Report on FSSAI’s participation in 64th Annual National Conference of Indian Public Health Association (IPHACON), 2020

29th February to 2nd March 2020
All India Institute of Medical Sciences (AIIMS), New Delhi
1.0 Introduction:
Food Safety and Standards Authority of India (FSSAI) participated in 64th Annual National Conference of Indian Public Health Association (IPHACON), 2020 held at All India Institute of Medical Sciences, New Delhi during 29th February to 2nd March 2020. The conference was organized by Centre for Community Medicine (CCM) AIIMS with the theme “Promoting Public Health Leadership for Universal Health Coverage in India”. The mission was to protect and promote the health of the people of India by facilitating the exchange of information, experience and research and advocating for policies, programs and practices that improve public health. Doctors, medical students, public health workers and general public across the country participated in the conference.
FSSAI participated in the IPHACON, 2020 by putting an informative stall with lot of engagement material for public distribution. The main aim of FSSAI participation was to promote safe and healthy eating through FSSAI’s Eat Right India initiative. The message related to Eat Safe, Eat Healthy, Eat Sustainable and Eat Mindful was given for social and behavioural change among general masses. The information related to reducing the intake of salt, sugar and fat in the diet for prevention of non communicable diseases like high blood pressure, diabetes, hypertension, obesity etc was disseminated. FSSAI officials were deputed at the stall for public interaction and distribution of IEC materials.

2.0 Inauguration of IPHACON 2020
Dr. Harsh Vardhan, Union Minister of Health and Family Welfare inaugurated the 64th Annual National Conference of the Indian Public Health Association, at AIIMS New Delhi. Hon’ble Health Minister said that under the dynamic leadership of our Prime Minister Narendra Modi, India is poised to achieve Universal Health Coverage by providing holistic care through the two pillars of Ayushman Bharat i.e. Pradhan Mantri Jan ArogyaYojana (PMJAY) to provide healthcare coverage to 50 cr citizens of the country and setting up of Health and Wellness Centres in all parts of the country. We aim to transform 150,000 PHCs and sub-centres to HWCs by 2022. The Union Health Minister stated that with the theme of “Promoting Public Health Leadership for Universal Health Coverage in India”, this conference will see the convergence of India’s leading experts in the field of public health. The theme holds relevance in today’s India where “Ayushman Bharat” has been launched with a view to providing equitable health to its citizens, thereby achieving ‘Health for All’ goal.
3.0 **FSSAI Participation**: FSSAI had acquired the complementary booth space of 6 sqm complementary to showcase the FSSAI initiatives such as Eat Right India Movement, Share Food Share Joy, Repurposed Used Cooking Oil (RUC), Hygiene Rating etc. FSSAI raised the awareness among the visitors by displaying the FSSAI initiatives through Panels and IEC materials.

![FSSAI Stall](image)

### 3.1 The Key Panels highlighted

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

1. Eat Right Piller (4 pillers) - Eat Safe, Eat Healthy, Eat Sustainable and Eat Mindful.
2. Celebratory endorsement - Eat Right India
3. Food Fortification (+F)
4. Save Food Share Food
5. Trans Fat free
6. Eat Right Thali
7. Food Safety Training and Certificate (FoSTaC)
8. RUCO
9. Netscofan
3.2 Distribution Material:

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

1. Eat Right-Thoda Tel Kam
2. Eat Right-Thoda cheeni kam
3. Eat Right-Thoda namak kam
4. Food Fortification
5. Share Food Share Joy
6. Hygiene rating
7. Repurpose Used Cooking Oil (RUCO)
8. Food Safety Training and Certificate (FoSTaC)

4.0 Visit of Hon’ble Union Health Minister of Health and Family Welfare to FSSAI stall:

Dr. Harsh Vardhan, Hon’ble Union Minister, H&FW along the Director AIIMS, visited the FSSAI stall and had discussion with officials of FSSAI deputed at the stall. He encouraged the FSSAI Officials to spread the message of Eat Right India to the visitors for healthy living.
5.0. Experience and Take away:

The FSSAI stall was visited by a large number of people including leading public health specialists (doctors, epidemiologists, sociologists, managers and other public health experts) from across the nation, with a footfall of about 1500 delegates. The visitors discussion with the FSSAI official was on various sectors of FSSAI. All the queries were attended with utmost attention by the FSSAI officials with pictures and explanation using pamphlets and display boards. The design, concept and information available and provided in the stall were appreciated by various visitors. Overall IPHACON,2020 was a great platform where FSSAI showcased its work and initiatives to ensure safe and nutritious food in India.

PHOTO GALLERY