

Report on FSSAI's Participation In AAHAR-2024

7th - 11th March, 2024

Pragati Maidan, New Delhi

Introduction

Food Safety and Standards Authority of India (FSSAI) participated in AAHAR-International Food & Hospitality Fair, 2024. AAHAR – International Food and Hospitality Fair is a flagship fair embarking on inculcating ideal food standards in India.

Over time, AAHAR has expanded to become one of the largest B2B platforms in Asia for the Food & Hospitality industry, drawing in vendors from around the world as well as professionals involved in sourcing. Known for its opportunities for networking, matchmaking services, pre-arranged meetings, and as a stage for launching new products, AAHAR represents the epitome of culinary excellence and professional networking in the business realm.

The fair covering area of more than 1,10,000 sq. mtrs. demonstrated the capability of food operators who are engaged production of items such as dairy products, poultry, confectionary, canned food, nutraceuticals, plant based meats, additives, preservatives as well as beverages such as tea, coffee and energy drinks. AAHAR witnessed placements of orders from hotel/hospitality industry specialists, caterers, restaurant managers/owners and whole scale distributors. The fair attracted senior management professionals as well which include CEOs, Managing Directors and Vice Presidents. To embrace the culture of innovation, AAHAR earmarked limited area for start-ups as well to provide them a platform for sharing their novelty with the hospitality industry stakeholders.

The 38th Edition of the AAHAR International Food & Hospitality Fair was hosted by the India Trade Promotion Organization (ITPO), the premier trade promotion enterprise of the Ministry of Commerce & Industry, Government of India in collaboration with the Ministry of Food Processing Industries and the Agricultural and Processed Food Products Export Development Authority (APEDA) from 7th to 11th March, 2024 at Bharat Mandapam, Pragati Maidan, New Delhi.



The banner for the 38th AAHAR International Food & Hospitality Fair features a vibrant orange and green color scheme. It includes the following text and graphics:

- Organiser:** ITPO (India Trade Promotion Organization)
- 38th AAHAR™**
- THE INTERNATIONAL FOOD & HOSPITALITY FAIR**
- March 7 - 11 2024**
- Bharat Mandapam, Pragati Maidan, New Delhi**
- B2B Event**
- email: technicalsupport@itpo.gov.in**
- Product Categories:** Food Products & Beverages, Hospitality and Décor Solutions, F&B Equipment (Processing, Packaging, Technology), and Allied Sectors.

FSSAI Participation

Since its establishment in 2008, The Food Safety and Standards Authority of India (FSSAI) played a crucial role in ensuring the safety and quality of food products consumed by millions of people across the country. Its participation in AAHAR was not just beneficial but also essential for promoting food safety, ensuring regulatory compliance and inculcating education and awareness about food safety including hygiene practices, food labeling, packaging regulations, and the importance of maintaining quality standards.

➤ **Stall description:**

FSSAI had acquired the space of around 12 sqm at the stall no. 4G-08D at stall 4GF. An LED screen measuring 42” was installed, featuring presentations such as a corporate film and various ad campaigns under FSSAI. The stall had display panels which exhibited posters related to various FSSAI initiatives in a comprehensive manner which included:

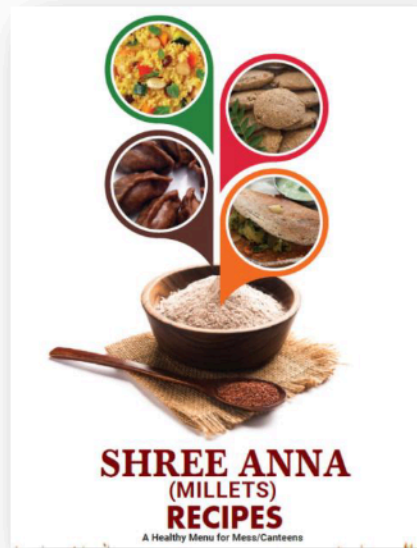
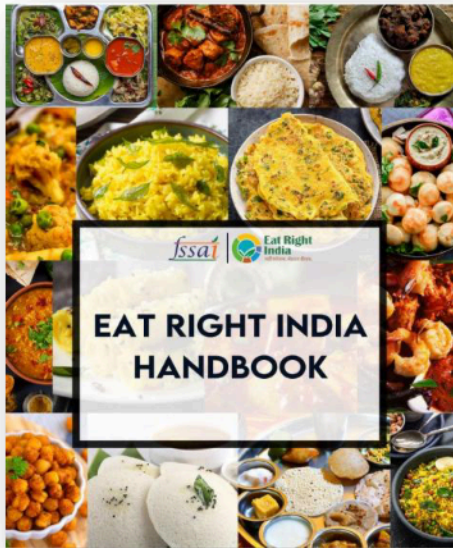
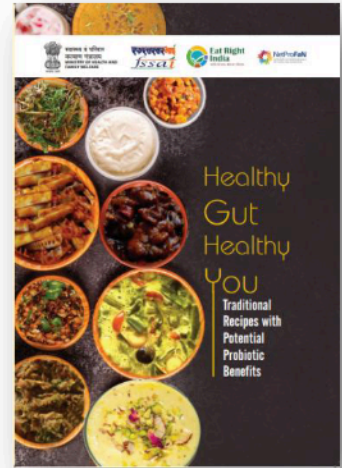
- The three Pillars of the Eat Right India Movement: Eat Safe, Eat Healthy and Eat Sustainable
- Food Import Clearance Process which aims to educate the stakeholders with regards to the process involved in clearance of imported products using a comprehensive flowchart.
- FosCos elaborated the process for registration for the food business operators.
- FosTac (Food Safety Training and Certification) flyers via demonstrating the steps involved in FosTac registration reinforces the need to disseminate information regarding the Food Safety & Standards Act, Rules and Regulations amongst the food business operators.
- Fortification and its significance in catering to nutritional needs of the people.
- Reduction of Fat, Salt and Sugar with the hashtag #AajSeThodaKam to promote healthy eating practices among consumers.
- The panels showcasing the three pillars of Eat Right India and Trans fat free posters also included a QR code to enable the visitors to download books/content.



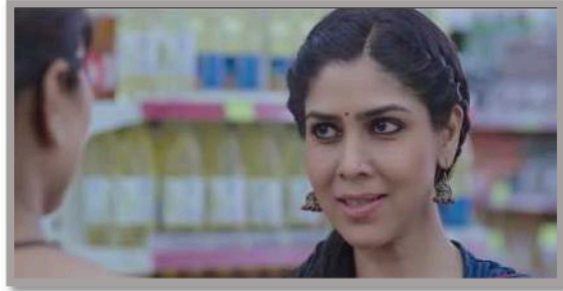
FSSAI stall

➤ **Material for Display:**

The following materials/books were kept for display:



One 42” LED TV displaying videos of various FSSAI initiatives were shown which included the corporate film of FSSAI and “Aaj Se Thoda Kam” and Fortification ad campaigns starring Rajkumar Rao and Sakshi Tanwar as brand ambassadors respectively. The video content was also a cause of attract for many. The ad campaigns are also available on YouTube.



'+F' Fortified Food, featuring Sakshi Tanwar aims to raise awareness amongst consumers to engage in informed decision-making while purchasing packaged foods and look for the '+F' symbol which signifies Fortified food. [Click Here for the Video](#)



“Aaj Se Thoda Kam” ad campaign featuring Rajkumar Rao aims to promote healthy eating practices amongst consumers by advising to gradually reduce the intake of salt and sugar in their diet. [Click Here for the Video](#)



A corporate film that celebrates FSSAI'S years of commitment to Food Safety and Nutrition in India. [Click Here for the Video](#)

➤ The following leaflets/pamphlets/booklets were available for distribution:

FoST**a**C****
Food Safety Training & Certification

Food Safety Training and Certification (FoSTaC) is a large scale training programme of Food Safety and Standards Authority of India (FSSAI) with the aim to spread awareness and awareness on Food Safety & Standards Act, Rules and Regulations among food business operators.

Courses
4-12 hours duration

- Basic 7 courses
- Advanced 10 courses
- Awareness 2 courses

• In house and classroom training classes • E-Learn (Online/Offline) for employees of single FBOs

Food Safety Supervisor (FSS)
Food Safety Supervisor course is organized by the Food Business Operator and he/she must have a minimum qualification of holding a diploma in the food safety and quality assurance for food handling.

Stakeholders

- Beneficiaries (FBOs)**
Conducts and monitors FoSTaC training on the FSSAI.
- Trainers/Instructors**
Selected by FSSAI through Training of Trainers programme. Trainers train the FSS.
- Fooding Partners**
Governmental agencies/organizations for food safety programmes.

FoS**T**a**C** has helped more than 10 lakh business owners to improve FSSAI skills. For more information visit: <https://fssai.gov.in/fofstac>

FoSC**oS**
Food Safety Compliance

ONLINE PROCEDURE FOR REGISTRATION
Every petty Food Business Operator shall register themselves with the Licensing Authority by submitting an application along with a Fee of Rs.25,000/-.

ONLINE PROCEDURE FOR LICENSING

Whereas, under the provisions of the Food Safety and Standards Act, 2006 (FSSAI Act), the Food Safety and Standards Authority of India (FSSAI) is empowered to regulate the food safety and quality of food products, and to issue licenses to the Food Business Operators (FBOs) for the sale and supply of food products.

AVAILABILITY OF GUIDANCE DOCUMENTS
Visit the following link for more information: <https://www.fssai.gov.in>

+F FORTIFIED

Standards and labeling regulations for the fortified staples and processed foods

Key for easy identification of foods fortified in our staple foods

Labeling Regulations for fortified foods

Scientific Panel on Nutrition and Fortification

Delivered by **Eat Right India** at FSSAI

Advisory Committee: Technical Support, Assessment, Training and Capacity Building, Monitoring and Evaluation

Stakeholders

- Ministry of Health and Family Welfare
- Ministry of Food Processing Industries
- Ministry of Agriculture
- Ministry of Consumer Affairs, Public Relations, Public Hearing
- Ministry of Skill Development and Entrepreneurship
- Ministry of Education
- Ministry of Women and Child Development
- Ministry of Labour and Employment
- Ministry of Information and Public Relations
- Ministry of Statistics and Programme Implementation
- Ministry of Chemicals and Fertilizers
- Ministry of Textiles
- Ministry of Industries, Promotions and Commerce
- Ministry of Power, Coal and New Renewable Energy
- Ministry of Transport, Road Safety and Highways
- Ministry of Environment, Forest and Climate Change
- Ministry of Housing and Urban Affairs
- Ministry of Social Justice and Empowerment
- Ministry of Health and Family Welfare
- Ministry of Food Processing Industries
- Ministry of Agriculture
- Ministry of Consumer Affairs, Public Relations, Public Hearing
- Ministry of Skill Development and Entrepreneurship
- Ministry of Education
- Ministry of Women and Child Development
- Ministry of Labour and Employment
- Ministry of Information and Public Relations
- Ministry of Statistics and Programme Implementation
- Ministry of Chemicals and Fertilizers
- Ministry of Textiles
- Ministry of Industries, Promotions and Commerce
- Ministry of Power, Coal and New Renewable Energy
- Ministry of Transport, Road Safety and Highways
- Ministry of Environment, Forest and Climate Change
- Ministry of Housing and Urban Affairs
- Ministry of Social Justice and Empowerment

Experience and Take away:

The FSSAI booth attracted a significant crowd, comprising Food Business Operators from diverse regions across the country and abroad, as well as importers and consumers from various demographics such as women, youth, and college students. Visitors engaged in discussions with FSSAI officials covering a range of sectors within the organization. Our officials provided clarifications on all aspects raised during these discussions, with particular emphasis on addressing major concerns.

- Food Regulatory Compliance
- Import Regulations
- Eligibility and documents required for FSSAI and registration
- Resource persons and training with respect to food handling
- Importance to Fortification of Food Products
- Access to knowledge resources on FSSAI website
- Queries regarding renewal of FSSAI license

The FSSAI officials dedicated their full attention to addressing all queries, providing visual aids such as pictures, pamphlets, and display boards for explanations. Visitors were also informed about the appropriate channels to reach out in case of further inquiries.



Queries of visitors being addressed by FSSAI Officials.

WAY FORWARD

Approximately 5000 business visitors and delegates graced the FSSAI stall, offering a valuable platform for the organization to engage with a diverse array of stakeholders. This arena was adeptly leveraged by FSSAI to foster robust connections with stakeholders and heighten public awareness. The stall's design, concept, and information dissemination were met with admiration from numerous attendees. Such events aid in achieving the following outcomes:

- Generate awareness about the aims and objectives of FSSAI.
- Sensitize the new stakeholders in the food industry about food safety rules and regulations.
- Engage new FBOs and start-ups and instill a spirit in them to innovate and contribute their expertise to the cause of FSSAI.
- Queries of importers regarding procedural concerns were addressed as a means to promote ease of doing business.
- The fair provided a platform for further outreach of Eat Right India initiatives.

In essence, AAHAR-2024 emerged as a stellar showcase for FSSAI's tireless efforts and initiatives in ensuring food safety across India and participation in such events and platforms should be encouraged to achieve the vision of this esteemed organization.



A glimpse of FSSAI officials at the designated stall.