



NATIONAL CONCLAVE ON INDIAN FOOD CULTURE

LET'S BRING THE GOODNESS BACK

21st August, 2017 at Silver Oak Hall, India Habitat Centre, New Delhi

Organised by

Food Safety and Standards Authority of India (FSSAI) and YES Global Institute-YES BANK

09:30 am - 10:00 am Registration

10:00 am -11:00 am Inaugural Session

10:00 am - 10:10 am Welcome Address and Opening Remarks by Shri Pawan Agarwal, CEO, FSSAI

10:10 am - 10:15 am Short Video Clip on 'Indian Food Culture'

10:15 am - 10:25 am Special Address by Ms. Preeti Sinha, Glocal Convenor, YES Global Institute

10:25 am - 10:35 am Special Address by Shri Ashish Bahuguna, Chairperson, FSSAI

10:35 am - 10:40 am Introduction to FOODCAST

10:40 am - 10:55 am Address by Smt. Radha Singh, Former Secretary, Ministry of Agriculture & Senior Strategic Advisor, YES Global Institute

10:55 am - 11:05 am Key Note Address by Shri Parag Gupta, Joint Secretary, Ministry of Food Processing Industries

11:05 am - 11:15 am Key Note Address by Chef Sanjeev Kapoor (Padma Shri Awardee, Celebrity Chef, Author and Co-Founder, Food Food Network)

11:15 am - 11:16 am Vote of Thanks

11:16 am - 11:30 am Tea Break



11:30 am - 12:25 pm PANEL DISCUSSION: 'What is Indian Food Culture?'

The discussion would focus on:

- Providing safe food for all
- Role of culinary soft-power for promoting Incredible India
- How traditional foods can help facilitate sustainable and community based development, and tourism

Proposed Panellists:

- Chef Manjit Singh Gill, Corporate Chef, ITC
- Chef Manu Chandra*, Director, Olive Cafes South Pvt. Ltd.
- Ms. Sudha Gopalakrishnan, Executive Director, Sahapedia
- Dr. Sunita Narain, Director General, Centre for Science & Environment
- Mr. Rohit Khattar, Chairman, Old World Hospitality Pvt. Ltd.

12:25 pm - 12:30 pm Short Video Clip on 'Nordic Food Manifesto: Lessons for India'

12:30 pm - 01:10 pm PANEL DISCUSSION: "International Initiatives for Promoting Regional Cuisines"

The discussion would focus on:

- Lessons from other countries for their efforts in promoting regional cuisines

Proposed Panellists:

- Mr. Alessandro De Masi, Commercial Counselor, Embassy of Italy to India.
- Mr. Juan Antonio Obregon Sanchez, Commercial & Agriculture Attaché, Economic & Commercial Office, Embassy of Spain to India.
- Mr. Gautam Bhattacharya, Minister Counsellor & Deputy Head of Mission, Embassy of Sweden, New Delhi



- Mr. Rodrigo Blanco Zamora, Director, ProMexico, SAARC Region
- Mr. Jasper Reid, Founder, International Market Management Ltd (IMM)
- Mr. Aman Nath, Founder & Chairman, Neemrana Hotels

01:10 pm - 02:00 pm Lunch and Networking

02:00 pm - 03:00 pm Breakout Sessions

Group A National Recipe Archives: Documentation and Archiving of Traditional Foods and Culture

Moderator: Chef Manjit Singh Gill

Group B Food Hubs: Promoting the Regional Flavours of India

Moderator: Mr. Mohit Balachandran

Group C Safe Food Street: Implementing Food Safety

Moderator: Mr. Sourish Bhattacharyya

Group D Food Festivals: Showcasing Local and Regional Cuisines

Moderator: Mr. Sachin Bansal

Group E Food Trails: Creating Trails and Itineraries for Domestic and International Tourists: to encourage Tourism. Providing Local Food Guides and Authentic Culinary Experiences

Moderator: Ms. Nidhi Bansal

03:00 pm – 03:30 pm Sharing of Experiences from States/Union Territories.

03:30 pm – 03:45 pm Tea Break



03:45 pm - 04:45 pm CEOs PANEL: 'Role of Food Industry in Promotion of Traditional Foods'

The discussion would focus on:

- Role of private sector in positioning traditional Indian food
- Indian food brands going global and global brands entering India
- Design and packaging

Proposed Panellists:

- Mr. Varun Berry, CEO, Britannia
- Mr. Neeraj Kakkar, CEO, Hector Beverages
- Mr. Sharad Sachdeva, CEO, Lite Bite Foods
- Mr. Puneet Jhahharia, CEO, CropConnect
- Mr. Deepinder Goyal, CEO, Zomato
- Mr. Manish Aggarwal, Director, Bikanerwala
- Mr. Nitin Puri, Senior President, Food and Agri Strategic Advisory and Research, YES BANK

04:45 pm - 05:30 pm Presentation of the Outcomes of the Breakout Sessions

05:30 pm - 06:00 pm **Closing Session**

- Remarks by Chief Guest (Shri Amitabh Kant, CEO, NITI Aayog)
- Summing Up and Way Forward by FSSAI, Ministry of Culture, Ministry of Tourism, and YES BANK