AAHAR-2016

15th -19th March, 2016
Pragati Maidan, New Delhi
1. Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in the 31st Aahar International Food & Hospitality Fair, 2016 at Pragati Maidan, New Delhi by putting up a stall.

The fair was organized by India Trade Promotion Organization (ITPO) during March 15-19, 2016. 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 FSSAI stall was inaugurated by Shri Ashish Bahuguna, Chairperson FSSAI in the presence of Mr. Pawan Agarwal, CEO, FSSAI, Mr. BK Dubey, Director, FSSAI, representatives of associations from FICCI and AIFPA.
2. Description of the stall:

The area of the stall of FSSAI was approximately 60sqm, situated at the first floor in Hall No. 18. Posters on different topics were displayed on the wall of the stall. A 52” LCD screen was installed at reception counter of the stall wherein different messages on food safety and videos related food adulteration were running. Two touch screens were also installed for dissemination of online applications of FSSAI and Mobile App respectively.
The following posters were displayed in the stall of the FSSAI:

1. FSSAI- committed to safe food for Healthy & Happy India
2. Food Labels
3. Online Procedure for Licensing
4. Online Procedure for Registration
5. Import Regulations
6. Codex- India
7. Standards and Policies on Health Goals for India
8. Protecting and Promoting Food Health
9. Project Clean street food
10. Capacity Building of Food Handlers- Project Clean street food
11. A paradigm shift in food Control
12. Challenges...Way Forward
13. FSSAI App
STANDARDS AND POLICIES ON HEALTH GOALS FOR INDIA

- The Food Authority takes into account several factors including international best practices while setting standards under provisions of the Food Safety and Standards Act, 2006.
- General standards that apply to all food as well as over 100 product standards are available on the FSSAI website and are constantly being revised or amended.
- The safety requirement of food products with respect to metal contaminants, pesticide and veterinary drugs residues, toxins and microbiological contamination have also been specified by the Food Authority.

PROTECTING AND PROMOTING FOOD HEALTH

- The Food Safety and Standards Authority of India and the State Food Safety Commissioners are responsible for the enforcement of the FSS Act, 2006.
- More than 34 lakh food business operators are licensed and registered till January 2016.
- As per FSS Act, it is mandatory for Food Business Operators to acquire registration or licence from FSSAI before commencing Food Business.
- Food Business Operators falling under the Acts/Order mentioned in Schedule 2 of the FSS Act, 2006 must be licensed/registered on or before 4th May 2016.
- All packaged food is required to carry FSSAI registration/license number with logo as per regulation 2.2.1 (7) of the FSS (Packaging and Labelling) Regulations, 2011.
- All Food Business Establishments are required to display FSSAI licenses/registration at prominent places in their premises as per regulations 2.1.1 . (5) and 2.1.4 (6) of the FSS (Licensing & Registration of Food Businesses) Regulations, 2011.

PROJECT CLEAN STREET FOOD

Project: Clean Street Food has been conceived by the Food Safety and Standards Authority of India (FSSAI) to enhance the popularity of safe and wholesome street food by transforming it into a global brand.

Under this project, street food vendors will get trained in aspects of safe and wholesome food and hygiene practices to improve the quality of their offerings. The Project will change the lives of millions of Indians, boost the country’s economic development and lead to rediscovery of India’s rich tradition of street food.

CAPACITY BUILDING OF FOOD HANDLERS - PROJECT CLEAN STREET FOOD

- Food Safety Ecosystem Partners
- Skill Training Ecosystem Partners

- National Mission on Food camps
- Partnership
- Awareness
- Strategic Partners
- Training Partners
- Equipment Partner
- Distribution Partner
- Finance Partner
The following leaflets/pamphlets/booklets were distributed to the visitors at the stall:

1. Registration
2. Licensing
3. Adulteration in milk & milk product
4. FSSAI corporate brochure
5. Project Clean Street Food brochure
3. Experience & Take away:

The FSSAI stall was attended by a large number of visitors 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 150-250 per day.

It was a good opportunity to have a first-hand account from the visitors. Accordingly during the first day a quick survey was conducted to ascertain the nature of visitors and their queries being raised to FSSAI officials at the stall. The survey was conducted in the second half of 15th March. Out of over a 150 visitors, 58 responded to the survey. The summary of this survey is as under:

A. Nature of visitors:
Majority of the visitors to the stall were Food Manufacturers (64%) which was followed by Food importers (20%). Around 10 % visitors belonged to new established businesses or aspiring food business operators.

B. Type of Queries
Broadly the quires which were asked at the stall related to following 7 areas:
1. Imports
2. Licensing
3. Registration
4. Standards / Regulations
5. Labeling
6. Packaging
7. Product Approval / Proprietary Foods
It is evident from the chart that majority of queries were around Licensing (53%) and Labeling (14%).

4. Conclusion:-

Participation of FSSAI in AAHAR-2016 seems to be a successful one. In the span of 5 days over 1000 people visited the stall. The food fair gave a wide publicity and branding to FSSAI and was also very helpful to Food Business Operators as several queries raised by them were clarified on the spot. The design, concept and information available and provided in the stall were appreciated by various visitors who attended the stall.

The guidance of Chief Executive Officer, FSSAI, the co-ordination of Sh. Subodh Kumar Sudhakar, Assistant Director (IEC), Ms Manpreet Kour, Technical Officer (IEC), Ms. Ridhi Sood, Technical Officer (IEC), Sh. Ashwani Kumar, Data Entry Operator (IEC), Federation Of Indian Chambers of Commerce and Industry (FICCI) and the contribution of the Officials deputed at the stall made FSSAI’s participation in the fair a successful one.