Report on FSSAI's participation in Destination Gujarat 2019
2019

18th - 20th December,
Surendranagar, Gujarat,
1.0 Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in Destination Gujarat 2019 during 18th, 19th & 20th December, 2019 at Anand Bhavan, Surendranagar, Gujarat. This exhibition was organized by Sansa Foundation which is an NGO engaged in dissemination of knowledge in the Society and information nationwide. One of the Theme Pavilion of the event was Food Safety and Purity. The exhibition has received an excellent response from students and local public.

FSSAI had acquired stall of 18 sqm Stall for showcasing the initiatives under Eat Right India Movement for public awareness, consumer education and to develop strong engagements with various stakeholders. FSSAI in coordination with Food and Drugs Control Administration Gujarat utilized this platform dissemination of information about FSSAI’s regulations, awareness initiatives for social behavior changes and achievements thereof.

2.0 Inauguration of Destination Gujarat 2019

The event was inaugurated by Chief Guest Dr. Mahendra Munjpara, Member of Parliament Lok Sabha and Guest of Honour Shri Dhanji Bhai Patel, Member of Legislative Assembly and Vipin Tolia Nagar Palika Pramukh. They visited each and every stall including FSSAI stall and interacted with all the participants.

They appreciated the exhibition & were glad to know about the various Schemes and Programmes offered by the departments.
3.0 Highlights of the event:

- The Main attraction of the Exhibition was the pavilion of Defence Research and Development Organisation for showcasing several models. Four labs of DRDO spread awareness to the masses.

- **Food Safety and Standard Authority of India** imparted knowledge to the students/public regarding food safety, Eat Right India Campaign, Fortification and several other ongoing movements. FSSAI stall got Best Stall for Awareness in Food Safety.

- National Council of Educational Research and Training displayed educational school kits. They demonstrated these various kits to students, teachers and principals visited the exhibition.

- National Research Development Corporation displayed posters consisting of details about Innovative Food Technologies available for commercialization. Innovative herbal and Health care and Agriculture Technologies.

- Indian Council of Medical Research (NIOH) stall exhibits research information on Occupational health issues and emphasized various ongoing health problems of workers in Gujarat region. They also showed ongoing major research activities of council via charts and posters.

- Spices Board of India showcased variety of spices and of different qualities and online availability of the spices.

- Ministry of Agriculture and Farmer Welfare Extension Division explained various programmes, schemes and activities to farmers to get information regarding scientific research and new knowledge in agricultural practices.

- Special Pavilion of Ministry of AYUSH disseminated knowledge of Health and ailments among the youth. Council of AYUSH like CCRH,CCRUM,NMPB,C CRS,CCRYN participated.

- Coconut Development Board displayed their products and gave information regarding coconut farming, Role of CDB in make in India Programme, coconut cultivation and coconut nursery management etc.

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. Prizes were distributed by to the visitors who showed active participation.

**FSSAI stall got Best Stall for Awareness in Food Safety.**
4.1 Stall description:
- FSSAI had acquired the booth space of **18 sqm** 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 display panels exhibited the clear features in a simplified manners.

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: -
  - Procedure for Licensing & Registration
  - Food Import Clearance System
  - Food Safety Training and Certification (FoSTaC)
  - Indian Food Laboratory Network (InFoLNet)
  - Repurposed Used Cooked Oil (RUCO)
  - Food Fortification
  - Food Safety Display Panel
  - Eat Right India (Celebratory endorsement)
4.3 Distribution Material: The following leaflets/pamphlets/booklets were distributed to the visitors at the stall:-

- Procedure for Licensing & Registration
- FSSAI Import Procedure
- Aaj Se Thoda Kam- Tel Kam, Cheeni Kam, Namak Kam
- Food Fortification
- Food Safety and Training and Certification (FoSTaC)
- Share Food Share Joy
- Hygiene rating
- Eat Right India Initiatives
- 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, Consumers of various groups like women, youngsters, school children, college students etc. The visitors discussion with the Food Safety Officials of Gujarat FDA was on various sectors of FSSAI and state food safety roles and functions. Clarifications on all the aspects were addressed by the officials deputed on 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.

Queries of visitors being addressed
6. Conclusion:

Various visitors including VVIPS, VIPS, Government Officials, restaurant handlers, industries people, students and general masses 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, Food Import Clearance (FICS), Hygiene ratings and FOSTAC Trainings, RU CO 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 Destination Gujarat 2019 was a great platform where FSSAI showcased its work and initiatives to ensure food safety in India.

PHOTO GALLERY