



  
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 41<sup>st</sup> India International Trade Fair-2022***

**14<sup>th</sup> -27<sup>th</sup> November 2022 Pragati Maidan, New Delhi**



## 1.0 Introduction:

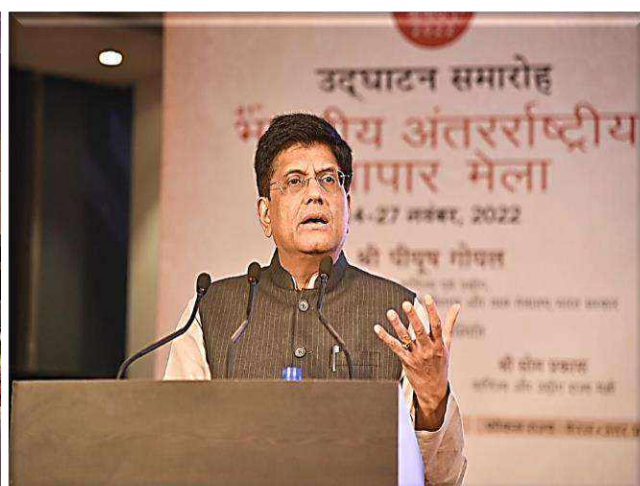
The Food Safety and Standards Authority of India (FSSAI) participated in the 41<sup>st</sup> India International Trade Fair 2022 (IITF) organized by the India Trade Promotion Organization (ITPO) at Pragati Maidan, New Delhi by putting up a stall under the Health Pavilion of the Ministry of Health and Family Welfare during 14th -27th November 2022.

The Authority utilized this platform to showcase its various initiatives like One Nation One Food Law and Eat Right India wherein the public was sensitized regarding healthy eating habits and raised awareness among the general masses, exhibitors, Food Business Operators (FBOs), and Corporates through its various engagement activities.

This year IITF witnessed the participation of about 3000 exhibitors from across the globe. Authority also deployed a Food Safety on Wheels (FSW) Van to spread awareness about Safety and detecting adulteration in Food items through simple tests.

## 2.0 Inauguration:

The 41<sup>st</sup> edition of India International Trade Fair 2022 was inaugurated by the Union Minister of Commerce and Industry, Consumer Affairs, Food, and Public Distribution and Textiles, Shri Piyush Goyal at Pragati Maidan, New Delhi.



## 3.0 FSSAI Stall Description:

FSSAI had put up a stall under the Health Pavilion of the Ministry of Health and Family Welfare to conduct promotional or informative activity with the food business operators and the general public and to showcase the FSSAI initiatives such as Eat Right India Movement, Panels were displayed on FoSCoS, FoSTaC and Food Safety Connect App.

### 3.1 The Key Panels highlighted

The following backlit panels were displayed in the stall keeping in mind the visitor and exhibitor profile of the fair:

- a) FoSCoS - Registration and Licensing procedure
- b) Food Safety Connect App
- c) FoSTaC- Food Safety Training and Certification.
- d) Fortified Foods: Look for +F Logo.
- e) Eat Right India
- f) Types of Millets
- g) Eat Right Logo (Eat Right Thali): This Panel contains information about healthy foods and the details about Eat Right India logo.
- h) Eat Right Simply Three Things (Eat Right Pillar)
  - Eat Safe: This Panel contains information about Food Safety Hygiene, FoSTaC, RUCO, and Hygiene rating.
  - Eat Healthy: This Panel contains information about limiting salt, sugar, and oil in the diet, balanced diet, and fortified food.
  - Eat Sustainable: This Panel contains information like eating seasonal and local foods, saving food sharing food, reducing the use of plastic, reduce and conserving water in food processing.

### FSSAI Stall



**स्वस्थ जीवन के लिए संतुलित आहार लें**

अपने आहार में दालें, मोसमी फल और सब्जियां शामिल करें  
पर्याप्त मात्रा में राख पावनी पिएं

अच्छे खाद्य पदार्थों को चुनें और खाने से पहले अच्छी तरह धो लें।  
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**मिलेड्स**

- मिलेड्स में विभिन्न प्रकार के मिलेट्स पाए जाते हैं।
- यह छोटे बीज वाली दालें हैं, जो आसानी से पाचनी में बदलती हैं।
- मिलेड्स को पचाने के लिए अधिक समय की आवश्यकता है।
- अच्छे खाद्य पदार्थों को चुनें और खाने से पहले अच्छी तरह धो लें।

**पोषण संबंधी लाभ:**

- मिलेड्स लोचल, प्रोटीन, लोच चर्बन (फाइबर), कॉलेस्ट्रॉल, सेमोसिन, विट, विटामिन सी आदि के स्रोत हैं।
- मिलेड्स (ज्वार) को खाने से, लोच, विट, विटामिन सी, आदि के स्रोत हैं।

**Eat Right India**  
सही भोजन, बेहतर जीवन.

**Eat Right India Movement – Three Pillars**

**Eat Healthy**  
A HEALTHY OUTSIDE STARTS FROM A HEALTHY INSIDE.  
Diets are not only for the palate, but for body and mind.

**Eat Safe**  
IF YOU ARE GOING TO EAT IT LATER, KEEP IT IN THE REFRIGERATOR.  
Food that is 'Not safe' is not food.

**Eat Sustainable**  
EAT LESS FROM A BOX AND MORE FROM THE EARTH.  
Sustainable Diets are good for both people and planet.

Scan to know more

**+F FORTIFIED**

1. **World's first health regulator for fortified food products and ingredients.**

2. **Legal regulatory framework for fortified food products.**

3. **Labeling Regulation for fortified foods.**

4. **Regulatory Framework for fortified foods.**

5. **Regulatory Framework for fortified foods.**

6. **Regulatory Framework for fortified foods.**

7. **Regulatory Framework for fortified foods.**

8. **Regulatory Framework for fortified foods.**

9. **Regulatory Framework for fortified foods.**

10. **Regulatory Framework for fortified foods.**

**Honble Minister of Health and Family Welfare visits FSSAI on World Food Safety Day**

**FOOD SAFETY CONNECT MOBILE APPLICATION FOR CONSUMERS AND FOOD BUSINESSES**

**fssai** FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA  
Empowering Food, Resilient India & Affordable Food  
Ministry of Health and Family Welfare, Government of India

**FoSCoS** Food Safety Connect  
Eat Right India

**Food Safety Connect**

Consumer for lodging grievance  
Continue without login  
Scan to download



Dr. Vinod Paul, Member, NITI Aayog visits the FSSAI Stall



FSSAI CEO Shri S Gopalakrishnan addresses the gathering at MoFHW pavilion

**4.0 Public Engagements activities:** Fun and interesting things always attract people and are a great way to convey messages. Therefore, the following activities were carried out for engaging a huge crowd and spread the message of FSSAI initiatives:

- a) **Magic Box:** Connecting Communities to create learning and awareness about common adulterants and their detections through 'Magic Box' – a food safety kit containing basic chemicals, solutions, and small instruments for carrying out the tests.



- b) **Conducted Quizzes on Eat Right India:** On-the-spot quizzes on Food Safety & Nutrition and healthy eating habits were held. It was a small attempt to create awareness and educate the general public. Those who answered the questions and participated were actively awarded Eat Right Coasters. More than 3000 persons including school children participated in the quiz.

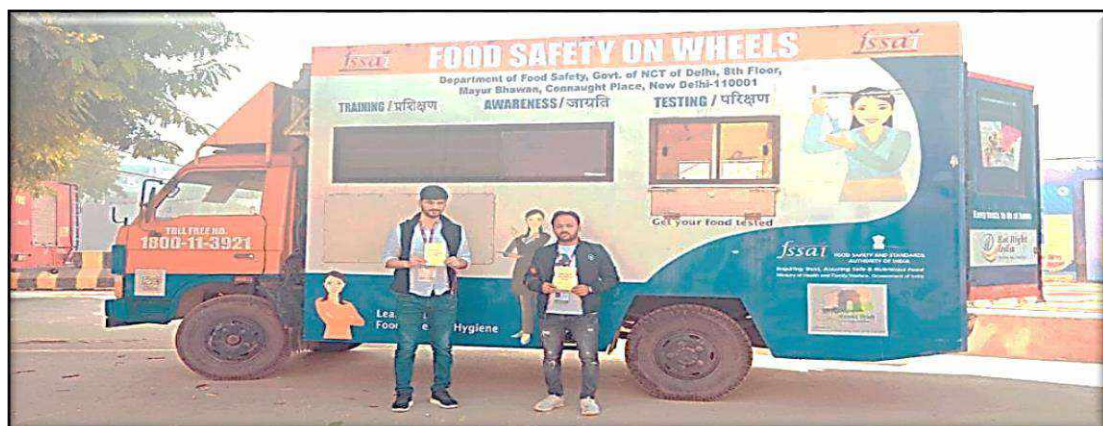
Around 200 students participated in ER quiz and short elocutions on healthy food habits. They spoke on topics like Anaemia, BP, and ways to prevent it.



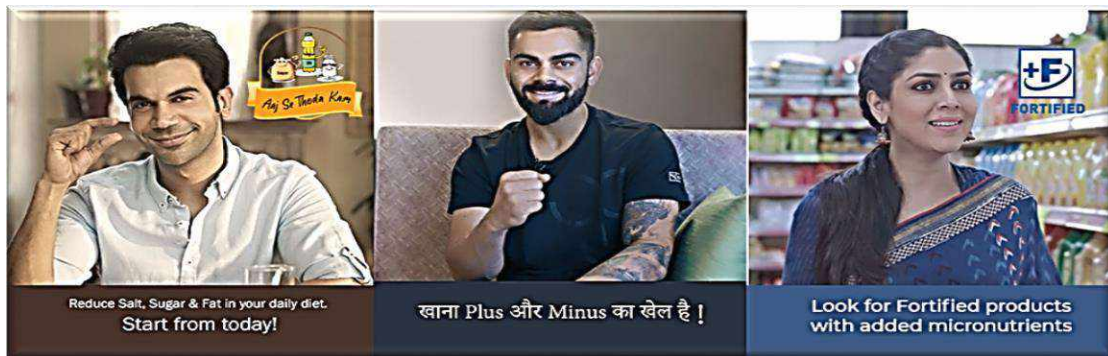
**c) On-the-Spot Licensing and Registration Process:**



**d) Food Safety On Wheels (FSW):** FSSAI had placed a 'Food Safety on Wheels' - a mobile unit of a lab -near the stall for creating awareness regarding food safety and hygiene practices among visitors.



e) **TVC:** One 42" LED screen was installed in the stall wherein Videos clips of "Aaj Se Thoda Kam-Featuring Raj Kumar Rao", "Plus minus ka khel-Virat Kohli", " +F dheka kya-Sakshi Tanwar" were played.



## 5.0 Experience and Takeaway:

The FSSAI stall was visited by a large number of people, including consumers of various groups like Women, youngsters, School children, College Students etc., Food Business Operators from various parts of country. The visitors' discussion with the FSSAI officials were on various sectors of FSSAI which were as below;

- Eligibility and documents required for FSSAI license and registration
- Food Regulatory Compliance for FBOs
- Millets and its health benefits
- Eat Right Initiatives.

All the queries were attended to with utmost attention by the FSSAI officials.

**Also, the Health Ministry pavilion at #IITF2022 has been felicitated with a Special Award for "Outstanding Public Communication and Outreach".**



# PHOTO GALLERY

