



**Eat Right  
India**

सही भोजन. बेहतर जीवन.

Report on FSSAI's Participation In  
Annapoorna Inter Food 2024  
5th - 7th June, 2024  
India International Convention & Expo  
Centre (IICC), New Delhi



## Introduction

Food Safety and Standards Authority of India (FSSAI) participated in Annapoorna Inter Food 2024 organised jointly by Federation of Indian Chambers of Commerce & Industry (FICCI) and VA Exhibitions Pvt. Ltd. Inter FoodTech 2024 was also collated with Annapoorna Inter Food 2024. It was organized from June 5 2024 to June 7 2024, at India International Convention & Expo Centre (IICC), Dwarka, New Delhi.

Annapoorna Inter Food 2024 is a comprehensive exhibition of food & beverage industry. The first edition of Annapoorna was started in 2006 by Federation of Indian Chambers of Commerce and Industry (FICCI).

The primary goal of organizing the event is to showcase India as an enticing investment destination for the food processing sector and to facilitate a unified platform for buyers and sellers to foster both domestic and international trade. Additionally, the event aimed to introduce global best practices to the sector and provide Indian manufacturers with opportunities to expand their exports worldwide. This exhibition goes beyond mere product displays; it features presentations, workshops, and demonstrations by chefs, nutritionists, and food experts, offering a comprehensive educational experience.

Annapoorna Inter Food specifically highlights a wide array of international food items alongside products from Indian food and beverage manufacturers. Attendees have the opportunity to explore a diverse range of products, savour unique flavours, and gain insights into the global food market trends.

The previous edition of Annapoorna, held in Mumbai from September 14th to 16th, 2022 highlighted its importance in India's rapidly growing food and beverage market. The event attracted over 19,000 trade visitors, including prominent buyers from India's leading trading companies and hotel chains, who seized the opportunity to gather valuable insights and place significant orders. With participation from 300+ exhibitors representing more than 25 countries, the event showcased a diverse array of products and services tailored to the needs of the trade, catering, food service, and hotel industries.

At Annapoorna Inter Food Exhibition, New Delhi edition, food and beverage manufacturing companies converged to present their latest offerings. It served as a crucial platform for food retailers, traders, hotels, restaurants, and other industry professionals to discover new products and forge connections.

The fair covered area of more than 3500 sq mtrs (by Inter Food Tech 2024 and Annapoorna Inter Food 2024 combined) at the India International Convention & Expo Centre (IICC), Dwarka, New Delhi. Annapoorna Inter Food alone spread across the area of 1500 square metres. It had 120 exhibitors from the below mentioned areas:

- Fruits & Vegetables
- Dry Fruits / Nut
- Spices & Condiments
- Meat, Poultry & Seafood

- Bakery / Biscuits
- Chocolate
- Confectionary
- Snacks & Namkeen
- Dairy Products
- Ready-to-eat / Ready-to-cook
- Frozen Foods
- Organic Food
- Health, Nutraceuticals & Wellness
- Tea & Coffee
- Food & Beverage Importer
- Trade Promotion Bodies
- Trade Associations
- Central & State Govt. Depts.

The three-day event saw a footfall of 7000 visitors.



June 5 – 7 2024

India International Convention & Expo Centre (IICC)  
New Delhi

### **FSSAI Participation:**

FSSAI set up a stall at Annapoorna Inter Food and utilized the platform for dissemination of information and to educate general public and FBOs about the different initiatives of FSSAI like Eat Right initiatives, licensing, registration, imports, organic food, FoSTaC training etc. Along with this, the team of FSSAI also dealt with the queries of FBOs and general public.

### **FSSAI Stall:**

Booth space measuring 36 square metre was acquired for participation in the Annapoorna Inter Food 2024 for conducting promotional and informative activity.



A total of ten backlit display panels were used to communicate the contents in an easy and simplified way.

Two 42" LED screens were installed in the stall wherein awareness videos of FSSAI including Eat Right India, Aaj se thoda kam and others.



**Backlit panels and two LED screens installed at FSSAI stall**

**The backlit panels were on the following topics:**

1. Combat Food Adulterant
2. Fortification
3. Eat Right India initiatives

4. Food Safety Compliance System (FoSCoS)
5. Food Safety Training and Certification
6. Trans Fat Free
7. Reduction of Fat, Salt and Sugar
8. Eat Right India- Eat Safe, Eat Healthy , Eat Sustainable
9. FoSCoS:Food Safety Connect App
10. Imported Food Products

The panels displayed at the stall had the following message.



**Reduce of Fat, Salt and Sugar**  
#AajSeThodaKam

01 Aaj Se Thoda Kam campaign for consumers for healthy eating

02 Pledges by food businesses to reduce salt, sugar and fat content

03 Engagement with food professionals for healthy recipes

04 Engagement with scientists for reformulation into healthier products

**Resources**

- The Pink Book for homes
- The Yellow Book for schools
- Videos
- TVCs starring Virat Kohli and Bhupinder Singh
- Posters
- Guidance documents
- The Orange Book for companies

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**Eat Right India Movement – Three Pillars**

**Eat Safe**

- Personal/Surrounding hygiene
- Hygiene and Sanitation in food value chain
- Combating adulteration
- Eliminate toxic residues in food
- Prevent hazards of used cooking oil

Food that is 'Not safe' is not food

**Eat Healthy**

- Balanced diet, less and timely
- Diet diversification, Eat variety
- Eliminate industrial trans-fats
- Reduce Salt, Sugar and Saturated fats
- Eat fortified staples

Diets are not only for the palate, but for body and mind

**Eat Sustainable**

- Eat local and seasonal foods
- No food waste
- Reduce, reuse, plastics
- Conserve water in food processing
- Reduce chemicals in food chain

Sustainable Diets are good for both people and planet

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**FoS TaC**  
Food Safety Training & Certification

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

**Courses**  
4-12 hours duration

- Basic 7 courses
- Advanced 18 courses
- Awareness 3 courses

◀ In house and classroom training classes ▶ Closed Office/Online- for employees of single FBOs ▶

**Food Safety Supervisor(FSS)**

Food Safety Supervisor (FSS) is a person appointed by the Food Business Operator (FBO) who is responsible for the safe handling of ready to eat food in the premises. FSS must follow food hygiene in the premises

**Stakeholders**

- Manufacturer's FBOs**  
Conducts and monitor FoSTaC trainings in the State
- Training/Assessors**  
Selected by FSSAI through Training of Trainers programs. Trainers train the FSS
- Training Partners**  
Implementing agency/organizer for the FoSTaC programme.

FoSTaC has trained more than 15 lakh trainers since its inception. FoSTaC is only for more information visit <http://fosta.issa.gov.in/fosta>

**FOOD SAFETY CONNECT MOBILE APPLICATION FOR CONSUMERS AND FOOD BUSINESSES**

**FoSCoS**  
Food Safety Compliance System

**Eat Right India**  
सही भोजन, बेहतर जीवन.

**Food Safety Connect**

- Consumer for lodging grievance
- Continue without login
- Quick Registration
- Apply for license

For more details, visit [foscos.fssai.gov.in](http://foscos.fssai.gov.in) or [www.fssai.gov.in/foscos](http://www.fssai.gov.in/foscos)

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**Eat Right India Movement – Three Pillars**

**Eat Healthy**

A HEALTHY OUTSIDE STARTS FROM A HEALTHY INSIDE.

Diets are not only for the palate, but for body and mind!

**Eat Safe**

IF YOU ARE GOING TO EAT IT LATER, KEEP IT IN THE REFRIGERATOR

Food that is 'Not safe' is not food!

**Eat Sustainable**

EAT LESS FROM A BOX AND MORE FROM THE EARTH.

Sustainable Diets are good for both people and planet!

Scan to know more

**COMBAT FOOD ADULTERATION**

**FOOD SAFETY ON WHEELS**  
A mobile food-testing Laboratory for ensuring food safety in remote areas through Testing, Training and Awareness

Check for adulteration in food with simple tests with the help of the DART book

**Imported Food Products**

**Food Import Clearance Process**

1. Application for Import License

2. Issuance of Import License

3. Import of Goods

4. Declaration of Goods

5. Issuance of Certificate of Origin

6. Issuance of Certificate of Free Sale

7. Issuance of Certificate of Conformity

8. Issuance of Certificate of Registration

9. Issuance of Certificate of Approval

10. Issuance of Certificate of Authorization

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**Seating:**

Two round tables were provided for seating the visitors and providing a comprehensive answer to their queries. A reception desk was also set up for addressing their queries.



Reception desk at the stall



Seating arrangement at the stall.

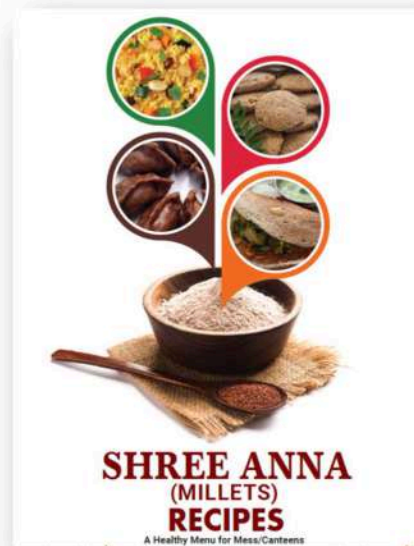
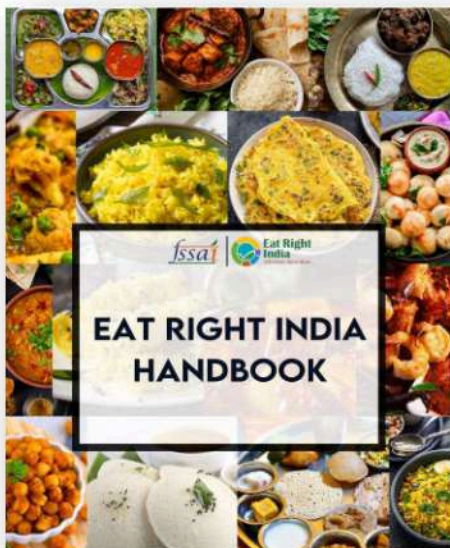


Visitors being addressed by FSSAI experts

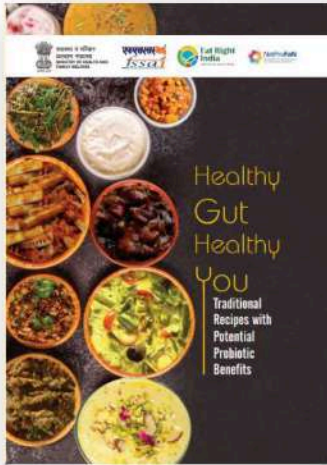
**Materials for display:**

Various Information, Education and Communication (IEC) materials were kept at display for the public and others. Some of the books that were displayed in the event have been shared below:

Books:







## LED Screens

Two 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.



## leaflets/pamphlets

The following items were at display and were given to the visitors:

### Outreach and response:

A sizable group of people visited the FSSAI booth, including importers, consumers from a range of demographics, including men, women and youth. These Food business operators hailed from various parts of the nation and beyond. Guests conversed with representatives of the FSSAI about a variety of organizational topics. Our representatives addressed all of the points brought up during these conversations, paying special attention to the more significant issues.

- Regulatory Compliance for Food and Import Laws
- Qualifications and paperwork needed for FSSAI and registration
- Resources and instruction for food handling and Significance of Food Product Fortification
- Questions about renewing an FSSAI license; access to information resources on the FSSAI website
- Questions about Eat Right India and other initiatives

The FSSAI representatives gave each question their undivided attention and supplied visual aids like illustrations, leaflets, and informational boards. Additionally, visitors were advised of the proper channels to use in the event that they had any more questions.

Below are some images of FSSAI representatives answering the queries of people and creating awareness about initiatives of FSSAI to those who visited the stall on different days of the event:







**Conclusion:**

The FSSAI stall was visited by diverse guests including FBOs, importers, and exporters. The exhibition gave FSSAI a great opportunity to interact with these varied stakeholders. It also provided a chance to promote Eat Right India, the FSSAI's flagship program.

The work done by the FSSAI for strengthening the food ecosystem including FoSTaC Trainings, Food Fortification, Food Testing, Eat Right India initiatives, and FoSCoS was well appreciated. The concept, design, and information offered at the stall was well received by the customers. All things considered, FSSAI found that Annapoorna Inter Food 2024 provided an excellent venue for showcasing its efforts and endeavour to transform the food safety landscape in India.

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