




fssai



FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA

Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India

Report on FSSAI's participation in AAHAR-2018

13th -17th March, 2018
Pragati Maidan, New Delhi



1. Introduction:

Food Safety and Standards Authority of India (FSSAI) participated in the exhibition at 33rd AAHAR International Food & Hospitality Fair, 2018 at Pragati Maidan, New Delhi.

The fair was organized by India Trade Promotion Organization (ITPO) with the support of the Ministry of Food Processing Industries, Agricultural, and Processed Food Products Development Authority (APEDA) and other industry bodies during March 13-17, 2018. 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.

Over 900 exhibitors from India and overseas exhibited a wide range of food products, machinery, and equipment. The foreign participation was from 18 countries including USA, China, Italy, Poland, Turkey, Spain, Oman, South Korea, Thailand, UAE, Peru, Norway, Indonesia, Canada, Tunisia, Hong Kong, Singapore, and Japan.

This year, AAHAR assumed added significance especially when in the recent 'Pro-poor & Agri-oriented budget, the Government has given special focus on the farm sector and earlier allocation up to 100 per cent Foreign Direct Investment (FDI) in marketing of food items produced and manufactured locally, aimed at reducing wastage, helping farm diversification and encouraging global companies to produce locally rather than importing items. Opening new avenues of investment for global investors with reforms, the fair features business friendly policies, pro-active administration under 'Make in India', 'Skill India' 'Start-up & Stand-up India' initiatives which hold enormous promise for business fraternity and could radically transform the Asian economy.



33rd AAHAR-2018 was inaugurated by Minister of Commerce and Industry Suresh Prabhu

2. *Physical Description of the stall:*

- I. The area of the stall of FSSAI was 60 sq. mtr., situated in the Hangar No. 3.
- II. The following backlit panels were displayed in the stall keeping in mind the visitor and exhibitor profile of the fair: -
 - Procedure for Licensing & Registration
 - Food Import Clearance System
 - Safe & Nutritious Food
 - Food Safety Display Boards
 - Connect with FSSAI
 - Trustworthy three-way partnership
 - One Nation One Food Law (FSSAI's presence in India)
 - Food Fortification
 - Jaivik Bharat

QR code for each portal was also displayed on the respective panels so that visitor can directly access the relevant information.



FSSAI Stall



Build a New India, a Healthy & Happy India

A 360° Approach to Food Safety & Healthy Nutrition
 A Bouquet of Initiatives for Disease Guidance and Behavioural Change
 to provide best standards, education and training and for common citizens to enhance awareness in all areas

www.sniportal.in

1 NATION ONE FOOD LAW

1 RESPONSIBLE REGULATORY SYSTEM
 Have globally benchmarked food standards & practices Indian Food Standards. Quick Access (FSSQAI)
 Ensure consistency in enforcement Food Safety Compliance through Regular Inspections & Sampling Practices
 Manage Food testing with

2 RESPONSIBLE FOOD BUSINESSES
 Ensure Food Safety Management System (FSMS) & HACCP compliance
 Enable food safety across supply chain, manufacturers & service providers
 Ensure compliance with all applicable laws & regulations

3 RESPONSIBLE CITIZENS
 Spread awareness about Food Safety through various media
 Report any violation of food safety to the nearest FSSAI office
 Be a responsible consumer

Licensing and Registration

All Food Businesses in India across the food value chain are required to be licensed or registered under the provisions of the FSS Act 2006.

An online system for Food Licensing & Registration & all States/UTs (except Nagaland) are issuing Licenses/Registrations through online mode.

Common Service Centres are also authorized to register food businesses, which has enhanced the outreach of the system.

www.foodlicensing.fssai.gov.in

fssai FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA
 Promoting Food, Raising Safety & Improving Food Quality through effective regulation of FSSAI

1 NATION ONE FOOD LAW

Jaivik Bharat
www.jaivikbharat.gov.in

The logo showcases that the product bearing it has been authenticated as organic choice for consumption. Effectively intertwining all the elements of environment, the logo communicates adherence to the National Organic Standards.

+F FORTIFIED
 SAMPOORNA POSHAN SWASTH JEEVAN

www.ffrc.fssai.gov.in

The logo symbolizes fortified food. Fortification of food is the addition of essential vitamins and minerals to our food which is a scalable, sustainable and cost effective way to address the issue of Micronutrient malnutrition.

- III. A separate area was constructed as a VIP lounge wherein the visitor was given the facility to interact one on one with the officials of FSSAI in detail.



- IV. A 42" LCD screen was installed in the stall wherein corporate movie of FSSAI and Fortification video were showcased.



4. Digital platforms at stall:

4.1. Audio Video on FLRS

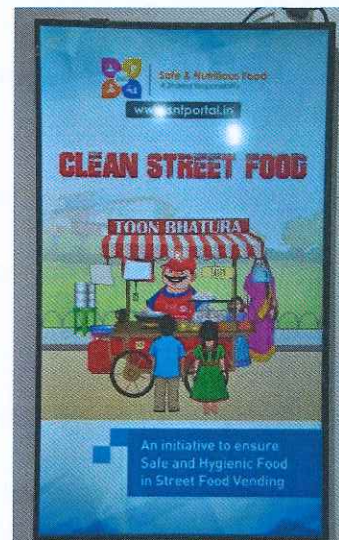
A multi-touch screen was installed wherein an audio video on FLRS was displayed, The AV was developed as a digital walkthrough for FBOs as well as visitors interested in starting food business, to provide an interactive, easy to understand demonstration of working of FLRS. It attempts to address basic queries like:

- Who is Food Business Operator
- Difference between Registration/State license/Central license
- Eligibility Criteria
- Procedure to apply for Registration/State license/Central license
- Modification/Renewal of License



4.2. Scrollers:

Two scrollers were installed at the stall; wherein FSSAI's initiatives and messages about Food safety were displayed.



Messages being displayed through Scrollers

5. Distribution Material:

The following leaflets/pamphlets/booklets were distributed to the visitors at the stall:-

1. Procedure of Licensing & Registration
2. Food Smart Consumer
3. Food Fortification
4. Safe & Nutritious Food-Share Responsibility
5. Serve Safe
6. Food Import Regulation
7. FoSTaC
8. Jaivik Bharat
9. Save Food, Share Food, Share Joy

6. Experience and Take away:

The FSSAI stall was visited by a large number of people 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.

Visitors were made aware about following:

- **Procedure and importance of licensing/registration for food businesses**
Queries of FBOs regarding Licensing/ Registration were addressed by FSSAI Officials deputed on stall. Audio Video developed regarding FLRS proved a n easy and interesting medium to convey the information.
- **Sharing food safety concerns with FSSAI through various Consumer Connect channels**
- **Spotting FSDBs at food outlets and value of consumer feedback**
- **Importance of food fortification to fight malnutrition and steps being taken by FSSAI in this respect**
- **SNF Initiatives for citizen guidance & behavior change to ensure consumption of safe and nutritious food**
Visitors were apprised about FSSAI's efforts to create food safety culture in India. Mascot activation for SNF@School was done through Mr.Sehat & Ms. Sehat. Visitors seemed very enthusiastic interacting and getting clicked with mascots.



Queries of visitors being addressed



Mascot Activation

6. Conclusion:

AAHAR-2018 provided an excellent opportunity to FSSAI to engage with diverse stakeholders including exhibitors from across the globe. The platform was successfully utilized for developing strong engagements with stakeholders and for public awareness, as queries of FBOs were addressed by direct interaction with FSSAI officials at the stall.

FSSAI's effort to make FBOs understand FLRS through Audio Visual was highly appreciated by the visitors. Additionally Mascot activation proved to be a good the consumer engagement activity to educate them about steps taken by FSSAI under SNF@ School initiative.

The design, concept and information available and provided in the stall were appreciated by various visitors who visited the stall. Overall AAHAR-2018 was a great platform where FSSAI showcased its work and initiatives to ensure food safety in India

PHOTO GALLERY





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AAHAR 2018 Focuses on Quality and Innovation

The five-day event is organised by The India Trade Promotion Organisation (ITPO). The foreign participation is from 18 countries including USA, China, Italy, Poland, Turkey, Spain, Oman, South Korea, Thailand, UAE, Peru, Norway, Indonesia, Canada, Tunisia, Hong Kong, Singapore, and Japan.

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16 March, 2018
by BW Online Bureau

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OVER 900 exhibitors from India and overseas are exhibiting in the 33rd edition of 'AAHAR 2018', the International Food and Hospitality fair that is taking place in Pragati Maidan, New Delhi. The five-day event is organised by The India Trade Promotion Organisation (ITPO) with the support of the Ministry of Food Processing Industries, Government of India, Agricultural and Processed Food Products Development Authority (APEDA) and Association of Resource Companies for Hospitality Industry of India (ARCHII), Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI), All India Food Processors Association (AIFPA), Food & Hospitality Support Association of India (FHSAI), and Forum of Indian Food Importers (FIFI).

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"We expect to generate a lot of excitement around our recent foray into the 1-litre tetra pack fruit beverages space in foodservice as we look to further expand our range of offerings to better serve our b2b customers. Apart from our tetra pack range of fruit beverages, we are also showcasing new introductions under our partnership with Kikkoman, namely Teriyaki and Oyster sauce," said Yogesh Bellani, CEO, FieldFresh Foods Pvt Ltd.

In its 33rd edition, AAHAR focuses on innovation and quality. Chef Akshay Nayyar, M.D., Gourmet Restaurant Concepts Pvt Ltd presented his master class on day 3. "AAHAR like each year is looking a huge success. Latest advanced culinary gadgets & modern equipment were displayed by many purveyors to attract clients. At the same time, there is a big shift in food packaging industry. Unlike before there were many organic and eco-friendly options that look trendy," he said.


Yash Papers, a company that has launched its new product line of the compostable table-ware under the name of CHUK participated in AAHAR 2018 and showcased their entire product range. Informing about the company's further plan, Ved Krishna, Head of Strategy at Yash Papers stated, "we've launched lids for our 500 and 750 ml containers and 4CP and 5CP trays at AAHAR 2018. With that, we hope to reach the relevant markets. We are also planning to expand to retail and hence have launched a retail pack as well. We are also in the process of adding a burger box and a soup bowl, to our range of products very soon."

From the kitchen equipment sector, AAHAR has attracted a huge amount of industry players. Tarun Raj, CEO & Founder, Customized Kitchen India Private Limited commented, "I definitely see this edition helping highlight the magnitude hospitality and allied sectors as contributors to economic success. As a manufacturer, CKI is focusing on manufacturing quality equipment on a par with global standards, promoting India's manufacturing process."


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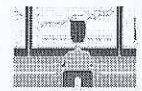
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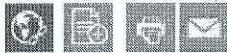
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AAHAR 2018 to be inaugurated by Suresh Prabhu tomorrow

ANI | New Delhi [India]

Last Updated at March 12, 2018 19:20 IST



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The 33rd edition of 'AAHAR 2018', the International Food and Hospitality fair, will be inaugurated by Minister of Commerce and Industry Suresh Prabhu on Tuesday.

The India Trade Promotion Organisation (ITPO), with the support of the Ministry of Food Processing Industries, Agricultural, and Processed Food Products Development Authority (APEDA) and other industry bodies, is organizing the event, which will be inaugurated at Hall 7 of Pragati Maidan in New Delhi.

Over 900 exhibitors from India and overseas will be exhibiting a wide range of food products, machinery, and equipment.

The foreign participation is from 18 countries including USA, China, Italy, Poland, Turkey, Spain, Oman, South Korea, Thailand, UAE, Peru, Norway, Indonesia, Canada, Tunisia, Hong Kong, Singapore, and Japan.

The four-day extravaganza (March 13-17) will open from 10.00am to 6.00pm, daily.

(This story has not been edited by Business Standard staff and is auto-generated from a syndicated feed.)

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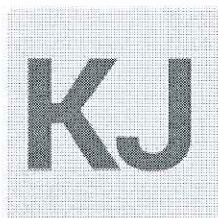
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AAHAR 2018

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by **Nishant**

March 09, 2018 12:00 AM IST

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The 33rd Aahar International Food & Hospitality Fair 2018 seeks to offer a platform for facilitating growth and modernization in the processed food and hospitality sector. AAHAR 2018 to be held on 13-17 Mar 2018. It will provide you with an unrivalled opportunity to generate new business leads and get close to your customers with an effective and efficient way of successfully marketing to this dynamic growing market.

'AAHAR 2018' - the International Food and Hospitality fair will be inaugurated by Shri Suresh Prabhu, the Hon'ble Minister of Commerce & Industry, Government of India at 10.15 am on March 13, 2018 at Hall 7, (Lounge) at Pragati Maidan, New Delhi. H.E. Mr. Jacek Bogucki, First Deputy Minister of the Ministry of Agriculture & Rural Development of the Republic of Poland, H.E. Mr. Nejmeddine Lakhel, Ambassador of the Republic of Tunisia, Mr. L.C. Goyal, CMD, ITPO and H.E. Mr. Mitsuhiro Miyakoshi, Special Advisor to the Prime Minister of Japan will also grace the occasion.

The event is being organised by ITPO with the support of the Ministry of Food Processing Industries, Agricultural and Processed Food Products Development Authority (APEDA) and apex industry bodies such as APEDA, ARCHII, HOTREMAI, AIFPA, FHSAI and FIFI. Covering a gross area of around 24,000 sq.mtrs. (Hall7-12A& Hangers 1-6), the fair features a wide range of food products, machinery and equipment from over 900 exhibitors from India and

overseas. The foreign participation is from 18 countries including USA, China, Italy, Poland, Turkey, Spain, Oman, South Korea, Thailand, UAE, Peru, Norway, Indonesia, Canada, Tunisia, Hong Kong, Singapore and Japan. Culinary Art Competition and seminars are among added attractions. AAHAR 2018 (March 13-17) will open from 10.00am to 6.00pm, daily.

AAHAR 2018 assumes tremendous significant for social-economic development as Food Processing and Hospitality sectors are imperatives for income/employment generation, poverty alleviation, improving agri-horticultural productivity, reducing post-harvest losses, availability of better nutrition, export promotion and foreign exchange earnings. The current edition of Ahaar is a reflection of the latest pro-poor and agri-oriented Budget by the Government where the central focus is on food processing industry in terms of its potential to increase farmers' income, provide employment and reduce wastage. AAHAR aims to realize the full export potential of the food processing and hospitality sectors and gain impressive growth to strengthen domestic market. The food processing sector constitutes around 8 per cent of Gross Value Added (GVA) in manufacturing and agriculture sector in 2015-16. The value of processed food exports has increased to US\$ 13.9 billion in 2016-17 which constitutes 11.2 per cent of India's total exports.

This year, AAHAR assumes added significance especially when in the recent 'Pro-poor & Agri-oriented budget, the Government has given special focus on the farm sector and earlier allocation up to 100 per cent Foreign Direct Investment (FDI) in marketing of food items produced and manufactured locally, aimed at reducing wastage, helping farm diversification and encouraging global companies to produce locally rather than importing items. Opening new avenues of investment for global investors with reforms, the fair features business friendly policies, pro-active administration under 'Make in India', 'Skill India' 'Start-up & Stand-up India' initiatives which hold enormous promise for business fraternity and could radically transform the Asian economy.

Profile of exhibit based on Bar Accessories, Bed, bath & table linen, Bakery products and machinery, Chafing Dishes & Banquet, Table Ware, Copper Chafing, Brass Chafing, Cutlery, Chopping Boards, Crockery, F & B Hotel kits, Glassware, Guest Amenities, Garden Furniture, Kitchen Ware, Pizza Table ware, Sizzler Plates, Spa & Ayurveda Disposals, Stainless steel products, Brass Platters, Toiletries, Tongs, Wooden Table ware, Sanitary fittings, Laundry equipment, dish washing machines and Packaging machinery pertaining to food products.

Visitors like Senior Executives, Purchase Managers, House keeping Managers, Stores Managers, F & B Managers, Chefs, Caterers and canteen Managers, Retailers, Wholesalers, buying Houses, Malls Decision makers and much more.



Apart from annual participations in prominent international food related trade shows, AAHAR is a premier specialized UFI approved event of the India Trade Promotion Organisation (ITPO) in different Halls and hangers while the redevelopment project of Pragati Maidan is underway as an iconic world class International Exhibition and Convention Centre (IECC). Covering a gross area of around 24,000 sq.mtrs., the fair features a wide range of food products, machinery and equipment from over 900 exhibitors from India and overseas. The foreign participation is from 18 countries including USA, China, Italy, Poland, Turkey, Spain, Oman, South Korea, Thailand, UAE, Peru, Norway, Indonesia, Canada, Tunisia, Hong Kong, Singapore and Japan.

AAHAR (March 13-17, 2018) is being hosted with the support of the Ministry of Food Processing Industries, Government of India, Agricultural and Processed Food Products Development Authority (APEDA) and Association of Resource Companies for Hospitality Industry of India (ARCHII), Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI), All India Food Processors Association (AIFPA), Food & Hospitality Support Association of India (FHSAI) and Forum of Indian Food Importers (FIFI).

For convenience of the business visitors, the fair has been segregated into different product categories. These include: Foreign participation (Hall 12&12A), Food Products & Beverages (Hall 12A, Hanger 1,2,3, Lounge A&B, Gate 1), F&B Equipment (Hall 7,8,9,10, 11, Hangar No. 4,5,6) and Hospitality & Décor Solutions (Hangar 3 Lounge A&B. Gate 1).

An exclusive Culinary Art Competition will be organized by Indian Culinary Forum in Lounge B(near Gate 1). Other major attractions are exclusive seminars in Hall 8 (Auditorium) on "Water Conservation in Food Service, and Other Sustainable Solutions for the Hotel Industry" by HOTREMAI (supported by the Trust-Green The Earth at 2.00 pm March 13, 2018) and "The Role of R&D and Food Safety in the Development of Food Processing Sector" by AIFPA(at 9.00 am on March 14, 2018).

This year too, ITPO has introduced a focus on new and young entrepreneurs to invigorate youth to set up fresh innovative ventures. The Mobile App developed for AAHAR will facilitate the ease of transacting trade and business during the Fair.

Around 50,000 trade visitors are expected to visit the fair. These include top echelons of the food processing and hospitality industry including CEOs, General Managers, Executive Chefs, Executive House Keepers, Purchase Managers, senior representatives from catering industry and academic institutions, hotel management professionals.

Indian hospitality industry is considered a major attraction for FDI. This sector is growing at a fast pace and clocking CAGR of 14%. An additional requirement of above 2 lakh rooms is estimated in the near future. It is an imperative to strengthen India's hospitality which is estimated to witness almost 100 per cent rise in travelers in the next five to seven years.

AAHAR (March 13-17, 2018) will be open for the business visitors from 10.00 am to 6.00 pm., daily. Visitors park their vehicles at Bhairon Road parking.

For details:

Website: www.indiatradefair.com/aahardelhi.

**Chander Mohan
Krishi Jagran**





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ANI | Updated: Mar 12, 2018 18:58 IST

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Aahar 2018 concludes on a successful note

Team MP | 18 March 2018 9:06 PM



After drawing more than 55,000 business visitors and delegates from India and abroad, the 33rd edition of AAHAR – the specialized International Food and Hospitality event of India Trade Promotion Organisation (ITPO) and apex food and hospitality bodies concluded on a successful note at Pragati Maidan, New Delhi on March 17.

Deepak Kumar, IAS, Executive Director, ITPO presented the Awards for Excellence in display in different categories. These included F&B Equipment, Food and Processed Food, Hospitality and Décor Solution and Foreign sector.

Present on the occasion were V.K. Macker, President, Food and Hospitality Support Association of India (FHSAI), JK Khurana, President, Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI) and DK Singh, Chairman, APEDA.

In the Foreign sector, the gold medal was conferred to the Department of Agriculture Markets, Ministry of Agriculture and Rural Development, Poland; the Embassy of Tunisia bagged the silver medal while the Commercial Office of Peru in India won the bronze medal. Special Commendation awards were presented to Oztiryakiler Madeni Esya Sanayi Ve Tickaretas, Government of Turkey and Vienen KVS B.V., Government of Netherlands.

In the category of Food and Processed Food, Rich Graviss Products Pvt. Ltd. bagged the gold medal, while Veeba Food Service, got the silver medal. Fino Foods India was honoured with the bronze medal. Dolphin Foods India and Shiner Foods India were presented with the commendation certificates.

Hotel Needs India was honoured with the gold medal, while the silver medal was conferred to Wang Professionals and the bronze was presented to Dimple Packaging Pvt. Ltd. AWK Steelwares and Venus Industries were commended in F&B equipment categories.

Complete comfort Solutions, Raja Arts and Windsor Industries bagged the gold, silver and bronze medals respectively in Hospitality and Décor Solutions Sector. APEDA was also honoured at the

occasion.

Speaking on the occasion, Deepak Kumar, Executive Director, ITPO expressed his satisfaction over the enhanced number of business visitors and delegates from India and abroad. Complimenting the award winners, he informed that there would be more covered exhibition space adding three halls (more than 50,000 sq. meters space) to cater the need of participants by March 2019 for the next addition of AAHAR.

In her welcome address, Hema Maity, General Manager, ITPO acknowledged the continued support of all the associates for holding the event.

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