Report on FSSAI’s participation in IHE-FOOD-2019

7th -10th August, 2019.
India Expo Centre and Mart,
Greater Noida
Introduction:

Food Safety and Standards Authority of India (FSSAI) participated India Exposition Mart Ltd. Requesting FSSAI for support and participation as Co-Partner in India International Hospitality Expo “IHE Food 2019” held at India Expo Centre and Mart, Greater Noida from 7th - 10th August, 2019.
The main focus of the event was on food hospitality food services Industries, innovations and latest technologies in food processing supply chain. A special “Heritage Pavilion” had been organized to focus India’s traditional foods and ingredients. Alongside the Expo, a Four Day conclave was held where topics of immense interest have been deliberated upon by industry experts and professionals from India and abroad.

*Launch of the 2nd edition of India International Hospitality Expo 2019*

The second edition of India International Hospitality Expo was inaugurated by Mr Chander Baljee, Managing Director, Royal orchid hotels and Mr Rakesh Kumar, Chairman India Exposition mart Ltd.

*FSSAI Participation :*

Since the event was on Food Hospitality most of the participators are from Restaurants, Hotels and food related other businesses across the country.

The four-day-long event will be a mix of trade discussions, conferences, gastronomic demonstrations, master-classes etc

FSSAI raised the awareness about the Food Safety and hygiene across the food chain system of Restaurant and hotels by putting up a stall and through its various creatives and IEC materials on Licence and Registration, Hygiene ratings, Training and Certification (FOSTAC), Eat Right Movement, Import Clearance System, RUOCO, Share Food Share Joy.
Stall description:

FSSAI had acquired the complimentary booth space of 27 SQM in the IHE Food Section to conduct any promotional or informative activity with the industry and to showcase basic concepts of food safety and hygiene, laboratory practices, nutrition, food fortification etc.

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 FSSAI and Fortification video were showcased.

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 Display Boards
- Food Fortification
- Infolnet
- RUCCO
- FoStaC
- Hygiene Rating
- Share Food Share Joy
- SafoMec
- Aj Se Thoda Kam
The key panels highlighted

- Look for Fortified products with added micronutrients
- Look for Food Safety Display Board
- Save Food, Share Food, Share Joy

Plan your meal
Buy what you need
Eat what you buy
Pack excess food

Feeding India (Pan India)
9871178810
No Food Waste (South India)
9087909877
India Food Banking Network (Pan India)
9450015674

Donate food when you can!
Hygiene Rating and Responsible Place to Eat Scheme

Hygiene Rating Scheme

- Encouraging restaurants to display good quality to consumers
- Encouraging citizens make informed choices

Key Requirements to Obtain Hygiene Rating:
1. Use PDSU Licensed Registration and follow schedule requirement
2.food safety inspection and get a certificate
3. Most food safety inspection score permanently displayed in the restaurant
4. Sufficient customer feedback comment

Responsible Place to Eat

- A unique online to encourage food businesses in promoting food safety, nutrition and bring behavior change among consumers and help them make informed choices.

How to Benefit:
1. Login and self-assessment
2. Submit assessment
3. Display certificate

For more information:
www.food.uidai.gov.in / www.saffo.mecc.gov.in

RuCo
Responsible Used Cooking Oil

Avoid reusing cooking oil.
Guard your health.

- Use vegetable oil for frying
- Avoid cooking oil from used
- Use frying oil for a single time
- Reuse cooking oil
- Avoid cooking oil
- Use different cooking oil

SaFo.MeC
Safe Food Micro-enterprise Cluster

SaFo.MeC aims at identifying rural and micro-enterprise clusters involved in production of safe products, assisting them in producing safe food and providing market linkage through organized retail chain for self-sufficiency of cluster.
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.
Key attractions:

1) Digital platforms at stall:

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
- Procedure to apply for Registration/State license/Central license

2) Selfie Wall:

Fun and interesting things always attract people and are a great way to convey the message. Keeping this in mind FSSAI stalled a photo booth with instant self email service. Large Number of people visited the stall and took the photo booth service with excitement.
FSSAI seminar:

Seminar on below topics was conducted and following FSSAI officials were appreciated for their presentation:

<table>
<thead>
<tr>
<th>Date</th>
<th>Seminar Topic</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>8.8.2019</td>
<td>FoSTaC, Hygiene Rating, RUCO, Share Food Share Joy</td>
<td>Ms. Malika Taneja AssistantDirector(IEC Division)</td>
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<tr>
<td>9.8.2019</td>
<td>Food Imports Clearance System, Food Licensing &amp; Registrati on System</td>
<td>Shri Parveen Jargar Joint Director (Regulatory Compliance), Shri Akhilesh Gupta ((Regulatory Compliance), Sh. Akhilesh Motawala AssistantDirector(Imports ),</td>
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Distribution Material:

The following leaflets/pamphlets/booklets were distributed to the visitors at the stall:
- Procedure for Licensing & Registration
- Food Import Clearance System
- Thoda Kam, tel, cheeni, namak
- Food Fortification
- FOsTAC
- Eat Right Campus
- Share Food Share Joy

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. The visitors discussion with the FSSAI official was on various sectors of FSSAI. Clarifications on all the aspects were addressed by our officials. The major concerns were on

- Eligibility and documents required for FSSAI license and registration
- Food Regulatory Compliance,
- Import Regulations,
- Hygiene Ratings
- FOSTAC Trainings
- Eat Right Campus
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

**Conclusion:**

Various visitors including students, chefs and delegates from hotels, restaurants and industries 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 and for public awareness.

FSSAI's effort to make FBOs and consumers understand about FLRS, FICS, Hygiene ratings and FOSTAC Trainings were 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 IHE-2019 was a great platform where FSSAI showcased its work and initiatives to ensure food safety in India.
PHOTO GALLERY