Report on FSSAI’s participation in AAHAR-2018

23rd – 25th August, 2018
Chennai Trade Centre, Chennai
1. **Introduction:**

Food Safety and Standards Authority of India (FSSAI) participated in 34th AAHAR International Food & Hospitality Fair, 2018, one of Asia’s best known brands in food and hospitality shows at Chennai Trade Centre, Chennai.

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, Agricultural, and Processed Food Products Development Authority (APEDA) and other industry bodies during August 23rd – 25th August, 2018. 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 event was inaugurated by Shri. Kumar Jayant IAS, Principal secretary, co-operation, Food and consumer Protection Department, Government of Tamilnadu at 10.30 AM on 23rd August.

There were exhibits from different ministries, councils, Agro sectors and more than 80 leading companies which were visited by 12792 visitors from all sectors.
2. **Physical Description of the stall:**

The FSSAI stall was at Hangar number 3J. The FSSAI stall highlighted with the theme One Nation And One Food Law. The stall had backlit display panels which were the simple depictions that highlighted the system, features and benefits of FSSAI and its role with utmost attraction.

Every Display panel had bullet points showcasing the nut shell of every topic facilitating swift observation and perception for the audience.

Three spacious lounges were provided for the visitors to sit and interact with the FSSAI officials, with the pamphlets readily available on the tables.
I. 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
- Safe & Nutritious Food
- Food Safety Display Boards
- Connect with FSSAI
- One Nation One Food Law (FSSAI’s presence in India)
- Food Fortification
- Jaivik Bharat
- FOsTAC
- Eat Right
- Food Safety on Wheels
- INFOLNET
High intake of sugar is a risk factor for obesity and can lead to diabetes and other non-communicable diseases.

**The Eat Right Movement**

**AajBhiThokDekh Kam**

**Cheeni Kam**

1. Limit the intake of sugar and avoid sugary drinks.
2. Eat a balanced diet with fruits, vegetables, and whole grains.
3. Choose lean proteins like chicken, fish, and beans.
4. Limit the consumption of red meat and processed foods.
5. Include healthy fats like olive oil and nuts.
6. Drink plenty of water and limit sugary drinks.
7. Avoid sugary snacks and desserts.
8. Manage stress through physical activity and relaxation techniques.
9. Monitor blood glucose levels regularly.

**The Eat Right Movement**

**AajBhiThokDekh Kam**

**Namak Kam**

1. Reduce sodium intake.
2. Choose spices like turmeric and ginger.
3. Use herbs like coriander and mint.
4. Limit the use of salt and avoid processed foods.
5. Include whole grains like brown rice and quinoa.
6. Choose lean proteins like tofu and beans.
7. Drink plenty of water and limit sugary drinks.
8. Avoid sugary snacks and desserts.
9. Manage stress through physical activity and relaxation techniques.
10. Monitor blood pressure regularly.

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II. Three spacious lounges were provided for the visitors to sit and interact with the FSSAI officials, with the pamphlets readily available on the tables.
III. 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. Distribution Material:
The following leaflets/pamphlets/booklets were distributed to the visitors at the stall:-

- Procedure for Licensing & Registration
- Food Import Clearance System
- Safe & Nutritious Food
- Food Safety Display Boards
- Connect with FSSAI
- One Nation One Food Law (FSSAI’s presence in India)
- Food Fortification
- Jaivik Bharat
- FOsTAC
- Eat Right
- Food Safety on Wheels
- INFOLNET

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 average footfall of the stall was 1500 per day. 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 for FSSAI license
- Maximum Time for issue of license
- Documents for Licensing And Registration,
- Food Regulatory Compliance,
- Import Regulations,
State Registration And Licensing Procedures,
Organic Food Licensing,
Consumer Complaints Portal
Resource person and Training of Trainees,
Sensitisation and mobilisation
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. Further advertency of various initiatives of FSSAI such as its role in building a happy India by creating awareness by building policy framework to guide people by providing food safety and nutrition at work place, Schools, Home and Streets.

Queries of visitors being addressed.
6. **Conclusion:**

Around 4000 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-2018 was a great platform where FSSAI showcased its work and initiatives to ensure food safety in India.