



**Eat Right
India**
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**Report on FSSAI's
Participation in 7th
Indus Food
Exhibition 2024**

**India Expo Mart, Greater Noida
8-10 January, 2024**

1.0 Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in Indus Food 2024, organized by Department of Commerce, Ministry of Commerce & Industry, Govt. of India and Trade Promotion Council of India (TPCI) on 8th to 10th January, 2024 at India Exposition Mart, Greater Noida NCR, India. The exhibitors were from food processing, fruit juice processing, dairy, edible oil processing, bakery and confectionary, sweets and snacks, spices, pulses, cereals, tea and beverages etc. Over 750 global buyers from about 52 countries, including the UK and Europe, participated in a three-day food and beverage show.

FSSAI's various online platforms like Online Food Import Clearance System (FICS), Training and Certification (FoSTaC), Food Safety Compliance System (FoSCoS) were demonstrated in the exhibition. Also, initiatives like Eat Right Campus, Fortified Foods etc. under the "Eat Right India initiative " were displayed through panels and flyers. FSSAI officials deputed at the FSSAI stall interacted with the FBO's and solved the queries mostly related to import, licensing, organic food regulations- Jaivik Bharat, FoSTaC etc.

2.0 Launch of the Indus Food 2024

Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Shri Piyush Goyal inaugurated the 'Indus Food 2024', exhibition to showcase India's vibrant and diverse food ecosystem.

3.0 FSSAI Participation:

FSSAI set up a stall which had wall panels on *License and Registration, Import Clearance System, Food Safety Training and Certification (FOSTAC), Food Testing, Eat Right Campus and Fortified Foods.*

A booth space of 72 Sq.m. was acquired for conducting promotional and informative activity. A total of Eleven backlit display panels of size 3'w*5'h 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 Eat Right India movement were played.



The following backlit panels were highlighted in the stall:

- Eat Right India – Reduction of Fat, Salt and Sugar(#AajseThodaKam)
- Eat Right India (Three pillars)- Eat Safe, Eat Healthy and Eat Sustainable
- Food Import Clearance Process
- Food Safety Training and Certification (FoSTaC)
- Eat Fortified Foods
- Food Safety on Wheels
- Eat Right India (Three pillars)- Trans Fat Free
- FoSCoS (Food Safety Compliance and System) – Online procedure for registration and licensing.
- Healthy and Hygienic Food Street

Food business operators and importers from various parts of the world visited FSSAI stall and their response was encouraging. The exhibition provided a common platform for both FSSAI's officials and visitors to interact with each other on topics related to food safety. Clarifications on all the queries were addressed by the FSSAI officials with utmost attention. The major concerns were on:

- Food Safety Compliance System
- Import Regulations
- Eligibility and documents required for FSSAI license and registration
- FoSTaC Trainings
- Organic Food – Jaivik Bharat
- Eat Right Initiatives

4.0 Conclusion:

Various visitors including FBOs, importers, and exporters from national as well as international organisations visited the FSSAI stall. The exhibition provided an excellent platform to FSSAI to engage with these diverse stakeholders. It also gave an opportunity to promote FSSAI's flagship initiative, Eat Right India.

FSSAI's effort to make FBOs understand about FoSCoS, FICS, Food Fortification, Food Testing, Eat Right India initiatives and FoSTaC Trainings were highly appreciated. The design, concept and information available and provided at the stall were well received by the visitors. Overall, Indus Food 2024 was a great platform for FSSAI to showcase its work and initiatives to ensure food safety in India.

The photos and updates of the event were also posted on FSSAI Official Social media handles (Twitter, Facebook, Instagram) for mass dissemination.

