



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 in BIOFACH, INDIA-2018

25th – 27th October, 2018
Pragati Maidan, New Delhi

1. Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in the 10th Edition of India's largest and most focused event for organic products BIOFACH INDIA, 2018 from 25th to 27th October, 2018 at Pragati Maidan, New Delhi.

BIOFACH INDIA,2018 provides a meeting place where anyone and everyone who is connected to organic converge annually to share their passionate interest for organic products, network at a common platform and educate themselves about the latest developments in the organic sector.

The event was organized by NuernbergMesse India and APEDA (Agricultural and Processed Food Products Export Development Authority, Ministry of Commerce and Industry) and supported by the Indo-German Chamber of Commerce, International and National stakeholders - IFOAM (International Federation of Organic Agriculture Movement), FSSAI (Food Safety Standard Authority of India), OFAI (Organic Farmers Association of India), ICCOA (International Competence Centre of Organic Agriculture), BDAI (Biodynamic Association of India) and AIOI (Association of the Indian Organic Industries).

The event was inaugurated by Honourable Union Minister Shri Suresh Prabhu on 25th October, 2018. More than 5000 delegates comprising of Exporters, Processors, textile organic sector, retail chain industry, certification bodies and producers as well as leading country and state pavilions including Government Boards participated in the event.



BIOFACH, INDIA inauguration

2. Description Of Stall

I. Theme of Stall:

➤ Jaivik Bharat:

- Food Safety and Standards (Organic Foods) Regulations, 2017.
- “Jaivik Bharat” Logo is a symbol of authenticity and trust, a unified logo for Organic Foods.
- The portal “Indian Organic Integrity Database” that help consumers verify the authenticity of organic foods.

➤ Swasth Bharat Yatra : The pan-India cyclathon campaign where about 7,500 cyclists are expected to participate in over 18,000 km relay cycle rally travelling across six tracks through almost every state and UT over 100 days to propagate a powerful message 'Eat Right India' and will culminate in the national capital on January 27.

II. Physical Description of the stall:

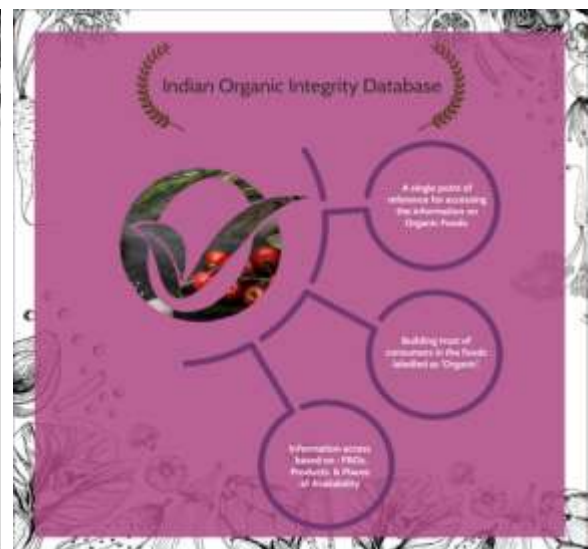
- #### ➤ The area of the stall of FSSAI was 36 Square meter situated in the in Hall No. 7. The event focused on generating awareness among the public, about Organic Food Regulations, Javik Bharat Logo and Eat Right India.

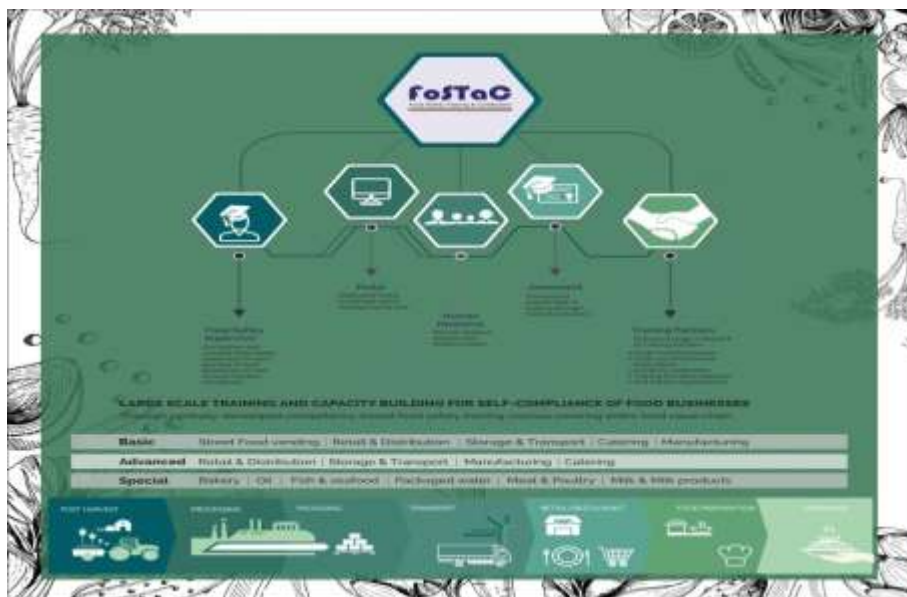
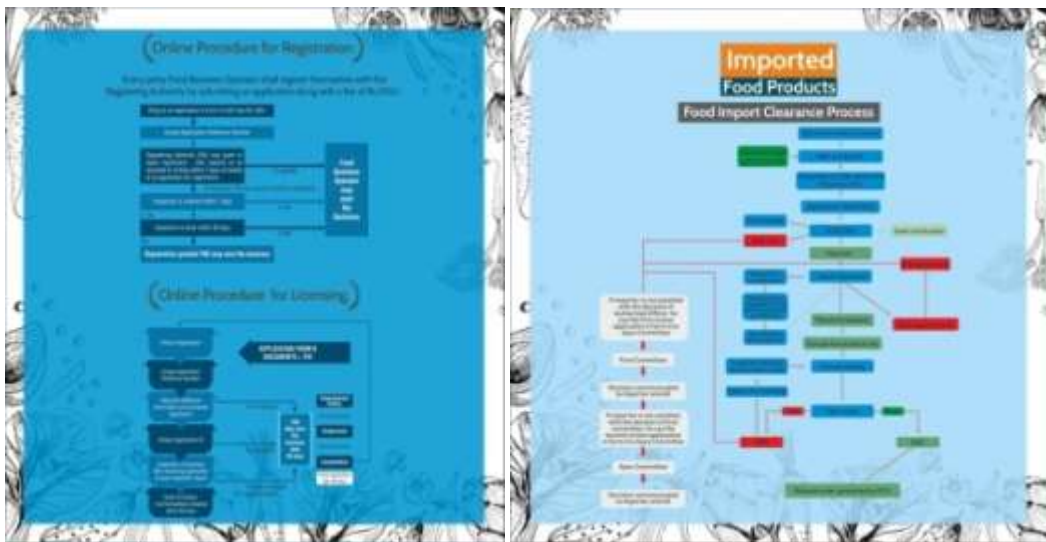




FSSAI STALL

- 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 Testing
 - Eat Right India
 - Swasth Bharat Yatra
 - Jaivik Bharat





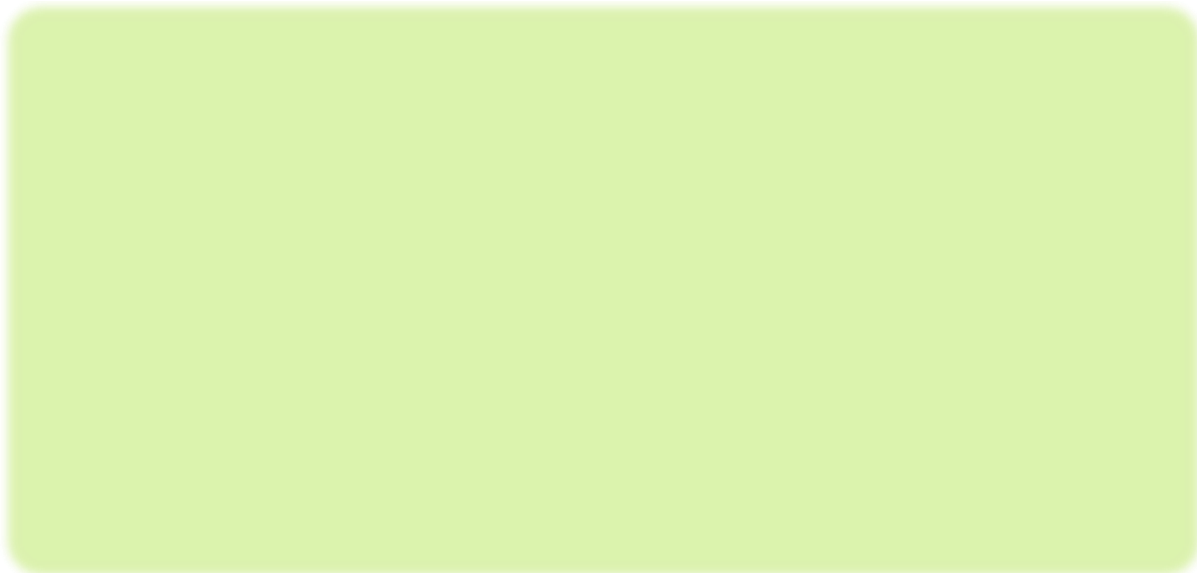


- A separate area was constructed as a VIP lounge wherein the visitor was given the facility to interact one on one with the officials of FSSAI in detail. A touch pad programme was installed wherein the user could access all the online portals of FSSAI along with other related information with just a touch.





- A 42" LCD screen was installed in the stall wherein corporate movie of FSSAI, Swasth Bharat Yatra and Eat Right India were showcased.



3. Distribution Material:

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

1. FLRS(Food Licensing &Registration System)
2. Food Import clearance system
3. Jaivik Bharat
4. Eat Right
5. FOSTAC

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, Consumers. Certain issues were raised by the Organic FBOs which are as follows:

- i. Use of logo NPOP, PGS and 'Jaivik Bharat'
- ii. Registration/Licensing of existing and new operators for Organic Foods under FLRS
- iii. under FLRS
- iv. Testing parameters of Organic Foods as per FSSR.

The visitors were satisfied by the explanation and information provided by the officials on duty. Also many visitors were curious about the Swasth Bharat Yatra .Our FSSAI officials explained about the pan-India cyclathon campaign and how this will propagate a powerful message 'Eat Right India' to sensitize people across the country. Some of the visitors also get registered on spot for the Rally.

Few encouraging comments/views given by the visitors on the FSSAI stall are as under:

- i. Displays are very clear and informative.
- ii. The FLRS and Indian Organic Integrity Data Base is very good and informative.
- iii. Swasth Bharat Yatra is nice initiative taken by FSSAI.
- iv. RUCO is a good approach towards healthy India.



Queries of visitors being addressed

5. Conclusion:

Various business visitors and delegates from India and abroad, visited FSSAI Stall at BIOFACH NDIA,2018. The event provided an excellent opportunity to FSSAI to engage with diverse stakeholders from across the globe and apprising them about initiative taken with regards to Organic Foods. The platform was successfully utilized for developing strong engagements with stakeholders and for public awareness, as queries of FBOs were addressed by direct interaction with FSSAI officials at the stall. FSSAI's effort to make FBOs understand FLRS through online portal was highly appreciated by the visitors. The design, concept and information available and provided in the stall were also appreciated by visitors. Overall BIOFACH INDIA-2018 was a great platform where FSSAI showcased its work and initiatives to ensure food safety in India.

PHOTO GALLERY

