Report on FSSAI’s participation in drink technology India 2017

26th -28th October, 2017
Pragati Maidan, New Delhi
1. **Introduction:**

Food Safety and Standards Authority of India (FSSAI) participated in the “drink technology India 2017” during 26th-28th October, 2017 at Pragati Maidan, New Delhi by putting up a stall in Hall No 11.

drink technology India is organized by Messe Muenchen India Pvt. Ltd for the Indian beverage, dairy and liquid food industry. The initiative is supported by VDMA-German engineering Federation.

2. **Physical Description of the stall:**

I. The area of the stall of FSSAI was 15 sq. mtr., situated at the upper floor in the Hall No. 11.

II. The following backlit panels were displayed in the stall keeping in mind the visitor and exhibitor profile of the fair:

- Procedure for Licensing
- Procedure for Registration
- Food Import Clearance System (FICS)
- Food Safety Display Boards
- Food Safety Training & Certification (FoSTaC)
- Food Fortification
III. Standees on “Consumer connect” and “Food Smart Consumer” were also kept in stall:

![FSSAI Standee](image1)

IV. A 42” LCD screen was installed in the stall wherein corporate movie of FSSAI and Fortification video were showcased.

![FSSAI Stall](image2)
4. Distribution Material:

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

1. Procedure of Licensing & Registration
2. Food Smart Consumer
3. Food Fortification
4. Safe & Nutritious Food-Share Responsibility
5. SNF@Eatout (Serve Safe)
6. SNF@Home
7. SNF@School
8. SNF@Workplace
9. Clean Street Food
10. Safe Water Portal

5. Seminar:

FSSAI also utilized the platform for educating the FBOs and visitors by organising a seminar on 2nd day of the exhibition. Keeping in view the visitor & exhibitor profile, the following sessions were delivered by FSSAI officials:

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<tr>
<th>Session</th>
<th>Topic</th>
<th>Speakers</th>
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<tbody>
<tr>
<td>I.</td>
<td>Procedure of Licensing and Registration</td>
<td>Ms Deepika Bansal, Technical Officer (RC)</td>
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<tr>
<td>II.</td>
<td>Packaging, Labelling &amp; Claims Regulation</td>
<td>Shri P. Karthikeyan, Assistant Director (Regulations/Codex)</td>
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<tr>
<td>III.</td>
<td>Food Import Clearance System (FICS)</td>
<td>Dr. Ajay Garg, Assistant Director (Imports)</td>
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The FSSAI’s seminar was highly appreciated by FBOs for delivering relevant information and addressing their queries on spot.
Invitation and promotion of FSSAI seminar by event organiser

FSSAI officials delivering sessions during seminar
6. **Conclusion:**

drink technology India 2017 hosted 212 exhibitors and 9,699 visitors from across the industry. The exhibition provided good platform for awareness and publicity of FSSAI. The platform was successfully utilized for public awareness as queries of Consumers and FBOs were addressed by direct interaction with FSSAI officials at the stall as well as during the seminar. The visitors were made aware about new initiatives launched by FSSAI. The design, concept and information available and provided in the stall were appreciated by various visitors who visited the stall. Overall dti-2017 was a great platform where FSSAI showcased its achievements, initiatives and new ventures in the field of Food & Nutrition.