

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

Report on FSSAl's participation in "North East calling festival"

9th -10th September, 2017 August Kranti Lawn, India Gate, New Delhi

1. **Introduction:**

The two-day festival 'North East Calling', organized by the Ministry of Development of North Eastern Region (DoNER) began on 9th September in the lawns of India Gate aimed at promoting art, culture, heritage, cuisine, handicrafts, business and tourism of the seven sisters and Sikkim. The Union Minister of State (Independent Charge) of the Ministry of Development of North Eastern Region (DoNER), MoS PMO, Personnel, Public Grievances & Pensions, Atomic Energy and Space, Dr Jitendra Singh inaugurated the "North East Calling" festival on Saturday (September 09, 2017). The Cabinet Secretary Shri P. K. Sinha was the Chief Guest at the closing ceremony. The Secretary, Ministry of Information and Broadcasting Shri N K Sinha, Secretary, Ministry of DoNER Shri Naveen Verma and Secretary, Ministry of Tourism Smt. Rashmi Verma and other senior officers were also present. The two-day event included showcase of rich culture of North East, including Music Festival for bands of North-East, Cultural Night for Dances of North-East. The B2B conferences were also organised at the event.

2. FSSAI's participation in the event

Food Safety and Standards Authority of India (FSSAI) participated in "North-East Calling" on 9th and 10th September 2017 in New Delhi at August Kranti Lawn, India Gate and showcased consumer oriented initiatives thereby ensuring the trust of consumers by direct interaction.



2.1. Description of the stall:

I FSSAI was allotted approximate area 18 sq mtr.

II One 42" LED TV was installed and 4 Standees were displayed.

III Keeping in mind the visitor profile which was the General public at the event; FSSAI's stall was conceptualized by highlighting following initiatives with generic branding of fascia:

- Safe and Nutritious Food
- Food Safety on Wheels
- Safe water portal
- Food Smart Consumer

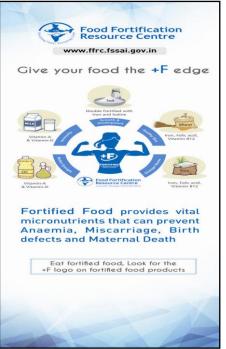


- Food Safety Display Board
- Fortification
- Team Sehat
- FoSTaC
- 360° Consumer Complaint Redressal Mechanism
- Safe Food on Track





















2.2. Distribution material

I. The following brochures/leaflets were distributed to the visitors at the stall to make them aware about the initiatives:-

- 1. SNF: Share Responsibility
- 2. SNF @ Workplace
- 3. SNF @Home
- 4. Serve Safe (SNF)
- 5. FoSTaC
- 6. Safe Water Portal
- 7. Licensing/Registration
- 8. DART
- 9. Pink Book
- 10. SNF @ School



II. Mugs with FSSAI branding were distributed to the visitors who participated in consumer engagement activities





Consumer Engagement Activity 2.3

FSSAI utilized the platform successfully for public awareness as consumer's queries were addressed by direct interaction with FSSAI officials and they were made aware about new initiatives launched by FSSAI.

I Mascots: Master Sehat and Miss Sehat were engaged to spread the message of Safe and Nutritious Food by performing skits. 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.





II SNF_Ouiz: FSSAI organised a quiz based on the Safe and Nutritious Food. It was a small attempt towards the awareness and educating the general public. Those, who qualified were awarded with souvenirs. Total more than 800 persons participated in the quiz.

3. Conclusion:

Participation of FSSAI in North East Calling festival seems to be a successful one. In the span of 2 days over 2000 people visited the stall. FSSAI utilized the platform successfully to highlight the initiatives of FSSAI and extend their outreach to general public. Overall North East Calling proved to be a great platform where FSSAI showcased its initiatives and new ventures in the field of Food & Nutrition.



Photo Gallery











