



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

# Report on FSSAI's participation in 2nd Edition of SIAL 2019

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19<sup>th</sup> -21<sup>st</sup> September, 2019.  
Pragati Maidan, New Delhi

The SIAL logo is displayed on a yellow rectangular background. It features the word "SIAL" in a large, bold, black, sans-serif font. Below it, the tagline "INSPIRE FOOD BUSINESS" is written in a smaller, black, sans-serif font.

**SIAL**  
INSPIRE FOOD BUSINESS

## 1.0 Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in 2nd edition SIAL India 2019 organized by Indian Food Importers (FIFI) during 19<sup>th</sup> - 21<sup>st</sup> September, 2019 at Pragati Maidan, New Delhi. SIAL a Global Food Marketplace French (Salon International de l'alimentation, SIAL) is a trade fair specialized in the food and beverage industry. The North-Eastern state Meghalaya, known for its exotic food products, was the partner state for SIAL India 2019. The exhibition aimed to support FSSAI with its social cause initiatives like Food Safety-Shared Responsibility, Eat Right India, Responsible Places to Drink etc.

The Second edition of SIAL India 2019 supported by Ministry of Micro, Small & Medium Enterprises and associations like Forum of Indian Food Importers, Indian Federation of Culinary Association and others witnessed over 300 exhibitors from over 30 countries looking for associations in the Indian market. International buyers from ASEAN, Gulf and other countries along with Indian buyers also participated in SIAL India to explore national and international products. The 'Hosted Buyer Program' was attended by international buyers from SIAL network, FIFI, ICF and other prominent associations. Meghalaya based Centre of Learning, Knowledge and Services (COLKS) which aims to provide opportunities for sustainable livelihood and gainful employment primarily for farmers and the rural youth has bagged its first-ever SIAL Innovation gold award for India for its innovative product 'Naturally infused honey'.

## 2.0 Launch of the 2nd edition of SIAL India 2019

Shri. Ram Vilas Paswan, Hon'ble Minister of Consumer Affairs, Food and Public Distribution and Chief Minister of Meghalaya, Conrad K Sangma inaugurated the three-day exhibition. With Meghalaya as the partner state for SIAL India 2019, it aimed to showcase and introduce the food and food products of Meghalaya to a global audience.

Mr. Adeline Vancauwelaert, Director, SIAL Paris, said they are *honoured to bring SIAL to the Indian market. The strong support shown by FIFI, FSSAI and other associations shows its seriousness for the initiative undertaken. It is hoped the platform will help the international players to explore the untapped market in the country and make fruitful investments and deals in the sector.*



### 3.0 Session on 'Food Safety Session- Shared Responsibility towards Eat Right India:

During the event, a session titled 'Food Safety Session – Shared Responsibility towards Eat Right India' (Powered by FSSAI and FIFI) was held. The session was moderated by Shri. Amit Lohani, Founder and Director, Forum of Indian Food Importers and the eminent panellists included Shri. Pawan Kumar Agarwal, CEO, Food Safety and Standards Authority of India , Chef Manisha Bhasin, Indian Federation of Chef Association, Richard Mc Cullum, Managing Director, UK India Business Council, Greg Tyler, Senior Vice President USAPEEC. CEO, FSSAI was invited as guest of honour for the Session.

CEO FSSAI in his speech highlighted the FSSAI's significant work in standard formulation, Food Testing Infrastructure, FSSAI administration and Training and Capacity building in the past few years. He also highlighted the various FSSAI initiatives under safe and nutritious food and Eat Right India. Eat Right India is based on three pillars such as Eat Safe, Eat Healthy and Eat Sustainable. For scaling up the Eat Right India movement across the country, FSSAI has got endorsement of several celebrities such as Indian cricket captain Shri Virat Kohli and several bollywood stars. Also, 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 F&B industry.

The Panelists presented several case studies by the industry experts on their contribution towards 'Eat Right India' campaign for others to follow the examples. United Nations has declared the World Food Safety Day 2019 theme as *Food Safety is Everyone's Business*. Food safety contributes to food security, human health, economic prosperity, agriculture, market access, tourism and sustainable development. The Panelists said that they support FSSAI's initiative and believe in the tagline that Food Safety is Everyone's Business.





## 4.0 FSSAI Participation:

FSSAI raised the awareness among the Food Business Operators (FBOs), Corporates and general masses 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*.

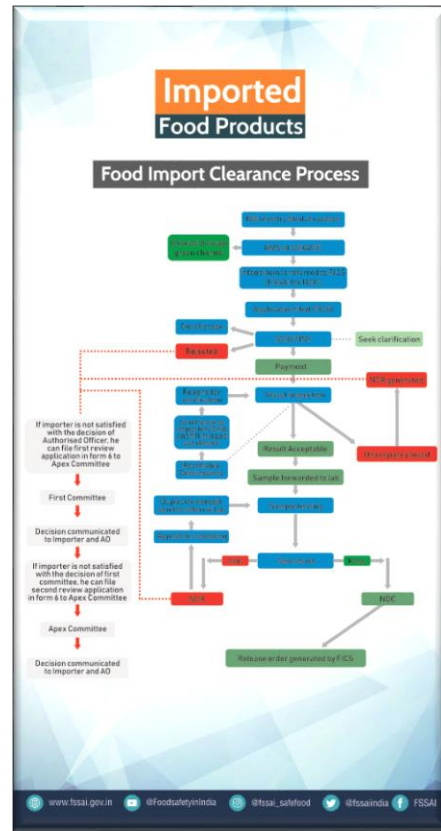
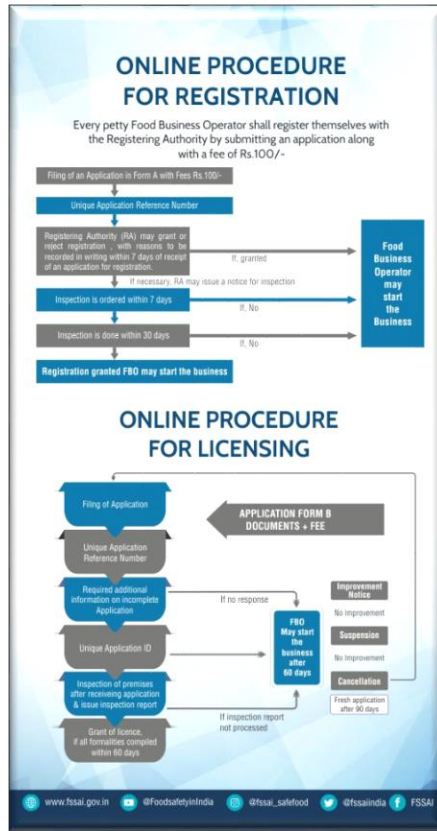
### 4.1 Stall description:

- FSSAI had acquired the complimentary booth space of **35sqm** to conduct promotional or informative activity with the industry 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.
- 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
  - FoStaC
  - InFoLNet
  - RUCO
  - Share Food Share Joy
  - Food Fortification
  - Eat Right India
  - AJ Se Thoda Kam



FSSAI Stall

## 4.2 The Key Panels highlighted



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 @FoodsafetyIndia @fssai\_safefood @fssaiindia FSSAI

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.

**RUCO**  
—Repurpose Used Cooking Oil—

**Avoid reusing cooking oil.**  
**Guard your health.**

www.fssai.gov.in/ruco

www.fssai.gov.in @FoodsafetyIndia @fssai\_safefood @fssaiindia FSSAI

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

*dekha kya...*

Look for Fortified products with added micronutrients

Vitamin A  
Vitamin D  
Iron  
Iodine  
Folic Acid

Vitamin B12

**Food Fortification Resource Centre**

Set up by FSSAI with support from TATA TRUSTS

**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 Rating**

- Have FSSAI License/Registration and follow schedule 4 requirements
- Train all food handlers and appoint a certified Food Safety Supervisor
- Must have Food Safety Display Boards prominently displayed in the premises
- 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.

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

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

www.fssai.gov.in @FoodsafetyIndia @fssai\_safefood @fssaiindia FSSAI



### 4.3 Key attractions:

- 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.



- **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.



### 4.4 Distribution Material:

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

- Procedure for Licensing & Registration

- Thoda Kam, tel, cheeni, namak
- Food Fortification
- FoSTAC
- Eat Right Campus
- Share Food Share Joy
- Hygiene rating
- Clean Street Food Hub
- Repurpose Used Cooking Oil (RUCO)

## 5. 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 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:

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

# PHOTO GALLERY

