



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

Report on FSSAI's participation in IHE-FOOD-2019

7th -10th August, 2019.
India Expo Centre and Mart,
Greater Noida

Introduction:

Food Safety and Standards Authority of India (FSSAI) participated India Exposition Mart Ltd. Requesting FSSAI for support and participation as **Co-Partner** in India **International Hospitality Expo “IHE Food 2019”** held at India Expo Centre and Mart, Greater Noida from 7th - 10th August, 2019.



Gold Partners

Enduring Value, STEFAB, VANYA, KEI, RUCKUS, Real, Elanpro, Shiji, ORGANIC INDIA, Microsense

Silver Partners

Ingredient Partner Walnuts, **Uniform Partner** SKY, **F&B Partner** SEASONS KITCHEN, **Event Partners** make my trip, SPECTRA, UNITED SOBERAN BOARD, USA

Hospitality Partner CROWNE PLAZA, **Partner State** HIMACHAL TOURISM, **Partner Country** wonderful indonesia, **Knowledge Partner** INSTITUTE OF INDIAN HOSPITALITY DESIGNERS, **International Participation** Canada

Supported by

HOTREMAI, epa, Ministry of Agriculture & Farmers Welfare, MSME, Ministry of Food Processing Industries, Ministry of Commerce & Industry, Government of India, htng, ARCHIL, FSSAI, HPMF, fssai, THSC, FSSAI, ISO 9001:2008, GHTP, CHIEFS DAY, APEDA, PHA YUVA, PIP2020, IPCA

Media Partners

food, Food & Beverage, BAKERY, A3, HOTEL, PURE&ECO INDIA, 99 FOOD & PROCESSING, Food & Beverage, Hospitality, Food & Beverage Processing, RCM, Food Clatters, FOOD PROCESSING TECHNOLOGY, Cuisine Digest, Hotels, Yellow India, TWENTY, hotelier

FSSAI participated as Co-Partner

The main focus of the event was on food hospitality food services Industries, innovations and latest technologies in food processing supply chain. A special “Heritage Pavilion” had been organized to focus India’s traditional foods and ingredients. Alongside the Expo, a Four Day conclave was held where topics of immense interest have been deliberated upon by industry experts and professionals from India and abroad.

Launch of the 2nd edition of India International Hospitality Expo 2019

The second edition of India International Hospitality Expo was inaugurated by Mr Chander Baljee, Managing Director, Royal orchid hotels and Mr Rakesh Kumar, Chairman India Exposition mart Ltd.



Launch of the 2nd edition of India International Hospitality Expo 2019

FSSAI Participation :

Since the event was on Food Hospitality most of the participants are from Restaurants, Hotels and food related other businesses across the country.

The four-day-long event will be a mix of trade discussions, conferences, gastronomic demonstrations, master-classes etc

FSSAI raised the awareness about the Food Safety and hygiene across the food chain system of Restaurant and hotels 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.

Stall description:

FSSAI had acquired the complimentary booth space of 27 SQM in the IHE Food Section to conduct any promotional or informative activity with the industry and to showcase basic concepts of food safety and hygiene, laboratory practices, nutrition, food fortification etc.

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
- Infolnet
- RUCO
- FoStaC
- Hygiene Rating
- Share Food Share Joy
- SafoMec
- AJ Se Thoda Kam



FSSAI Stall

The key panels highlighted

www.ffrc.fssai.gov.in

+F FORTIFIED *dekha kya...*

Look for Fortified products with added micronutrients

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

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

www.fssai.gov.in @FoodSafetyIndia @fssa_safefood @fssaIndia FSSAI

LOOK FOR FOOD SAFETY DISPLAY BOARD

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

License/Registration Number

You can register your complaint through various channels: Consumer Feedback

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

1. Keep premises clean and well-maintained.
2. Use potable water for food preparation.
3. Use clean and hygienic food handling practices.
4. Store raw and cooked food in separate containers.
5. Use safe food and water.
6. Use appropriate packaging materials for food.
7. Wear clean clothes and hairnets.
8. Wash hands before & after handling food and after using the toilet, sneezing, coughing, etc.
9. Use appropriate food handling practices.
10. Use clean and hygienic food handling practices.
11. Use clean and hygienic food handling practices.
12. Use clean and hygienic food handling practices.

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

www.fssai.gov.in @FoodSafetyIndia @fssa_safefood @fssaIndia FSSAI

SAVE FOOD SHARE FOOD SHARE JOY

- PLAN your meal
- BUY what you need
- EAT what you buy
- PACK excess food

Feeding India (Pan India)
9871178810
No Food Waste (South India)
9087790877
India Food Banking Network (Pan India)
9650015674

DONATE FOOD WHEN YOU CAN!

www.fssai.gov.in @FoodSafetyIndia @fssa_safefood @fssaIndia FSSAI


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
[@FoodsafetyinIndia](https://www.instagram.com/FoodsafetyinIndia)
[@fssai_safefood](https://www.facebook.com/fssai_safefood)
[@fssaindia](https://www.twitter.com/fssaindia)
[FSSAI](https://www.facebook.com/FSSAI)

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 Ratings

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

HYGIENE RATING

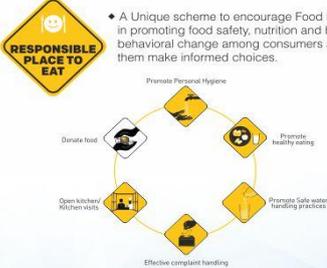


Very Good

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.

RESPONSIBLE PLACE TO EAT



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

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

www.fssai.gov.in
[@FoodsafetyinIndia](https://www.instagram.com/FoodsafetyinIndia)
[@fssai_safefood](https://www.facebook.com/fssai_safefood)
[@fssaindia](https://www.twitter.com/fssaindia)
[FSSAI](https://www.facebook.com/FSSAI)

RUCO

— Repurpose Used Cooking Oil —

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.


www.fssai.gov.in/ruco

www.fssai.gov.in
[@FoodsafetyinIndia](https://www.instagram.com/FoodsafetyinIndia)
[@fssai_safefood](https://www.facebook.com/fssai_safefood)
[@fssaindia](https://www.twitter.com/fssaindia)
[FSSAI](https://www.facebook.com/FSSAI)

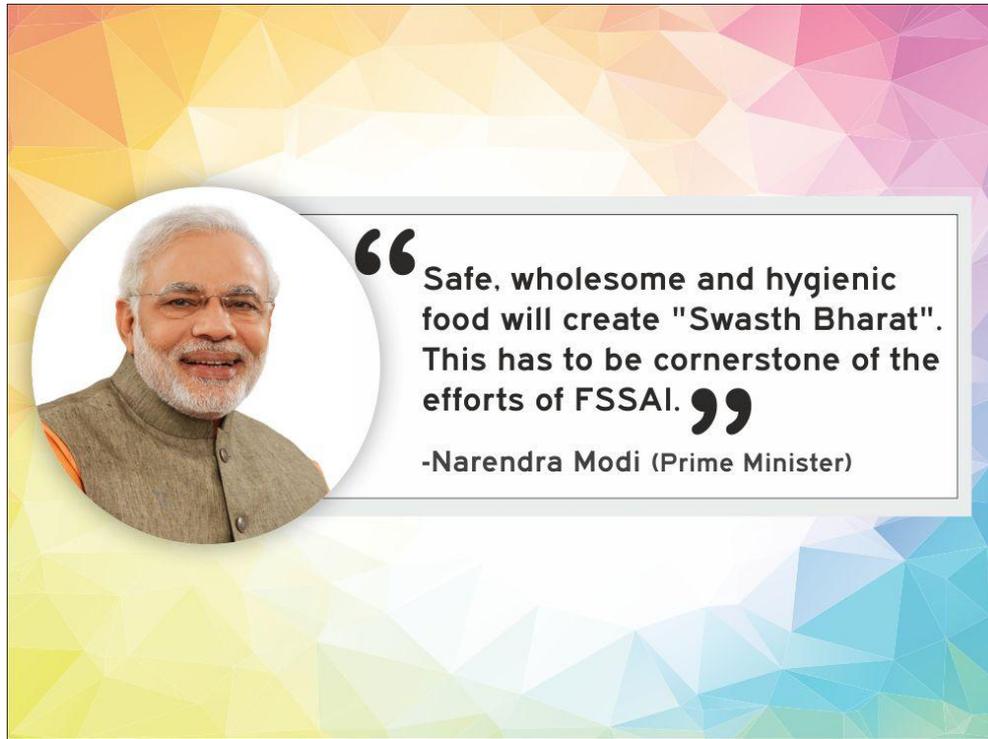
SaFo.MeC

Safe Food Micro-enterprise Cluster

SaFo.MeC aims at identifying nano and micro enterprise clusters involved in production of food products, assisting them in producing safe food and providing market linkage through organized retail chain for self sustenance of cluster.



www.fssai.gov.in
[@FoodsafetyinIndia](https://www.instagram.com/FoodsafetyinIndia)
[@fssai_safefood](https://www.facebook.com/fssai_safefood)
[@fssaindia](https://www.twitter.com/fssaindia)
[FSSAI](https://www.facebook.com/FSSAI)



- Two 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.



Key attractions:

1) 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:

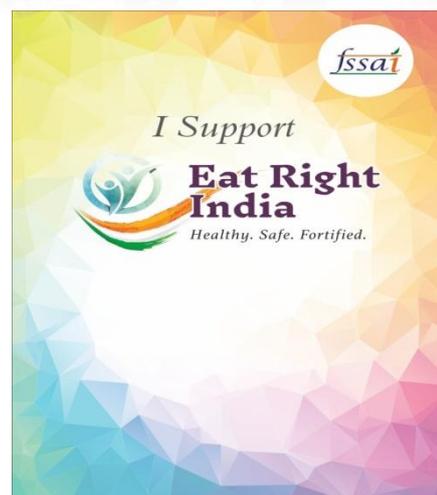
- Who is Food Business Operator
- Difference between Registration/State license/Central license
- Eligibility Criteria
- Procedure to apply for Registration/State license/Central license

2) Selfie Wall:

Fun and interesting things always attract people and are a great way to convey the message. Keeping this in mind FSSAI stilled a photo booth with instant self email service. Large Number of people visited the stall and took the photo booth service with excitement.



Selfie photo-booth



Eat Right Selfie wall

FSSAI seminar:

Seminar on below topics was conducted and following FSSAI officials were appreciated for their presentation

Date	Seminar Topic	Speaker
8.8.2019	FoSTaC, Hygiene Rating, RUCO, Share Food Share Joy	Ms. Malika Taneja Assistant Director (IEC Division)
9.8.2019	Food Imports Clearance System, Food Licensing & Registration System	Shri Parveen Jargar Joint Director (Regulatory Compliance), Shri Akhilesh Gupta ((Regulatory Compliance), Sh. Akhilesh Motawala Assistant Director (Imports),



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 Campus
- Share Food Share Joy

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 Campus

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

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

PHOTO GALLERY

