



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 “North East calling festival”

9th -10th September, 2017
August Kranti Lawn, India Gate, New Delhi

1. Introduction:

The two-day festival 'North East Calling', organized by the Ministry of Development of North Eastern Region (DoNER) began on 9th September in the lawns of India Gate aimed at promoting art, culture, heritage, cuisine, handicrafts, business and tourism of the seven sisters and Sikkim. The Union Minister of State (Independent Charge) of the Ministry of Development of North Eastern Region (DoNER), MoS PMO, Personnel, Public Grievances & Pensions, Atomic Energy and Space, Dr Jitendra Singh inaugurated the "North East Calling" festival on Saturday (September 09, 2017). The Cabinet Secretary Shri P. K. Sinha was the Chief Guest at the closing ceremony. The Secretary, Ministry of Information and Broadcasting Shri N K Sinha, Secretary, Ministry of DoNER Shri Naveen Verma and Secretary, Ministry of Tourism Smt. Rashmi Verma and other senior officers were also present. The two-day event included showcase of rich culture of North East, including Music Festival for bands of North-East, Cultural Night for Dances of North-East. The B2B conferences were also organised at the event.

2. FSSAI's participation in the event

Food Safety and Standards Authority of India (FSSAI) participated in "North-East Calling" on 9th and 10th September 2017 in New Delhi at August Kranti Lawn, India Gate and showcased consumer oriented initiatives thereby ensuring the trust of consumers by direct interaction.



2.1. Description of the stall:

I FSSAI was allotted approximate area 18 sq mtr.

II One 42" LED TV was installed and 4 Standees were displayed.

III Keeping in mind the visitor profile which was the General public at the event; FSSAI's stall was conceptualized by highlighting following initiatives with generic branding of fascia:

- Safe and Nutritious Food
- Food Safety on Wheels
- Safe water portal
- Food Smart Consumer

- Food Safety Display Board
- Fortification
- Team Sehat
- FoSTaC
- 360° Consumer Complaint Redressal Mechanism
- Safe Food on Track

fssai FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA
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360° Consumer Complaint Redressal Mechanism

www.fssai.gov.in

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FSSAI

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Toll-Free No.
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FOOD SAFETY ON WHEELS

Mobile Food Testing Laboratory

Strengthening the food testing infrastructure in India

- 24 tests on milk
- 9 tests on edible oil
- 17 tests on spices
- 11 on other foods

Tests to check for adulterants even in the far flung areas

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REGISTRATION REQUIRED FOR THE FOOD BUSINESS PERATOR

Every petty Food Business Operator shall register themselves with the Registering Authority by submitting an application along with a fee of Rs. 100/-

Filing of an Application in Form A with Fee Rs. 100/-

Unique Application Reference Number

Registering Authority (RA) may grant or reject registration with reasons to be recorded in writing within 7 days of receipt of an application for registration.

If granted → Food Business Operator may start the Business

If necessary, RA may issue a notice for inspection

Inspection is ordered within 7 days

If, Yes → Registration granted FBO may start the business

If, No →

Inspection is done within 30 days

If, No →

ONLINE PROCEDURE FOR LICENSING

Filing of Application

Unique Application Reference Number

Required additional information on incomplete Application

Unique Application ID

Inspection of premises after receiving application & issue inspection report

Grant of licence, if all formalities completed within 60 days

APPLICATION FORM B DOCUMENTS + FEE

If no response

No Inspection

If inspection report not processed

FBO May start the business after 60 days

Improvement Notice

No Improvement

Suspension

No Improvement

Cancellation

Fresh application after 90 days

Food Smart Consumer
Your Complete Guide to Food Safety

DON'T JUDGE A FOOD BY ITS PACKAGE. READ LABELS BEFORE BUYING.

expired

22% hidden sugar

13% less weight

Food labels carries the following information:

- Name of the Food
- List of Ingredients
- Nutritional Information
- Month & Year of Manufacturing
- Best Before/ Expiry Date
- Vegetarian or Non-Vegetarian

- Read carefully to know what you are consuming
- It helps you identify whether the food provides you sufficient nutrition or not
- Reading food labels can protect us from health risks

Food Smart Consumer
Your Complete Guide to Food Safety

Sirf "Smart" Nahi Bane "Food Smart"

LODGE THE GRIEVANCES

CONSUMER RIGHTS

INTERACTIVE QUIZ

WATER FORTAL

FOOD SAFETY CONNECT APP

GUIDE TO SMART BUYING

CLAIM BUSTERS

RESOURCE GALLERY

GUIDANCE NOTES

CONSUMER FEEDBACK/BLOG

Visit our website
www.foodsmart.fssai.gov.in

Consumer Rights

Claim Buster

Grievance Redressal

Food Fortification Resource Centre
www.fsrc.fssai.gov.in

Give your food the +F edge

Double Fortified with iron and iodine

Vitamin A & Vitamin D

Iron, Folic acid, Vitamin B12

Iron, Folic acid, Vitamin B12

Fortified Food provides vital micronutrients that can prevent Anaemia, Miscarriage, Birth defects and Maternal Death

Eat fortified food, Look for the +F logo on fortified food products

fostaC
Food Safety Training & Certification

Every Food Business is advised to have at least 1 trained & certified Food Safety Supervisor for every 25 food handlers in each premise.

Basic	Advance	Special
Street food vending	Retail & Distribution	Bakery, OIL
Retail & Distribution	Storage & Transport	Fish & seafood
Storage & Transport	Manufacturing	Packaged water
Catering, Manufacturing	Catering	Meat & Poultry
		Milk & Milk products

fostaC
Courses
Be a Food Safety Supervisor

Join the chain of change & get certified today!

Connect with **fssai** for any concerns when eating out

License/Registration Number

fssai License No. (Please Mention Your License no.) Restaurant

With Us You Will Get Safe Food We Follow These 12 Golden Rules

Hygiene Best Practices	Applicable Food Codes
1. Keep premise clean and have regular pest control	7. Wear clean clothing, uniform
2. Use potable water for food preparation	8. Wash hands before & after handling food and after using toilets, coughing, sneezing, etc.
3. Cook food thoroughly. Keep hot food above 60°C and cold food below 5°C	9. Use water good handling to store cuts of raw material
4. Store raw & cooked food in separate containers	10. Do not handle food when unwell
5. Store cold food below 5°C and frozen products at -18°C or below	11. Use clean and separate cutlery to serve warm and cold beverages
6. Use separate chopping boards, knives, etc. for raw, cooked & virgin raw food	12. Keep separate & covered dustbins for food waste

Call toll free 1800 112 100 or 9868686868

Download FSSAI APP

You can register your complaint through various channels Consumer Feedback

Look for Food Safety Display Board in Retail stores, Milk booths, Vegetable & Fruit retail, Meat shops, Restaurants, Street food vendors.

Your Guide for

Safe & Nutritious Food @School

Safe & Nutritious Food @Home

Easy Tests to do @ Home

GET YOUR COPY TODAY

Safe & Nutritious Food
A Shared Responsibility

www.snfportal.in

Safe & Nutritious Food (SNF)
A Way of Life

Build a new India, Healthy & Happy India

A 360° Approach to Food Safety & Healthy Nutrition

A Bouquet of Initiatives for Citizens Guidance and Behavioural Change to prevent food borne infections and diseases and for complete nutrition for citizens everywhere at all times.

safe water for healthy living

Is your packaged water safe ?

CHECK

“Safe Water Portal”

www.safewater.fssai.gov.in

BIS Certification Number OR FSSAI License Number

Consumer can validate test report of packaged drinking water /mineral water using FSSAI or BIS License No.

Access to clean & safe water prevents diseases and saves lives.

2.2. Distribution material

I. The following brochures/ leaflets were distributed to the visitors at the stall to make them aware about the initiatives:-

1. SNF: Share Responsibility
2. SNF @ Workplace
3. SNF @Home
4. Serve Safe (SNF)
5. FoSTaC
6. Safe Water Portal
7. Licensing/ Registration
8. DART
9. Pink Book
10. SNF @ School



II. Mugs with FSSAI branding were distributed to the visitors who participated in consumer engagement activities



2.3 Consumer Engagement Activity

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.

I Mascots: Master Sehat and Miss Sehat were engaged to spread the message of Safe and Nutritious Food by performing skits. While they were spreading the key message of SNF, right from kids to senior citizen no one missed their selfie moment while the Mascots took a tour of the event.



II SNF Quiz: FSSAI organised a quiz based on the Safe and Nutritious Food. It was a small attempt towards the awareness and educating the general public. Those, who qualified were awarded with souvenirs. Total more than 800 persons participated in the quiz.

3. Conclusion:

Participation of FSSAI in North East Calling festival seems to be a successful one. In the span of 2 days over 2000 people visited the stall. FSSAI utilized the platform successfully to highlight the initiatives of FSSAI and extend their outreach to general public. Overall North East Calling proved to be a great platform where FSSAI showcased its initiatives and new ventures in the field of Food & Nutrition.

Photo Gallery



