



FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA

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

North East Food Show, 2019,

**4th- 6th December, 2019,
Polo Ground, Shillong
Meghalaya**



1.0 Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in The First North East Food Show 2019 organized by Govt, of Meghalaya & SIAL Group, Paris, during 4th to 6th December, 2019 at Polo Grounds Shillong Meghalaya. A collaboration between the State Government of Meghalaya and SIAL Group, the world's largest food innovation network with over 50 years of global food innovation experience, the Northeast Food Show 2019 was one of Northeast India's biggest food innovation and food processing show. It is first of its kind show that is focussed on creating a "Global platform to Inspire Food Business" for the North Eastern part of the country.

FSSAI's participation in the event facilitated the food business entrepreneurs for a direct interaction and better understanding regarding the food laws, regulations, specific requirements and many other requirements under the purview of Food Safety and Standards Act 2006 and Regulations thereunder. The exhibition also provided FSSAI the opportunity to demonstrate with its social cause initiatives like Food Safety-Shared Responsibility, Eat Right India, Responsible Places to Drink etc. Meghalaya Chief Minister Shri. Conrad K Sangma also visited the FSSAI stall



2.0 Launch of North East Food Show 2019:

Meghalaya Chief Minister Shri. Conrad K Sangma inaugurated the 3 day exhibition in presence of Agriculture Minister Shri. Banteidor Lyngdoh and other officials. Speaking during the inaugural session, the CM said, the Northeast has a great potential and he hoped that the food festival would provide the right organisation, platform and network to farmers, entrepreneurs and all stakeholders in the food industry. The CM also launched the Meg Tea Factory, Upper Shillong, the website of the Directorate of Food Processing and the Meghalaya Plastic Free Challenge Bags on the occasion.



3.0 Session on 'Food Safety Session- Eat Right India Movement:

During the event, a session titled 'Food Safety Session – Shared Responsibility towards Eat Right India' (Powered by FSSAI and FIFI) was held. The session was moderated by Shri. Amit Lohani, Founder and Director, Forum of Indian Food Importers and the panellists included Ms. MalikaTaneja, Assistant Director, FSSAI New Delhi , Smt. D. B. S. Mukhim, Assistant Commissioner Food Safety, Meghalaya, Sri Pranjal Deka, Technical Officer, Food Safety and Standards Authority of India, North East Regional Office, Guwahati.

During the presentation Ms. Malika Taneja, Assistant Director, FSSAI, emphasized on the key roles played by FSSAI such as responsibility in relation to formulation of Standards, Rules and Regulations and of capacity building & Behaviour Change for all stakeholders. Smt. Taneja also highlighted various FSSAI initiatives under safe and nutritious food and Eat Right India such as FoSTaC, Cluster approach to eat safe, RUCO, Eat Right Campus, Hygiene Rating, Food Fortification, Jaivik Bharat etc.

During the Panel discussion topics such as labelling requirements of food products and how a food business can obtain the Jaivikbharat logo was explained.



4.0 CHIEF MINISTERS' CONCLAVE:

Union Minister of State for Youth Affairs & Sports Shri. Kiren Rijju and Union Minister of State for Food Processing Industries Shri. Rameswar Teli attended the Chief Ministers' Conclave of the North East Food Show 2019 as special guests on final day of the exhibition. The conclave was chaired by Chief Minister Shri. Conrad Sangma and was attended by the Chief Minister of Arunachal Pradesh PremaKhandu, Chief Minister of Tripura, Biplab Kumar Deb and Minister for Tourism, Civil Aviation, Commerce & Industry of Sikkim BS Pant.

Addressing the participants at the conclave, Shri Kiren Rijju said that food is the identity of the culture and civilization of North Eastern people. He also emphasized that food and food processing industries in the Northeast have potential to become a big part of economic growth.



4.1 FSSAI Participation:

FSSAI raised the awareness among the Food Business Operators (FBOs), Corporates and general masses by putting up a stall and through its various creatives and IEC materials on *Licence and Registration*, *Fortification*, *Hygiene ratings*, *Training and Certification (FOSTAC)*, *Eat Right Movement*, *Import Clearance System*, *RUCO*, *Share Food Share Joy*, *Indian Food laboratory Network (Infolnet)*, *Food Safety Display Board* etc.

4.2 Stall description:

- FSSAI had acquired the complimentary booth space of **36 sqm** to conduct promotional or informative activity with the industry and to showcase the FSSAI initiatives such as Eat Right India Movement, Share Food Share Joy, Repurposed Used Cooking Oil (RUC), Hygiene Rating etc. Also, information regarding FSSAI Licensing and Regulation, Import regulations and guidelines, Food Safety, Training and Certification (FoSTAC), and other relevant FSSAI initiatives were shared to the visitors by FSSAI Officials.
- 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 Eat Right India (AAJ Se ThodaKam), RUCO, Fortification.

- Two pairs of FSSAI mascots Miss Shehat&Mr.Shehat were also displayed at the stall which became natural attraction for students.

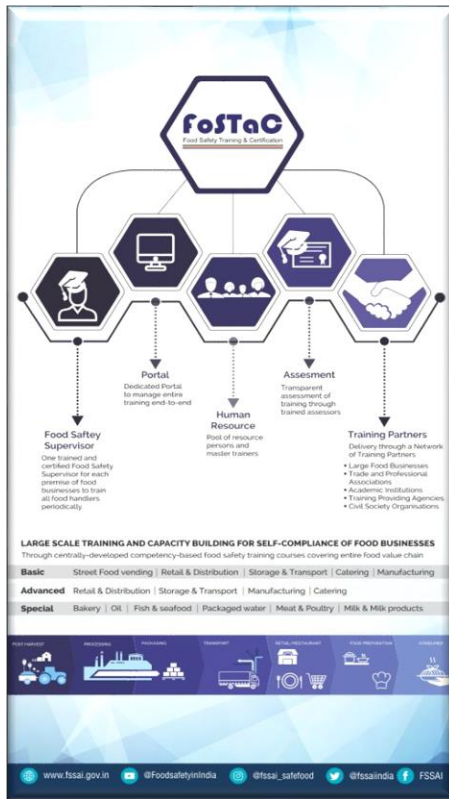
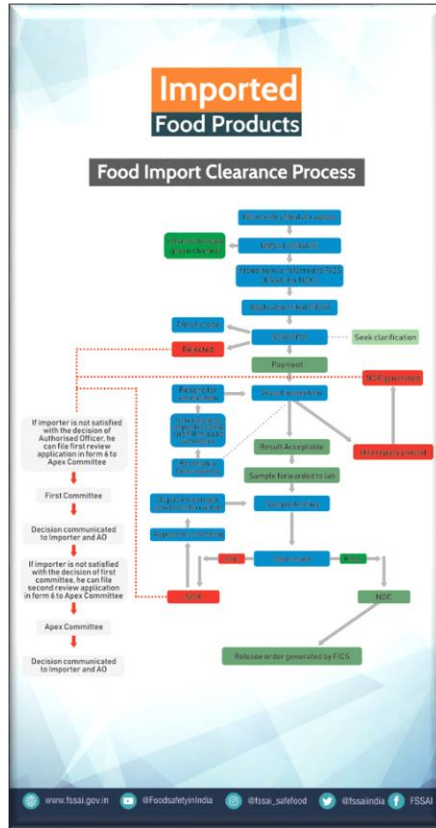
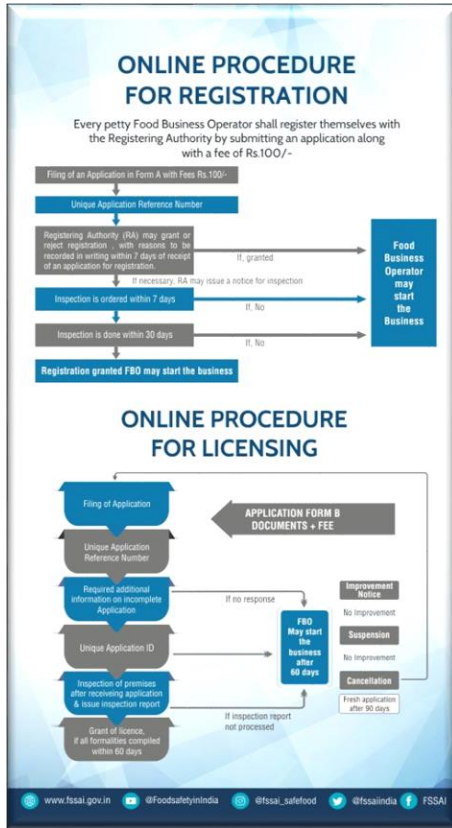


FSSAI Stall

- **4.3 The Key Panels highlighted:**

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
- FoStaC
- InFoLNet
- RUCO
- Share Food Share Joy
- Food Fortification
- Eat Right India
- AJ Se ThodaKam



www.eatrightindia.gov.in

#AajSeThodaKam #EatRightIndia

Reduce **Salt, Sugar & Fat** in your daily diet. Start from today!

EAT SAFE. EAT HEALTHY. EAT FORTIFIED

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Use vegetable oils for frying.

Ideally use cooking oil only once for frying.

Used frying oil can be filtered and reused once for making curries.

RUCO
— Repurpose Used Cooking Oil —

Avoid reusing cooking oil.
Guard your health.

Consume used frying oil within two days.

Fry at the lowest frying temperature. Oil should not give off smoke.

While frying, remove food particles frequently from the oil before they turn black.

Use a fryer or utensils made of material such as stainless steel for frying.

Avoid iron pans for frying to prevent unpleasant taste or odour.

www.fssai.gov.in/ruco

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Complimentary Cost-effective Sustainable Scalable Strategy to tackle major public health concerns

dekha kya ...

Look for Fortified products with added micronutrients

Vitamin A (Prevents night blindness)
Vitamin D (Strengthens bones)
Iron (Fights iron deficiency)
Iodine (Prevents goitre, thyroid and other disorders)
Folic Acid (Prevents neural tube defects)

Vitamin B12 (Prevents anaemia)

Food Fortification Resource Centre
Set up by FSSAI with Support from TATA TRUSTS

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Hygiene Rating and Responsible Place to Eat Scheme

Hygiene Rating Scheme

HYGIENE RATING

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

Key Requirements to Obtain Hygiene Ratings

- Have FSSAI License/ Registration and follow schedule 4 requirements.
- Train all food handlers and appoint a certified Food Safety Supervisor
- Must have Food Safety Display Boards prominently displayed in the premises
- Get food samples tested periodically

HYGIENE RATING

Very Good

Responsible Place to Eat

- A Unique scheme to encourage Food Businesses in promoting food safety, nutrition and bring behavioral change among consumers and help them make informed choices.

How to Enrol? Login and self-assess → Get Verified → Display certificate

For more information:
www.fssai.gov.in/serveSafe / serveSafe@fssai.gov.in

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Eat Right India

सही भोजन. बेहतर जीवन.



4.4 Key attractions:

- 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.



4.5 Distribution Material:

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

- Procedure for Licensing & Registration
- ThodaKam, tel, cheeni, namak

- Food Fortification
- FoSTAC
- Eat Right Campus
- Share Food Share Joy
- Hygiene rating
- Clean Street Food Hub
- Repurpose Used Cooking Oil (RUCO)



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. 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 Initiatives.





All the queries were attended with utmost attention by the FSSAI officials with pictures and explanation using pamphlets and display boards.

6. Conclusion:

Various visitors including the Chief Minister of Meghalaya along with his officials, foreign investors, 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, RUCO and Eat Right initiatives were highly 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 North East Food Show 2019 was a great platform where FSSAI showcased its work and initiatives to ensure food safety in India.