Report on FSSAI’s participation in Indus Food

18th -19th January, 2018
India Expo Mart, Greater Noida
1. **Introduction:**

Food Safety and Standards Authority of India (FSSAI) participated in the “Indus Food” - a Global Food and Beverage RBSM held at India Exposition Mart, Greater Noida during 18th-19th January, 2018 by putting up a stall in Hall No 3. FSSAI was also an Associate Regulatory Authority for this event.

Trade Promotion Council of India (TPCI) and Department of Commerce, Ministry of Commerce and Industry, GoI organized “Indus Food” as an initiative to promote India as strong exporters of Food & Beverage (F&B) products to the world. The RBSM hosted F&B sector buyers from over 60 countries to transact and place orders to Indian exporters, dealing in agro commodities and value added products.

*Hon’ble Minister for Commerce and Industry, Sh. Suresh Prabhu inaugurated Indus Food*
Hon’ble Minister of Commerce released a book “Opportunities for Food Imports from India” during the inaugural session

2. Physical Description of the stall:

I. The area of the stall of FSSAI was 54 sq. mtr., situated in the Hall No. 3.

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

- Procedure for Licensing & Registration
- Domestic Food Products
- Imported Food Products
- Food Safety Training & Certification (FoSTaC)
- Food Fortification
- Trustworthy three-way partnership
- One Nation One Food Law (FSSAI’s presence in India)

QR code for each portal was also displayed on the respective panels so that visitor can directly access the relevant information.
III. A separate area was constructed as a VIP lounge wherein the visitor was given the facility to interact one on one with the officials of FSSAI in detail. The various initiatives of FSSAI were showcased in this lounge.
IV. A 42” LCD screen was installed in the stall wherein corporate movie of FSSAI and Fortification video were showcased.
4. Digital platforms at stall:

41. Multi-touch Screen

A multi-touch programme was installed wherein the user could access all the online portals of FSSAI along with other related information with just a touch.

4.2. VR:

A VR was showcased on journey of food from farm to fork wherein six stages of food journey were covered keeping in focus the safety & nutrition of food:

- Post harvest processing
- Manufacturing
- Storage & Transportation
- Retail & Distribution
- Catering
- Consumption by Consumers

4.3. Scrollers:

Two scrollers were installed at the stall; wherein FSSAI’s initiatives and messages about Food safety were displayed.

4.4. Digital Display Boards/publications in digital flip book format with the facility to email the ebooks of various initiatives of FSSAI
5. Distribution Material:
The following leaflets/pamphlets/booklets were distributed to the visitors at the stall:

1. Food Regulatory Environment
2. Procedure of Licensing & Registration
3. Food Smart Consumer
4. Food Fortification
5. Safe & Nutritious Food-Share Responsibility
6. SNF@Eatout (Serve Safe)
7. SNF@Home
8. SNF@Workplace
9. Clean Street Food
10. Pink Book
11. DART Book

6. Highlights of participation:
- Hon’ble Minister of Commerce, Sh. Suresh Prabhu visited FSSAI stall. CEO, FSSAI apprised him about the concept behind “One Nation, One Food Law”.

![Hon’ble Minister of Commerce visiting FSSAI stall](image1)

- Mr. Nitin Puri - Sr. President & Country Head of Yes Bank visited FSSAI stall and appreciated the initiatives taken by FSSAI

![CEO, FSSAI in conversation with Mr. Nitin Puri - Sr. President & Country Head of Yes Bank](image2)
Indus Food

FSSAI participated in India – Russia (CIS) Roundtable on 18th January, 2018. Sh. Kumar Anil, Advisor (Standards) represented FSSAI in the discussion.

6. **Conclusion:**

Indus Food provided a platform to Indian exporters to connect, network and explore new partnership with Global buyers. FSSAI’s participation increased the credibility of the event. Foreign delegates were apprised about the Indian food regulatory system. The platform was also successfully utilized for developing strong engagements with stakeholders and for public awareness, as queries of FBOs were addressed by direct interaction with FSSAI officials at the stall. FSSAI stall attracted many enthusiastic participants from India and abroad who had been actively participating in B2B sessions. The design, concept and information available and provided in the stall were appreciated by various visitors who visited the stall. Overall Indus Food was a great platform where FSSAI showcased its work, initiatives and new ventures in the field of Food Safety in India.
PHOTO GALLERY

[Images of people at an event with a map and a FSSAI sign]