Report on FSSAI’s participation in ‘Govt. Achievements & Schemes Expo’

27-28-29 July, 2018
Pragati Maidan, New Delhi
1. Introduction:


1.1 Govt. Achievements & Schemes Expo:

The 3 day exhibition was organized with focus on various welfare & development schemes of central and state governments and PSUs; Micro, Small and Medium Enterprises (MSMEs); Health and Family Welfare, Women and Child Development; Rural and Child Development; Development of Khadi, Village Industries & Handicrafts etc; Banks, Financial Institution, Pollution Control; Power & Energy Conservation; Insurance & Research Institutes; Warehousing & Technologies.

The expo provided a platform for all PSUs and the departments under governments at the centre, states and union territories to showcase their public welfare and developmental schemes and achievements. The expo also provided an interactive platform for various boards, autonomous bodies, corporations and PSUs such as ISRO, CSIR, NHAI, GSI etc. FSSAI also participated in the Govt. Achievements & Schemes Expo for the first time and showcased its initiatives taken recently in the field of Organic Foods, The Eat Right Movement,

1.2 Inaugural Session:

The expo was inaugurated by the Shri Madan Kaushik, Hon’ble Cabinet Minister, Govt. of U.K., on 27th July, 2018. While speaking on the occasion he said events such as this spread enlighten the people about various peoples’ welfare schemes of the government.
2. **Physical Description of the stall:**

FSSAI Stall was set up to showcase the initiatives undertaken for the welfare of public and spread awareness. The main focus was on generating awareness among the public, on improving their health and well-being by eating right by reducing the intake of salt, sugar, oil and by consuming Fortified Foods; on the benefits of organic products aiming at sustainable healthy life and how to acquire the Registration/Licence of existing and new operators for Foods including Organic Foods under FLRS and the use of Jaivik Bharat logo; testing of the food via Infolnet which is one stop virtual hub for transparent flow of laboratory information.
I. The area of the stall of FSSAI was 50 sq mtr, situated in the 7FGH hall at Pragati Maidan.

II. The following backlit panels were displayed in the stall:

1. **Guide to SNF portal**: An informative guide to ensure safe and nutritious food at school, home and workplace along with quick and simple tests at home- DART (Detect Adulteration with Rapid Tests)

2. **The Eat Right; Eat Safe; Eat Healthy**: Eating right is critical to maintain good health. It reduces mortality and healthcare costs, ensures less absenteeism from work and in school, leads to higher productivity and overall wellbeing. It rests on two pillars- eating safe and eating healthy.

3. Food Testing: Lab infrastructure across all states/UTs, is connected via a digital network called Infolnet. FSSAI has over 200 notified labs at 3 levels: Primary labs for testing food sample, Referal labs or appellute labs; National Reference Labs to develop and validate tests.
### III. Other Panels at the Stall

Panel describing the FSSAI’s large scale Training and Capacity Building for self-compliance of Food Businesses - FosTaC

Panel describing the ways through which consumer can connect with the FSSAI for any query or reporting any concerns.

Panel describing the online procedure of Registration and licensing for new and existing Food Business Operators.

Panel describing FSSAI’s bouquet of initiatives for citizens intended for social and behavioural change.
The newly launched “Eat Right Movement” of FSSAI aimed to engage, excite and enable citizens to improve their health and well being by reducing the consumption of High Salt, Sugar and Fat in the daily food.
IV. A LCD screen was installed in the stall wherein video regarding Jaivik Bharat, RajKumar Rao’s “Aaj se thoda kam” and FSSAI’s corporate video was showcased.

3. Distribution Material:

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

1. Pink Book
2. Yellow Book
3. DART Book
4. SNF@School
5. SNF@Workplace
6. Clean Street Food
7. Licencing/ Registration
8. 3 types of HFSS leaflets- Cheeni kam, namak kam, ghee- tel kam
9. Fortification
10. Jaivik Bharat
11. FosTac
4. **FSSAI’s presentation on Jaivik Bharat:**

Dr. S.C. Khurrana, Consultant FSSAI, gave a presentation on Jaivik Bharat initiative of FSSAI on 27th July, 2018 at the Farmers Workshop at the event. He explained about the NPOP, FSS (Organic Foods) Regulation, PGS-India, importance and use of “Jaivik Bharat” Logo for Organic Foods and the regulatory portal on Organic Food from India. The workshop was attended by various farmers as well other people who attended the exhibition.

5. **Mascots for Consumer Engagement:**

Master Sehat and Miss Sehat spread the message of Safe and Nutritious Food. Around 45 students of Dawn Convent School attended the event and interacted with the mascots. While they were spreading the key message of SNF, right from kids to senior citizen no one missed their selfie moment while the Mascots took a tour of the event.
6. **Highlights of the event**

Shri Madan Kaushik, Hon’ble Cabinet Minister, Govt. of U.K., attended FSSAI’s stall wherein he appreciated the efforts being made for consumer awareness at different spaces.

FSSAI Stall has been **awarded 1st Prize for “Excellent Achievements & Best Display”** in the Govt Achievements & Schemes Expo, 2018 organized by NNS Media at Pragati Maidan.

7. **Experience and Take away:**

FSSAI received an overwhelming response at the Stall. Certain issues were raised by the FBOs and Farmers which are as follows:

i. Regarding Registration/Licensing of existing and new Food Business Operators under FLRS
ii. Regarding the use of logo NPOP, PGS and 'Jaivik Bharat'
iii. Criteria for in-conversion organic food products
iv. Regarding the trainings under FosTac
v. Regarding testing parameters of different food products.
vi. Regarding SNF initiatives
8. Conclusion:

In the span of 3 days over 2000 people visited the stall and gained useful knowledge and information about various welfares schemes of government. The event provided an excellent opportunity to FSSAI to engage with Food Business Operators, Farmers and related government agencies and apprising them about initiatives undertaken. People showed the interest in “Eat Right Movement” and “Aaj se thoda kam” approach of FSSAI to reduce the consumption of High Salt, Sugar and Fat. Participation of FSSAI proved to be a successful effort to ensure that the initiatives taken by FSSAI, builds consumer confidence in Food.
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