



FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA

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

Report on FSSAI's participation at India International Trade Fair-2017

14th -27th November, 2017
Pragati Maidan, New Delhi

Report on FSSAI's participation in 37th India International Trade Fair (IITF), Pragati Maidan, New Delhi.

1. Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in the 37th India International Trade Fair, 2017 (IITF-2017) at Pragati Maidan, New Delhi by putting up a stall in Hall No 18.

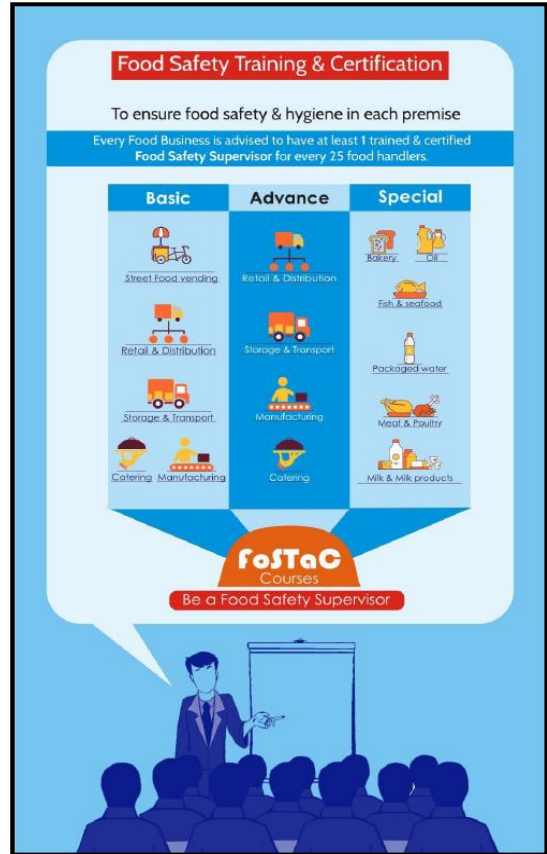
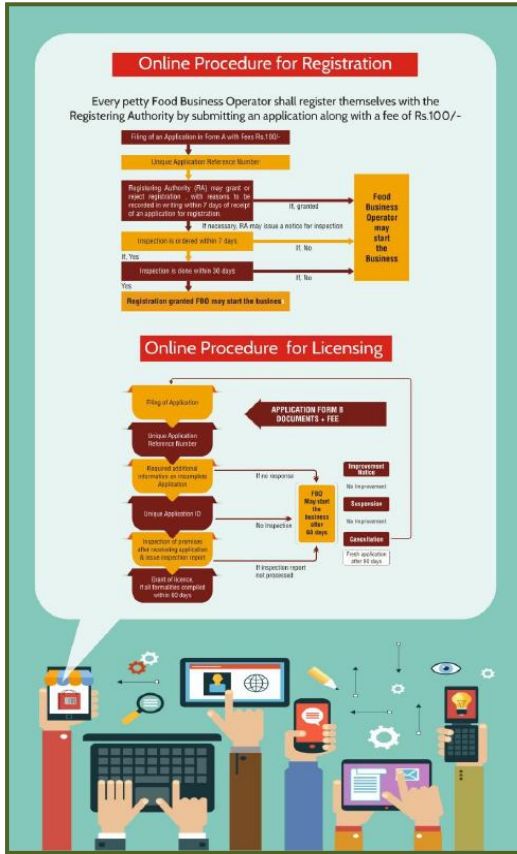
The fair was organized by India Trade Promotion Organization (ITPO) during November 14-27, 2016. IITF is one of the largest consumer goods fair in the Indian sub-continent. The format of IITF is comprised of Business, Social, Cultural and Educational Dimensions that are weaved together where visitors and exhibitors, media persons, marketing professionals, social activists, NGO's come together to explore their objectives. Government Organisations use this platform to spread awareness about their programmes and policies. As such almost all States and Union Territories of the Federal Government of India participate in this event. This year IITF witnessed participation of about 7,000 exhibitors from across the globe.

2. Theme:

The theme of the IITF-2017 was **“Start-up India:Stand up India”** where Ministries, Government Departments and Corporate houses showcased their contribution to the concept of “Digital India” as a guiding principle of the policies and development strategies of the Government of India.

3. Physical Description of the stall:

- I. The area of the stall of FSSAI was 36 sq. mtr., situated at the upper floor in the Hall No. 18.
- II. The following backlit panels were displayed in the stall keeping in mind the theme of the fair: -
 - Food Safety Training & Certification
 - Consumer Initiatives
 - Food Licensing & Registration system (FLRS)
 - Food Imports
 - Jaivik Bharat Logo
 - Trustworthy three-way partnership:
 - i. Responsible Regulatory System
 - ii. Responsible Food Businesses
 - iii. Responsible Citizens



The tick mark formed with second leaf represents that the **FSSAI** has certified the product as organic.

The circle represents **holistic wellness** at a global platform while symbolizing Organic Food

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 the logo will ensure no effect on the product in the context of this.

1 RESPONSIBLE REGULATORY SYSTEM

- Have globally benchmarked Food standards & Practices Indian Food Standards. Quick Access (IFS QA)
- Ensure consistency in enforcement Food Safety Compliance through Regular Inspections & Sampling (FoSCRIS)
- Manage food testing with Standardised testing methods & protocols Indian Food Laboratory Network (InFoLNet)

2 RESPONSIBLE FOOD BUSINESSES

- Ensure Food Safety Management System (FSMS) & HACCP Compliance
- Enable food safety across Supply chain, distribution & retail
- Have trained & certified Food safety supervisors & Food handlers in all premises

3 RESPONSIBLE CITIZENS

- Eat safe and eat right at All times wherever you are
- Maintain hygiene and Sanitation at all places
- Be an informed and Smart food consumer

- III. A 42” LCD screen was installed in the stall wherein corporate movie of FSSAI and “Jaivik Bharat” logo launch video were showcased.
- IV. A separate area was constructed as a VIP lounge wherein the visitor was given the facility to interact one on one with the officials of FSSAI in detail.



FSSAI Stall in Hall No 18, IITF.



Queries of visitors being addressed

4. Digital platforms at stall:

4.1. Multi-touch Screen

A multi-touch programme was developed and installed wherein the user could access all the online portals of FSSAI along with other related information with just a touch.



4.2 Quiz:

A digital quiz on Food Safety & Nutrition was developed, which was run on a touch screen throughout the exhibition period. It was a small attempt towards the awareness and educating the general public. Those, who qualified were awarded with souvenirs. Total more than 3500 persons participated in the quiz.



4.3 VR:

A VR was developed on journey of food from farm to fork wherein six stages of food journey were covered keeping in focus the safety & nutrition of food:

- Post harvest processing
- Manufacturing
- Storage & Transportation
- Retail & Distribution
- Catering
- Consumption by Consumers



5. Distribution Material:

- I. The following leaflets/pamphlets/booklets were distributed to the visitors at the stall:-
 1. Procedure of Licensing&Registration
 2. Food Import Clearance System
 3. Food Smart Consumer
 4. Food Fortification
 5. Jaivik Bharat
 6. Pink Book
 7. DART Book
 8. FoSTaC
- II. Merchandises: The following merchandises with FSSAI branding were distributed to visitors who participated in consumer engagement activities:
 - T-shirts
 - Coffee Cups
 - Bags
 - Key chains
 - Caps



6. Other Consumer engagement activities:

6.1 Selfie Zone:

A selfie zone was created in stall, where visitors could click selfie with large full size Mascots of Safe & Nutritious Food (Master Sehat and Miss Sehat). Visitors were informed about SNF@ School initiative of FSSAI and campaigns being carried out in schools across India through these mascots.



6.2 Nukkad Natak:

A team of 3 people performed Nukkad Natak everyday during the exhibition, on safety aspects of street food. This helped to attract visitors on FSSAI stall and educating them about tips a street food vendor should keep in mind and facts consumer needs to check before buying street food to ensure food safety.



7. Social Messaging:-

The platform for social messaging on IITF tickets, complimentary passes and business visitor tickets was utilized. Theme of One Nation One Food Law was highlighted, the creative depicted the three-way trustworthy partnership between Responsible Regulatory System, Responsible Food Businesses and Responsible Citizens. In addition to this, the social message was displayed on 6 Display Boards installed inside Pragati Maidan, which provided a great visibility and publicity to FSSAI. More than 8 lakh people visited the fair, messaging on tickets enabled effective dissemination and wider publicity as tickets were carried by every visitor.



IITF Ticket



Display Boards

8 Outcomes:-

Participation of FSSAI in IITF seems to be a successful one. Even though, due to availability of limited space this year, ITPO restricted the entry to 60,000 per day, IITF provided an excellent opportunity to FSSAI to engage with diverse stakeholders including 7,000 exhibitors from across the globe. The theme of “Stand Up Start Up” and the proximity of FSSAI’s pavilion with the theme pavilion ensured exchange of innovative ideas in food sector with innovators and entrepreneurs.

Also, the consumer engagement activities gave an extra mileage to FSSAI towards consumer education. The visitors enthusiastically participated in the awareness activities and were happy to receive goodies. 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. The design, concept and information available and provided in the stall were appreciated by various visitors who visited the stall. Overall IITF-2017 was a great platform where FSSAI showcased its achievements, initiatives and new ventures in the field of Food & Nutrition.

PHOTO GALLERY



