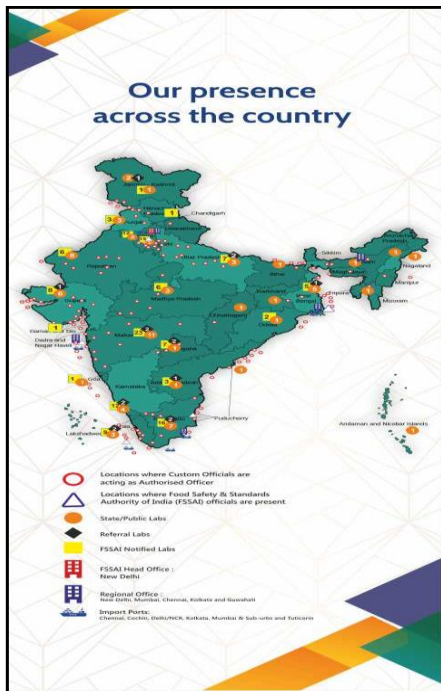
Excess of fat intake is a risk factor for obesity and non-communicable diseases like diabetes and heart diseases.

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, toast or grill food.
7. Moderate the use of butter, ghee and Vanaspathi that are rich in saturated oils and fats.
8. Moderate the consumption of bakery products or processed food that are high in fat.
9. Choose lean meat sources like chicken or fish over red meat, lean meat, if you are non-vegetarian.



The newly launched “Eat Right Movement” of FSSAI aimed to engage, excite and enable citizens to improve their health and well being by reducing the consumption of High Salt, Sugar and Fat in the daily food.



India Map depicting the presence of FSSAI in the country



One Goal Many Roles- Exhibit depicting that FSSAI touches the lives of people in many ways

IV. A LCD screen was installed in the stall wherein video regarding Jaivik Bharat, RajKumar Rao's "Aaj se thoda kam" and FSSAI's corporate video was showcased.



3. Distribution Material:

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

1. Pink Book
2. Yellow Book
3. DART Book
4. SNF@School
5. SNF@Workplace
6. Clean Street Food
7. Licencing/ Registration
8. 3 types of HFSS leaflets- Cheeni kam, namak kam, ghee- tel kam
9. Fortification
10. Jaivik Bharat
11. FosTac



4. FSSAI's presentation on Jaivik Bharat:

Dr. S.C. Khurrana, Consultant FSSAI, gave a presentation on Jaivik Bharat initiative of FSSAI on 27th July, 2018 at the Farmers Workshop at the event. He explained about the NPOP, FSS (Organic Foods) Regulation, PGS-India, importance and use of “Jaivik Bharat” Logo for Organic Foods and the regulatory portal on Organic Food from India. The workshop was attended by various farmers as well other people who attended the exhibition.



5. Mascots for Consumer Engagement:

Master Sehat and Miss Sehat spread the message of Safe and Nutritious Food. Around 45 students of Dawn Convent School attended the event and interacted with the mascots. While they were spreading the key message of SNF, right from kids to senior citizen no one missed their selfie moment while the Mascots took a tour of the event.



6. Highlights of the event



Shri Madan Kaushik, Hon'ble Cabinet Minister, Govt. of U.K., attended FSSAI's stall wherein he appreciated the efforts being made for consumer awareness at different spaces.

FSSAI Stall has been **awarded 1st Prize** for **"Excellent Achievements & Best Display"** in the Govt Achievements & Schemes Expo, 2018 organized by NNS Media at Pragati Maidan.



7. Experience and Take away:

FSSAI received an overwhelming response at the Stall. Certain issues were raised by the FBOs and Farmers which are as follows:

- i. Regarding Registration/Licensing of existing and new Food Business Operators under FLRS
- ii. Regarding the use of logo NPOP, PGS and 'JaiVik Bharat'
- iii. Criteria for in-conversion organic food products
- iv. Regarding the trainings under FosTac
- v. Regarding testing parameters of different food products.
- vi. Regarding SNF initiatives



Queries of visitors being addressed

8. Conclusion:

In the span of 3 days over 2000 people visited the stall and gained useful knowledge and information about various welfares schemes of government. The event provided an excellent opportunity to FSSAI to engage with Food Business Operators, Farmers and related government agencies and apprising them about initiatives undertaken. People showed the interest in “Eat Right Movement” and “Aaj se thoda kam” approach of FSSAI to reduce the consumption of High Salt, Sugar and Fat. Participation of FSSAI proved to be a successful effort to ensure that the initiatives taken by FSSAI, builds consumer confidence in Food.

PHOTO GALLERY



