

Press Release

FSSAI to create platform to preserve India's rich culinary heritage that focus on safety, hygiene and wholesome food

New Delhi, Aug 21, 2017: India's rich food heritage deserves a dedicated platform and with this underlying philosophy, India's Food Authority has convened various stakeholders including Government bodies, food industry, celebrity chefs, food historians, columnists and bloggers. By bringing them all together, an effort has been made to create a systematic framework for preservation and promotion of India's culinary heritage and food culture and rediscover and perhaps revive of some of this rich and diverse heritage in a sustained manner and bring its 'goodness' back. More specifically it will focus on food safety, hygiene and wholesome food. As a significant step in this direction, Food Safety and Standards Authority of India in collaboration with YES Global Institute has organized a National Conclave on "*Indian Food Culture featuring the theme - Let's bring the goodness back*".

Inaugurated by Shri Sanjeev Kapoor (Padma Shri and Celebrity Chef), the national conclave was well structured with thematic discourses, presentations and panel discussions with eminent and thoughtful opinion leaders on sharing international initiatives for promoting our regional cuisines, documenting and archiving of traditional foods and culture, implementing food safety aspects, providing local food guides and authentic culinary experiences and finally the role of food industry towards promotion of traditional foods in our country.

A systematic framework is being co-created in association with a cross section of stakeholders for a robust ecosystem of traditional food culture in India with immediate focus on five important pillars including:

- **National Recipe Archive:** A dedicated online portal 'FOODCAST' designed to preserve, restore and disseminate traditional recipes of our culinary heritage with special emphasis on seasonality and natural goodness. States will participate and enrich this database and repository for a holistic representation
- **Food Hubs:** Strategically located food outlets run by local food vendors that can offer a complete regional cultural experience encompassing food trails, local cultural elements and signature cuisine of the region demonstrating Indian diversity
- **Food Streets:** Every city has a food street which is unique in its local signature flavor. Developing 'safe' food streets whilst retaining all the charm of the local culture through training and capability building at the local level and awarding certification of recognition
- **Food Festivals:** Celebrating the specialties of the region or the state to promote and preserve the culinary signature. Develop a calendar of regional and occasion based food festivals to culminate

in an annual National level festival which is awarded and rewarded to showcase India's food diversity

- **Food Trails:** Storytelling to capture the history and origin of our numerous cuisines best captured whilst walking the street and experiencing the journey of aromas and flavors while the food transformation unfolds

While addressing the press conference, Pawan Agarwal, CEO, FSSAI said, *"Local Indian food is amongst the best and most diverse in the world and there is a real need to promote and savour our rich culinary heritage, irrespective of any physical boundaries. India's rich food heritage deserves a unique platform and this conclave attempts to combine various fragmented efforts in this field towards a common ground as to collectively promote and position India's traditional creative and culinary knowledge soft power worldwide."*

Association with FSSAI for this conclave is part of YES BANK - YES Global Institute's ongoing commitment to preserve and promote the diverse food culture of India. Mr. Rana Kapoor, MD & CEO, YES BANK and Chairman, YES Global Institute, said, *"YES Global Institute is proud to be associated with The National Conclave on Indian Food Culture. This is a pioneering platform to encourage chefs, culinary entrepreneurs, food safety and policy experts and tourism professionals to work together to preserve and promote India's rich culinary heritage. We believe that India's traditional creative and culinary knowledge soft power can become a strong pillar of Brand India."*

As part of this initiative, a Knowledge Report collating all the data and key insights presented during the conclave would be created which will be instrumental in catalyzing preservation and promotion of India's culinary heritage and tourism. Eventually a Digital Platform would be created to support and facilitate development of a robust ecosystem for India's food culture and bring back its goodness.

The conclave witnessed stellar participation from senior officials from the central ministries of tourism and culture, state government officials from tourism, culture and food safety, various key organizations including Shri Ashish Bahuguna, Chairperson, FSSAI, Dr. Sunita Narain, Director-General, Centre for Science and Environment; Mr. Gautam Bhattacharya, Deputy Head of Mission - Embassy of Sweden; amongst other dignitaries with amicable support from several food thinkers/ strategists, writers/ food-bloggers, leading chefs, restaurateurs, hoteliers and entrepreneurs.

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