



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 Fi Hi India-2018

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30<sup>th</sup> August – 1<sup>st</sup> September, 2018  
India Expo Mart, Greater Noida

## 1. Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in FSSAI is participating in Fi (Food Ingredient India and Health ingredients (Fi India and Hi), 2018 from 30<sup>th</sup> August -1<sup>st</sup> September, 2018 at India Expo Mart, Greater Noida The fair was organized by UBM India. The event was inaugurated by Shri Umesh Kumar Jain, Join Director, FSSAI on 30<sup>th</sup> August, 2018. The key Features were:

- B2B event for the food and health ingredients, processing and packaging industry
- 200 exhibitors from around 15 countries
- 8000 visitors expected from across 50 countries.
- Exhibitor profile: food, health, natural ingredients and related technological innovations from across the globe.

Fi India supported FSSAI's nationwide movement to make India eat safer, healthier food and Promoted FSSAI's **Food Safety on Wheels &** display of **FSSAI Campaign Posters.**

## 1. Physical Description of the stall:

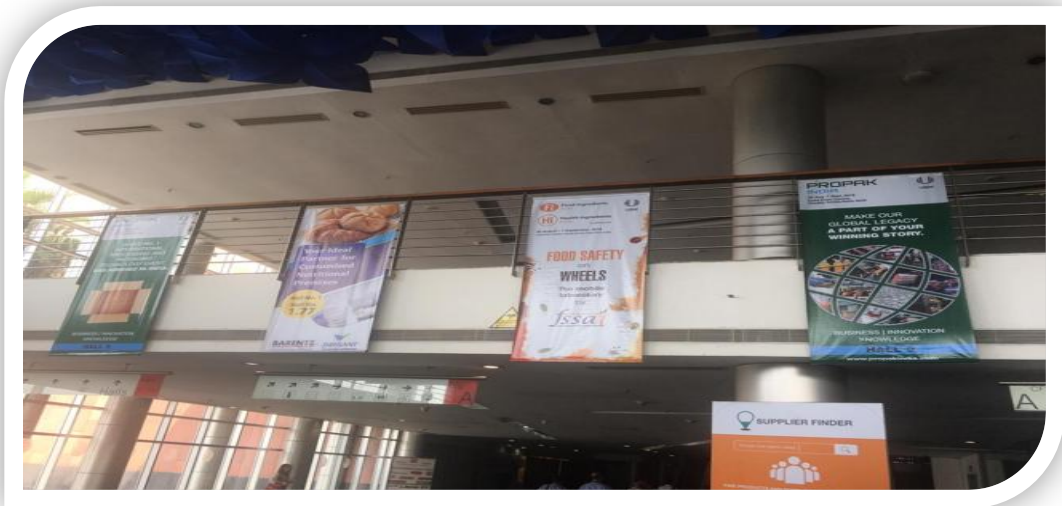
- I. The area of the stall of FSSAI was 24 sq. mtr., situated in the booth 5.132 in hall 5 at India Expo Mart, Greater Noida.



***FSSAI Stall***



***Food Safety on Wheels***



II. 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
- Connect with FSSAI
- One Nation One Food Law (FSSAI's presence in India)
- FOsTAC
- Eat Right



III. 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.



IV. Two 42" LCD screen was installed in the stall wherein following vedios were showcased:

- Movie of Sh. Raj Kumar Rao promoting Eat Right .
- Videos on Fortification
- Corporate movie of FSSAI.
- Vedio of Licensing and Registration

#### ***4. Distribution Material:***

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

- Procedure for Licensing & Registration
- Food Import Clearance System
- Safe & Nutritious Food
- Connect with FSSAI
- One Nation One Food Law (FSSAI's presence in India)
- Food Fortification
- FOsTAC
- Eat Right
- INFOLNET

#### ***5. 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 of various groups like Women, youngsters, School children, College Students etc. Visitors were made aware about following:

- Procedure and importance of licensing/registration for food businesses  
Queries of FBOs regarding Licensing/ Registration were addressed by FSSAI Officials deputed on stall. Audio Video developed regarding FLRS proved a n easy and interesting medium to convey the information.
- Sharing food safety concerns with FSSAI through various Consumer Connect channels.
- Food Safety on wheels and INFOLNET.
- FSSAI's presence in India
- Importance of food fortification to fight malnutrition and steps being taken by FSSAI in this respect.
- Eat right initiatives along with SNF Initiatives for citizen guidance & behaviour change to ensure consumption of safe and nutritious food.



*Queries of visitors being addressed.*

## **6. Conclusion:**

The exhibition provided an excellent opportunity to FSSAI to engage with these diverse stakeholders. 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 and consumers understand about FLRS, FICS and Consumer Connect was 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 Fi Hi India 2018 was a great platform where FSSAI showcased its work and initiatives to ensure food safety in India.

# PHOTO GALLERY

