Report on FSSAI’s participation in AAHAR-2019

12th-16th March, 2019
Pragati Maidan, New Delhi
**Introduction:**

Food Safety and Standards Authority of India (FSSAI) participated in AAHAR International Food & Hospitality Fair, 2019. AAHAR is one of Asia’s best-renowned brands in Food and Hospitality shows.

AAHAR - International Food & Hospitality Fair is a flagship fair focussing on improving food standards in India. This event showcases products like Fresh Produce & Dairy Products, Confectionery, Chocolate, Desserts, Bakery Products & Ingredients Organic & Health Products, Frozen, Canned & Processed Products, Meat, Poultry & Sea Foods, Cheese & Fine Specialty Food, Snacks & Convenience Food, Food Ingredients, Additives and Preservatives Coffee & Tea, Syrups, Juices & Energy Drinks in the Food and Beverages industry.

The fair was hosted by the Indian Trade Promotion organization and India Trade Promotion Organization (ITPO) and Tamil Nadu Trade Promotion Organization (TNITPO) with the support of the Ministry of Food Processing Industries, APEDA, and apex industry associations like ARCHII, Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI), All India Food Processors Association (AIFPA), Food and Hospitality Support Association of India (FHSAI), Federation of Indian Food and Hospitality Industry (FIFHI) and Forum of Indian Food Importers (FIFI). The food fair covered two separate but concurrent exhibitions namely “Food India” covering Foods, Processed Foods, Food Processing & Beverages and “Hospitality India” covering Hotel & Restaurant equipment & Supplies. The 34th edition of AAHAR has witnessed 560 participants from India and abroad. The fair actively shared the latest consumer trends, concerns, new innovations and trade avenues.

The event was jointly inaugurated by Paban K Borthakur, chairman and managing director of the Agricultural and Processed Food Products Development Authority (APEDA) and Deepak Kumar, the executive director of ITPO.
**FSSAI Participation:**

- **Stall description:**

FSSAI had acquired the space of 30 sqm. 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
- Food Safety on Wheels
- Hygiene ratings
- FoStaC
- An initiative to Engage, Excite and Enable
- INFOLNET
- Quick Accesses
The key panels highlighted
Two 42" 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.
- **Theme:** The FSSAI stall was designed over the theme Eat Right India aimed to engage, excite and enable citizens to improve their health and well being. Inspired by Gandhiji's 3-wise monkeys embody the fundamental truth "sees no evil", "hear no evil" and "speak no evil", FSSAI displayed the 3 monkeys- “eat safe, “eat healthy” and “eat wisely” envisaging basics of food and nutrition to nudge citizens to adopt right eating habits in their lives.

- FSSAI also exhibited its initiatives innovatively through cubes displaying various logos and their objectives. Visitors were curious about the cubes. Many visitors took and flip the cubes and make various queries about the initiatives mentioned in the cubes.
Key attractions:

1) Live adulteration test:
The live demonstration of adulteration test based on the book “Detect Adulteration with Rapid Test (DART)” enlisting 41 easy tests that can be done at home was conducted to aware consumer about the common methodologies available for food adulterants generally found in India and the pocket size DART book were also distributed to the visitors.
2) Photo booth:

Fun and interesting things always attract people and is a great way to convey the message. Keeping this in mind FSSAI installed a photo booth with service of instant emailing and posting of the photo- tagging “FSSAI” to social media. Large no. of people visited the stall and took the photo booth service with excitement.

3) Mascot Activation:

'Master and Miss Sehat' delivered the message of safe and healthy food practices to the visitors especially kids.

4) 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.
**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
- Empowering consumers
- Safe and Nutritious Food (SNF)

**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,
- Alcoholic beverages and Organic License
- Resource person and Training of Trainees,
- Importance of Fortification of Food products
- Necessity of fortification in the present scenario
- Importance of FOSTAC training

All the queries were attended with utmost attention by the FSSAI officials with pictures and explanation using pamphlets and display boards. The queries and concerns mentioned by visitors in the visitor's note book during the event along with their contact / visiting cards were forwarded to Regulatory Compliance Division, FSSAI for taking necessary action.
Queries of visitors being addressed.

**Conclusion:**

Around 2500 business visitors and delegates 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 and Consumer Connect 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 AAHAR-2019 was a great platform where FSSAI showcased its work and initiatives to ensure food safety in India.
PHOTO GALLERY