



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

## *Report on FSSAI's participation in*



## 1.0 Introduction

Food Safety and Standards Authority of India (FSSAI) participated 39th edition of India International Trade Fair 2019 (IITF) organized by India Trade Promotion Organization (ITPO) during November 14-27, 2019. IITF is one of the largest consumer goods fair in the Indian sub-continent. The format of IITF is comprised of Business, Social, Cultural and Educational Dimensions that are weaved together where visitors and exhibitors, media persons, marketing professionals, social activists, NGO's come together to explore their objectives. Government Organisations use this platform to spread awareness about their programmes and policies States and Union Territories of the Federal Government of India participate in this event. FSSAI also utilized this platform to showcase its various initiatives like One nation One Food Law and Eat Right India wherein public was sensitized regarding the healthy eating habits through attractive methods like online quizzes, nukkad natak, cycling and selfie points.

## 2.0 Theme

The theme for the 2019 edition was '*Ease of Doing Business*', which is inspired by the unique achievement of India of rising up to the 63rd rank on the World Bank's Ease of Doing Business Index from 142<sup>nd</sup> rank in year 2014.

## 3.0 Inauguration:

The 39th edition of India International Trade Fair 2019 was inaugurated by Shri. Nitin Gadkari, Union Minister of Micro, Small & Medium Enterprises (MSME), Government of India. Shri. Som Parkash, the Minister of State for Commerce & Industry, Government of India also graced the event as the Guest of Honour at Hamsadhwani Theatre Pragati Maidan, New Delhi.



## 4.0 FSSAI Participation:

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

#### 4.1 Stall description:

- FSSAI had acquired the booth space of **56sqm** to conduct promotional or informative activity with the food business operators and general public 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.

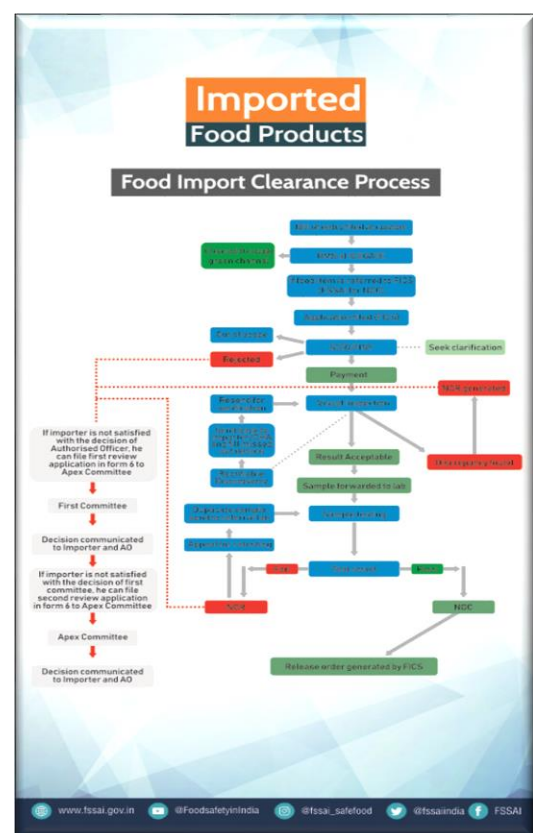
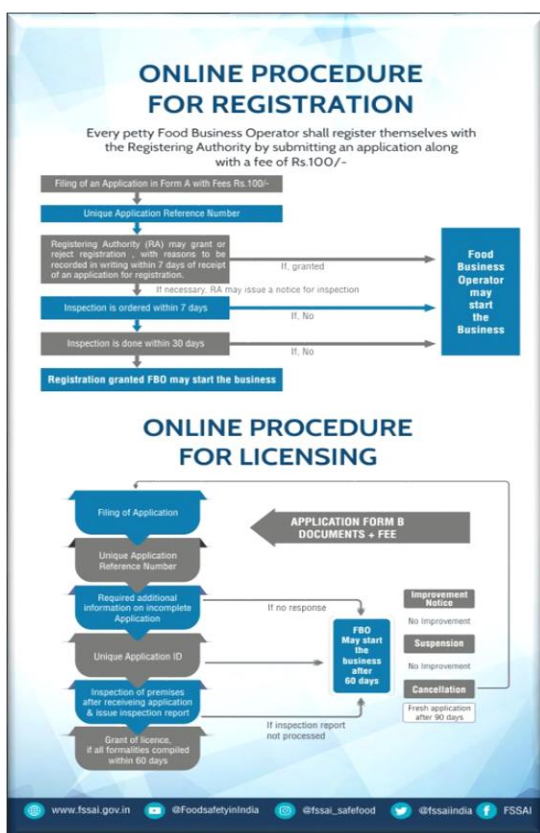


FSSAI Stall

#### 4.2 The Key Panels highlighted

- The following backlit panels were displayed in the stall keeping in mind the visitor and exhibitor profile of the fair: -
  - a) Registration and Licensing procedure
  - b) Import Procedure
  - c) InFolNet- Laboratory Network
  - d) Food Safety Display Board

- e) FoSTAC- Food Safety Training and Certification.
- f) Fortified Foods: Dekha Kya: Look for fortified foods with added minerals.
- g) Eat Right India- Virat Kohli
- h) Reduce salt sugar and oil in the diet ‘Aaj se thoda kam’- Shri Rajkumar Rao
- i) Save Food, Share Food. No food waste methods: help solve India’s food waste and hunger crisis by integrating various partner organizations, Food Recovery Agencies and NGO’s.
- j) Eat Right Logo (Eat Right Thali): This Panel contains information about the healthy foods and the details about Eat Right India logo.
- k) 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 limit salt, sugar and oil in the diet, balanced diet and fortified food
  - Eat Sustainable: This Panel contains information like eat seasonal and local foods, save food share food, reduce use of plastic, reduce and conserve water in food processing. Eat Right for Sustainable Living: Reduce use of single use plastics. the Food Authority started a consumer awareness campaign, “Eat Right India for Sustainable Living” as a call to action for plastic waste management and reduction of plastic footprint in the industry.





**Eat Right India**  
सही भोजन. बेहतर जीवन.  
#AajSeThodaKam #EatRightIndia

eatrightindia.gov.in

खाना Plus और Minus का खेल है !

  
[www.eatrightindia.gov.in](http://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](http://www.fssai.gov.in) @FoodsafetyIndia @fssai\_safeed @fssaindia FSSAI



**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](http://www.fssai.gov.in/ruco)

[www.fssai.gov.in](http://www.fssai.gov.in) @FoodsafetyIndia @fssai\_safeed @fssaindia FSSAI

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


dekhha kya...

**Look for Fortified products with added micronutrients**



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

[www.fssai.gov.in](http://www.fssai.gov.in) @FoodsafetyIndia @fssai\_safeed @fssaindia FSSAI


**LOOK FOR FOOD SAFETY DISPLAY BOARD**

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

License/ Registration Number


(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 have regular pest control	7 Wear clean clothes/uniform
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 bandage 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 brushes 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

If any concern:
 

- Call Helpline: 1800 112 100
- SMS or Whatsapp: 9868686868
- Send SMS to 112 for SMS alert


(Company Name)  
(Contact Details)

You can register your complaint through various channels  
**Consumer Feedback**

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

[www.fssai.gov.in](http://www.fssai.gov.in) @FoodsafetyIndia @fssai\_safeed @fssaindia FSSAI



## Simply 3 Things



eatrightindia.gov.in



### Eat Safe



Food Hygiene & Safety Practices



Capacity building of FBOs



Avoid reuse of used cooking oil



Empowering consumers & promoting transparency



### Eat Healthy



India@75; Freedom from Trans Fats



Limit Salt, Sugar and Fat.  
Eliminate Trans Fat



Balance Diet & Diet Diversification



Use fortified staples to address  
micronutrient deficiencies



### Eat Sustainable



Use local & seasonal ingredients



Prevent Food Loss & Promote  
Surplus Food Donation



Reduce, recycle &  
Reuse plastic



Reduce & Conserve water  
in food processing



# Eat Right India

सही भोजन. बेहतर जीवन.

### 4.3 Key attractions:

➤ Two LED TVs were displaying video and audios of various initiatives of FSSAI such as eat Right India-Aaj, Aaj Se Thoda Kam, RUCO, Jaivik Bharat etc were telecasted.



➤ 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 pad with internet facility wherein queries regarding the FSSAI licensing and registration, import clearance system and other initiatives were solved using the online platform.





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

**a) Selfie Zone:** A selfie zone photo booth with back ground message of 'One Nation One Food Law' was installed with instant self email service. More than 3000 people engaged with this activity and they were informed about FSSAI and its initiatives for safe and nutritious food.



**b) Quiz:** An on spot quiz on Food Safety & Nutrition and healthy eating habits was held. It was a small attempt towards the awareness and educating the general public. Those, who answered the questions and participated actively were awarded with souvenirs like Eat Right Mug. More than 3500 persons participated in the quiz.



**c) Cycling:** A cycling competition was held at the stall wherein two cycles connected with the two screens containing Eat Right India Logo, in such a way that the different sections of the logo lit up during the cycling and system automatically depicts the winner. This was an attempt to engage the people to spread the message of Eat Health and Stay Healthy. The winners were awarded accordingly.



**d). Nukkad Natak:** A team of 6 artists performed Nukkad Natak helped FSSAI to attract hundreds of visitors at the FSSAI stall, educated them about the FSSAI initiatives in an interesting ways and was highly appreciated by the visitors. The main topics chosen by the team were as under:-

- i. Reading packaged food products labels like FSSAI license, nutritional value, ingredients, Veg/Non-veg logo, best before date /expiry date. This helped the general masses to have knowledge of the important aspects of label. The consumers were informed that they should make the habit of reading the labels which will prevent them from misleading and adulterated food products.
- ii. Another topic of the Nukkad Natak was on Eat Right India initiative. The visitors were informed regarding the three pillar of Eat Right India as under:
  - Piller First: Eat Safe: This Panel contains information about Food Safety Hygiene, FoSTAC, RUCO and Hygiene rating.
  - Piller Second: Eat Healthy: This Panel contains information about limit salt, sugar and oil in the diet, balanced diet and fortified food

- Piller Third: Eat Sustainable: This Panel contains information like eat seasonal and local foods, save food share food, reduce use of plastic, reduce and conserve water in food processing.



#### 4.5 Distribution Material:

- a) The following leaflets/pamphlets/booklets were distributed to the visitors at the stall:-
  - a) Procedure for Licensing & Registration
  - b) Thoda Kam, tel, cheeni, namak
  - c) Food Fortification
  - d) FoSTAC
  - e) Eat Right Campus
  - f) Share Food Share Joy
  - g) Hygiene rating
  - h) Clean Street Food Hub
  - i) Repurpose Used Cooking Oil (RUCO)

b). Merchandises: The following merchandises with FSSAI branding were distributed to visitors who participated in engagement activities:

- Eat Right India Mugs



## 5. Experience and Take away:

The FSSAI stall was visited by a large number of people which include consumers of various groups like Women, youngsters, School children, College Students etc, Food Business Operators from various parts of the country and from other countries, Importers etc. The visitors discussion with the FSSAI officials were on various sectors of FSSAI. Clarifications on all the aspects were addressed by the FSSAI officials deputed at the stall. 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:

Visitors including general public including all age groups, diverse group of exhibitors and stakeholders visited the FSSAI stall. The platform was successfully utilized for developing strong engagements with stakeholders and for public awareness among general masses.

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

## PHOTO GALLERY



