



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

Report on FSSAI's participation in Indus Food 2020

India Expo Mart, Greater Noida
8-9 January, 2020



1.0 Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in Indus Food 2020 organized by Department of Commerce, Ministry of Commerce & Industry, Govt. of India and Trade Promotion Council of India (TPCI) on 8th and 9th January, 2020 at India Exposition Mart, Greater Noida NCR, India. The exhibitors were from food processing, fruit juice processing, dairy, edible oil processing, bakery and confectionary, sweets and snacks, spices, pulses, cereals, tea and beverages etc. About 1,300 foreign buyers from 80 countries and 700 domestic suppliers participated in a three-day food and beverages sourcing show.

FSSAI's various online platforms like Licence and Registration (FLRS), Online Food Import Clearance System (FICS), Training and Certification (FoSTaC) were demonstrated. Also initiative under Eat Right Movement were also displayed through Panels, flyers and brochures. FSSAI officials deputed at the FSSAI stall interacted with the FBO's and solved the queries mostly related to import, license, Organic Food Regulations-Jaivik Bharat, FoSTaC etc.

2.0 Launch of the Indus Food 2020

Indus Food 2020, was inaugurated by the Commerce Secretary, GOI, Dr. Anup Wadhawan, IAS, on 8th January 2020 at India Exposition Mart Ltd, Greater Noida. The show hosted world class buyers from 80 plus countries.



3.0 FSSAI Participation:

FSSAI raised the awareness among the Food Business Operators (FBOs), Corporates and national and international delegates by putting up a stall and through its various creatives and IEC materials on *Licence and Registration, Import Clearance System, Food Safety Training and Certification (FOSTAC), Eat Right Movement, Repurpose Used Cooking Oil (RUCO), Share Food Share Joy,*

3.1 Stall description:

- FSSAI had acquired the booth space of **54 sqm** 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.

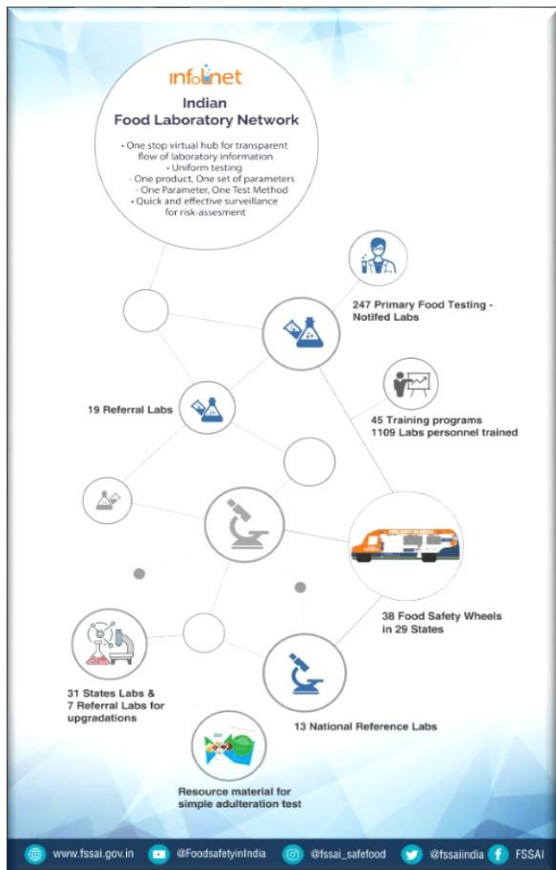
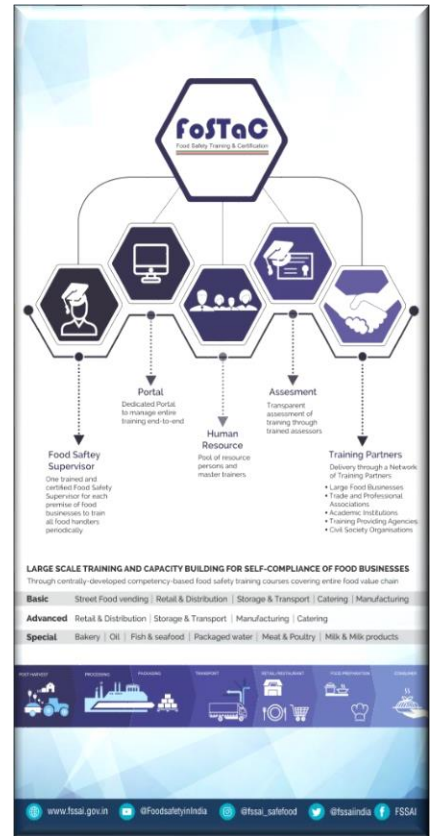
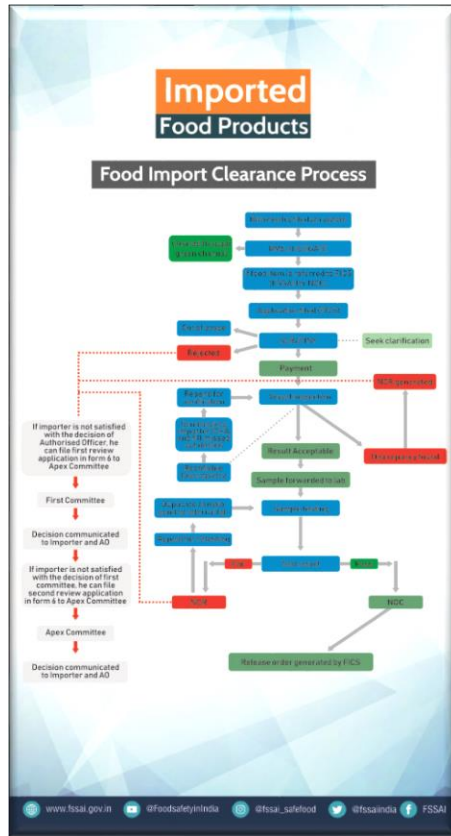
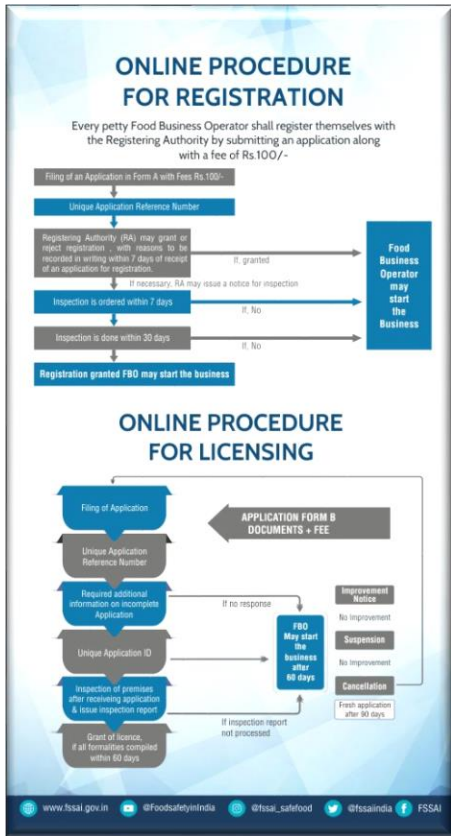
- The stall had backlit display panels exhibited the clear features in a simplified manners. Two 42” LED screen was installed in the stall wherein corporate movie of Eat Right India (AAJ Se Thoda Kam), RUCO, Fortification, Jaivik Bharat.



FSSAI Stall

3.2 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 (+F)
 - Eat Right India Endorsement -Celebratory
 - I Support Eat Right India
 - Aaj se thoda kam- Raj Kumar Rao.
 - Eat Right India (4 pillars)- Eat Safe, Eat Healthy, Eat Sustainable and Eat Mindful



We support Eat Right India

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I am **RUCO**
REPURPOSE USED COOKING OIL

Compliant



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.

I am **RUCO**
REPURPOSE USED COOKING OIL

Avoid reusing cooking oil.
Guard your health.

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

The logo showcases that the product bearing it has been authenticated as organic for the choice for consumption. Effectively intertwining all the elements of environment, the logo communicates adherence to the National Organic Standards.

Use of this logo will come into effect once it is notified in the Gazette of India

Agriculture Horticulture Poultry Aquaculture Livestock Apiculture

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Look for Fortified products with added micronutrients



Vitamin A
Vitamin D
Iron
Iodine
Folic Acid

Food Fortification Resource Centre
Set up by FSSAI with Support from **TATA TRUSTS**



3.3 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.
- 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
 - Step by step walkthrough of Procedure to apply for Registration/State license/Central license.
 - Documents needed for licensing and registration.
- VIP lounge: Spacious lounge were provided for the visitors to sit and interact with the FSSAI officials, with the pamphlets readily available on the tables. A laptop connected with internet and access all the online portals of FSSAI were used for easy dissemination of the information.

3.4 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)



4. 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 etc. The visitors discussion with the FSSAI official was on various sectors of FSSAI. Clarifications on all the aspects were addressed by the FSSAI officials deputed at 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
- Organic Food Regulation- Jaivik Bharat
- 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

5. Conclusion:

Various visitors including FBOs, importers, and exporters from national as well as international 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.

FSSAI's effort to make FBOs understand about FLRS, FICS, Hygiene ratings and FOSTAC Trainings, RUCO and Eat Right initiatives were highly appreciated. The design, concept and information available and provided in the stall were appreciated by various visitors who visited the stall. Overall Indus Food 2020 was a great platform where FSSAI showcased its work and initiatives to ensure food safety in India.

PHOTO GALLERY

