



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
"INDUS FOOD"
Global Food & Beverage
18th -19th January 2018
at
Indian Exposition Mart, Noida**

1. Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in the mega event "INDUS FOOD" Global Food & Beverage organized by Trade Promotion Council of India along with Department of Commerce, Ministry of Commerce and Industry on 14th -15th January 2019 at Indian Exposition Mart, Noida.

INDUS FOOD with the theme of 'World Food Supermarket' was aimed at promoting India as a strong and reliable exporter of food and beverage products to the world. 400 plus Indian Food & Beverage Manufacturers and Exporters exhibiting and over 500 pre-screened hosted buyers participated from across the world

The event was divided into 15 product display zones viz. sweets & confectionary, dairy, dry fruits, fruits & vegetables, Indian ethnic food & snacks, meat poultry & seafood, non-alcoholic beverages, oil & oil seeds, organic & health food, pulses grain and sugar, spices, tea & coffee, wine & alcoholic.



The key highlights of event were:

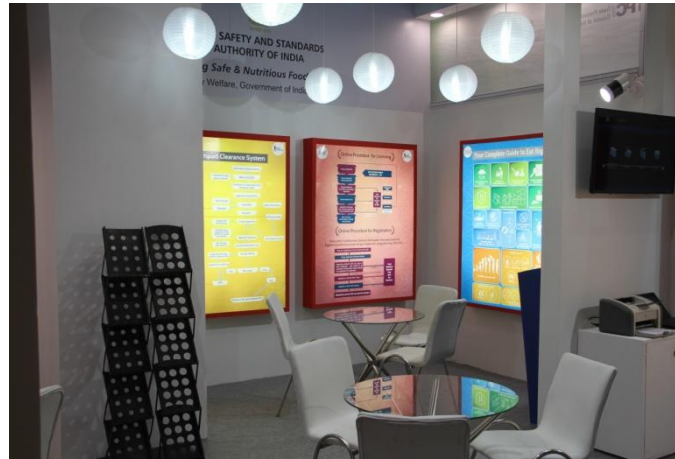
- ❖ B2B dialogue and insight into the large basket of brands, private labels and bulk purchase of raw items that India could offer to the world.
- ❖ Product wise display Zones
- ❖ Buyer Seller Meetings

2. Description of the stall

The area of FSSAI stall was 52 Square metres. FSSAI stall highlighted features and benefits of FSSAI and its role with utmost attention. Every Display panel had bullet points showcasing the nut shell of every topic facilitating swift observation and perception for the visitors.



FSSAI Stall



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

- The Journey of Food Safety in India
- Responsible Food Buisnesses
- Procedure for Licensing & Registration
- Food Import Clearance System
- Complete Guide to Eat Right
- One Nation One Food Law (FSSAI's presence in India)
- One Nation One Food Law
- FOSTAC (Food Safety Training & Certification)
- Food Import Clearance System
- Logo for Organic Products
- Consumer Connect
- Indian Food Laboratory Network (INFOLNET)
- Swasth Bharat Yatra

fssai FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA
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150 YEARS OF CELEBRATING THE MAHATMA

Eat Right India
Healthy. Safe. Fortified.

Swasth Bharat Yatra

led by **fssai** under Ministry of Health & Family Welfare, Government of India

16th Oct. 2018 to 27th Jan. 2019

Become an "Eat Right Community Champion"

By cycling across the country, lets bring all our citizens together to make a healthy India
7500+ cyclists, 150 days of action packed outreach, 6 tracks
from Leh | Panaji | Thiruvananthapuram | Puducherry | Ranchi | Agartala
18,000+ kms, 2000+ locations for events and activities

REGISTER NOW

As a volunteer cyclist at www.fssai.gov.in/swasthbharatyatra or call on toll free number 1800112100

fssai **1 NATION ONE FOOD LAW**

Logo for Organic Food Product

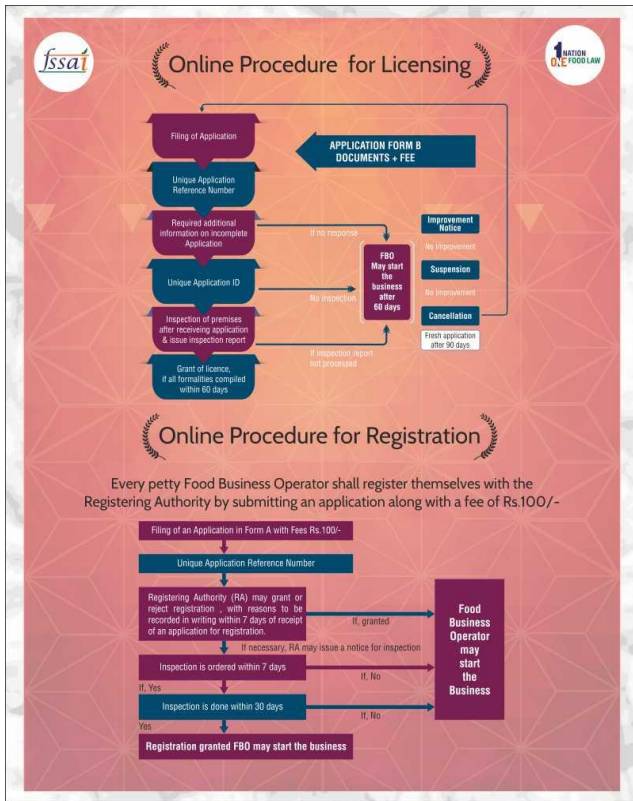
The circle represents **holistic wellness** at a global platform while symbolizing Organic Food

The tick mark formed with second leaf represents that the **FSSAI** has certified the product as organic.

The green leaf represents the **nature**.

The green color symbolizes environment, agriculture **sustainability & healthy** life.

Jaivik Bharat



Your Complete Guide to Eat Right

- Prevent food-borne diseases
- 5 Rules for Personal Hygiene
- 5 Checks for food adulteration
- 5 tips to understand food labels
- 5 keys to safe food
- 5 rules for a clean Kitchen
- Tips for no food waste
- Eat variety, seasonal, local
- 5 ways to prevent lifestyle diseases
- 5 tips to reduce... (Salt, Sugar, Oil)
- 5 tips to eliminate trans-fat
- Consume fortified wheat, rice, milk, salt, oil
- Exercise to maintain health
- Eat Right to boost your immunity
- Eat Right to prevent... (Obesity, Hypertension, Diabetes)
- Eat Right for strong bones
- Eat Right as you grow old
- Diarrhoea, Anaemia
- Age-appropriate complementary food
- Safe and nutritious food at... (School, Work)
- Be aware of allergens and food intolerances
- First 6 months: Only breast-feeding

My dear countrymen, there are many good events happening in the country, which are not widely discussed. Such a unique effort is being attempted by FSSAI viz Food Safety and Standard Authority of India. Many programs are being organized across the country in celebration of the 150th birth anniversary of Mahatma Gandhi. In this regard FSSAI is engaged in promoting good eating or Safe and Healthy Diet habits. Under the aegis of "Eat Right India" campaign, 'Swasth Bharat Yatras' are being carried out across the country. These campaigns will last till Jan 27th. At times, government organizations are tagged as a regulator, but it is commendable that FSSAI has been working beyond this brief for public awareness and public education. A clean and healthy India will spell a prosperous India also. Nutritious food is most essential for good health. In this context, I extend hearty greetings to FSSAI for this initiative. I urge you to the utmost, let's join this initiative. You should participate in this initiative and especially I urge you to make your children witness these campaigns. The education regarding importance of food is essential right from childhood.

Mann Ki Baat (Dec 30, 2018)

- Spacious lounges were provided for the visitors to sit and interact with the FSSAI officials, with the pamphlets readily available on the tables. A touch pad programme was installed wherein the user could access all the online portals of FSSAI along with other related information with just a touch.



A 42" LCD screen was installed in the stall wherein corporate movie of FSSAI, Swasth Bharat Yatra and Eat Right India were showcased. A 50" touch screens were installed at FSSAI stall where an audio video on FLRS was displayed.



3. Distribution Material:

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

- FLRS (Food Licensing and Registration System)
- (FICS) Food Import Clearance System
- Eat Right India
- Fortification
- Safe & Nutritious Food
- FOSTAC
- Dart Book

4. Chairperson visit:

Chairperson, FSSAI visited the Exhibition where various exhibitors got an opportunity to share their feedback, demand, innovations and latest market trends with the Chairperson.

Chairperson appreciated the engagement of FSSAI with the event.



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. 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:

- Licensing and Registration
- Food Import Clearance Import Regulations,
- Organic Food Licensing.
- Swasth Bharat Yatra
- Importance of Fortification of Food products
- FOSTAC training/certifications

All the queries were attended with utmost attention by the FSSAI officials with pictures and explanation using touch pads, pamphlets and display boards.



Queries of visitors being addressed.

6. Conclusion:

Various visitors and delegates visited the FSSAI stall. The exhibition provided an excellent platform to FSSAI to engage with these diverse stakeholders. The platform was successfully utilized for public awareness and education. FSSAI's effort to engage FBOs and consumers about Eat Right India and Swasth Bhatrat Yatra were appreciated by the visitors.

PHOTO GALLERY

