



FOOD PRO

E-News Letter of All India Food Processors' Association
(Established in 1943)

From the President's Desk

Dear Industry Members,

The ultimate objective of Food Safety & Standards Act is to ensure that food is Safe and Wholesome. This is an enormous task for a country with more than 125 crore diverse population, from the extremely underprivileged and mal-nourished to the most opulent and wasteful, and a food chain working under lack of resources and infrastructure. Making things more complex is India's rich heritage of countless cuisines established over millennia deserving support and continuity.

Under these circumstances, the Regulator and the Industry have an extremely challenging task at hand. With a federal structure where food is a State subject, implementation of regulatory activity has to follow a long chain. Naturally, efficiency, efficacy, perspective and integrity take a hit and the system weakens. Low literacy levels further aggravate the situation.

It is most encouraging that the Food Safety & Standards Authority of India which has the responsibility of implementing the law has dedicated itself to the mandate under the able leadership of Shri Ashish Bahuguna, Chairperson, and Shri Pawan Agarwal, CEO, of FSSAI. However, past experience shows that regulation does not really succeed without the creative and active participation of all stakeholders. Generating awareness, providing training, developing ideas and improving systems are prerequisites to good regulation. FSSAI has recently undertaken a series of initiatives to sensitize all concerned to share the responsibility of fulfilling the objectives of the law. "Safe & Nutritious Food" is one such program which has the potential to change the scenario in the country from one of indifference to participatory and sustainable improvement in all segments, for all functions and at all levels along the chain.

Dear Friends, FSSAI has demonstrated the need & determination to bring the change. It is for the industry to welcome this initiative and assure all stakeholders of making their best efforts and contribution in this drive. In the food sector, consumer satisfaction is the first priority; everything else comes next and this has to be our guiding principle. It is only then that India will be able to establish its credit worthiness in global competition. We have the capacity to become the food factory of the world. Let us join hands to achieve the expressed objectives. Let us recognize that a new India is emerging rapidly, a new order has to evolve, priorities will change, expectations will decide the agenda, delivery & results will be the benchmark of performance and, under these developments, industry should not be the one to remain static. Let us take urgent action; otherwise we may miss the opportunity.

Wishing you the very best in this endeavor.

Thanks and Regards,

(Dr. S. Jindal)

Published by

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Up-coming Events

Event : **PackPlus South**
Date : 07-04-2017 to 10-04-2017
Place : BIEC, Bengaluru
For information, contact : Print-Packaging.com Pvt. Ltd.
Tel:- 0120-3075400-04
E-mail:- info@print-packaging.com

Event : **North East Foodtech**
Date : 28-04-2017 to 30-04-2017
Place : Maniram Dewan Trade Centre, Guwahati
For information, contact : M/s. N.K. Kapur & Co. P. Ltd.
Tel:- 0124-2561666

Event : **Fi India-2017**
Date : 09-11-2017 to 11-11-2017
Place : Bombay Exhibition Centre, Mumbai
For information, contact : Mr. Jimesh Patel
(M):- 09820756210
E-mail:- Jimesh.patel@ubm.com

ALL INDIA FOOD PROCESSORS' ASSOCIATION

Vacancy of Assistant Editor (Technical)

Qualifications : Degree/P.G. Degree in Science/Management preferably in Food Sciences & Technology or any allied subjects.

Job Profile : Collecting & compiling general/technical information on various aspects of Food Technology & Processing and a flair for writing articles to be published in the 70 years old Bi-monthly technical Journal, "**Indian Food Packer**" and also for the monthly, **E-Newsletter**.

Editing Research/Review articles related to various aspects of Food Science, Technology & Processing received from authors for publication in the Journal.

Preference : A balance of 'Food Tech' and 'Journalistic' knowledge will be important. Publishing & Media experience can be additional merits.

Food Technologists & Scientific persons recently retired may also apply.

Remuneration : Negotiable

Applications complete with all the required details may be sent to the Association at **E-mail:** aifpa@vsnl.net/vishal@aifpa.net within 10 days of the publication of this Ad.

Research/Review Articles invited

AIFPA is publishing the bi-monthly Technical Journal, "**Indian Food Packer**" for nearly 70 years now. Apart news items on Regulatory matters, Developments in Food Science and Technology, Food Industry News, New Products & Processes etc., a few Research/Review articles relating to various aspects of Food Science and Technology are published in each issue. At the end of the calendar year, all the Research and Review articles are screened by a Panel of experts and a few articles are chosen for being given **awards** in the form of citation and cash prize which are presented to the Authors at the Annual Conference of the Association every year as a token of recognition.

It is also not out of place to mention here that many scientific workers have in the past obtained their Postgraduate/Doctorate degrees based on the papers published in our Journal. The articles are also abstracted in **Food Science and Technology Abstracts (FSTA)** published in United Kingdom.

Scientists working in various Food Science/Technology colleges, Agriculture Universities and Research Institutions are requested to send Research/Review/General articles for publication in the Journal, "**Indian Food Packer**" on a regular basis, which will be published promptly.

Chief Editor

FSSAI's Notices / Draft Regulations for Suggestions and Comments

S.No.	FSSAI Notices / Draft Regulations	Last date for comments
1	Draft Food Safety and Standards (Licensing and Registration of Food Businesses) Regulations, 2011 related to Quality of Vegetable Oil for Repeated Frying. (Uploaded on: 31.03.2017)	30.04.2017
2	Draft Food Safety and Standards (Food Products Standards and Food Additives) Amendment Regulation 2017 related to standards of Sorghum Flour, Soybean, Soy Protein Products, Whole Maize (Corn) Flour, Wheat Protein Products Including Wheat Gluten, Durum Wheat Semolina and Whole durum wheat semolina, Durum Wheat, Finger Millet (Ragi) and Amaranth. (Uploaded on: 03.04.2017)	03.05.2017
3	Notice Calling for suggestions, views, comments etc. from stakeholders within a period of 30 days on the draft notification related to retaining the provision of ready to drink Infant milk substitute. (Uploaded on: 21.03.2017)	21.05.2017
4	Notice Calling for suggestions, views, comments etc. from stakeholders within a period of 30 days on the draft Food Safety and Standards (Organic Foods) Regulations, 2017. (Uploaded on: 31.03.2017)	31.05.2017

FSSAI issues draft to regulate stds for organic foods

The Food Safety Standards Authority of India (FSSAI), the country's apex food regulator, has issued a draft to regulate standards for organic foods and asked the stakeholders to submit their objections and suggestions within 30 days.

The regulations, called Food Safety and Standards (Organic Foods) Regulations, 2017, restricts food business operators (FBOs) from manufacturing, packing, selling, offering to sell, marketing, importing or distributing any organic food unless they comply with the requirements laid down by the apex food regulator.

The draft also stated that traceability shall be established up to the producer level. It added that the food authority may establish an appropriate institutional mechanism to implement these regulations and promote authentic organic food in the country.

The draft said, "Any food offered or promoted for sale as organic food shall comply with all the applicable provisions of one of the three certification programmes - the National Programme for Organic Production (NPOP), the Participatory Guarantee System for India (PGS-India) and any other system - or standards as may be notified by FSSAI from time to time.

However, it added that organic food that was marketed through direct sales by the original producer organisation to the end consumer was exempt from the need of verification of compliance, while this exemption does not apply to processed organic food products.

The draft said, "Labelling should convey full and accurate information on the organic status of the product, and such products should carry a certification-quality assurance mark of one of the systems in addition to the FSSAI logo".

"Organic food should comply with the relevant provisions, as applicable, under the Food Safety and Standards (Food Product Standards and Food Additives) Regulations, 2011, and the Food Safety and Standards (Contaminants, Toxins and Residues) Regulations, 2011, under the Act and the Rules and regulations made thereunder," it added.

It said, "The retailers should place the organic product separately in the store while non-compliance of any organic food with the provisions of the regulations would attract penal provisions under the Act, and be liable for action as a false, misleading or deceptive claim."

It is pertinent to mention here that under the NPOP, the government of India provides an institutional mechanism for implementation of the National Standards for Organic Production with a third-party certification control system as notified by the Director General of Foreign Trade under the Foreign Trade (Development and Regulation) Act, 1992 as amended from time to time.

And the Standards for Organic Production are any standards recognised by the food authority or the National Standards for Organic Production or Participatory Guarantee System for India, to be followed in cultivation, harvest, production, storage, processing or trading of organic food products and inputs.

FSSAI pushes for robust consumer grievance redressal system in food sector

The Food Safety and Standards Authority of India called upon food business operators (FBOs) across the country to establish a robust, effective and efficient system of redressing consumer complaints in the food sector.

With its increasing focus on consumer rights, particularly their right to safe food and the right to redress of their grievances, the food regulator has provided as many as eight platforms through which consumers can register their complaints, concerns, views and opinions. Besides the toll-free number (1800112100), consumers can send their complaints via **SMS or WhatsApp to 9868686868** or send in their concerns to the web portal 'Food Safety Connect'. They can also contact the regulator through its Facebook page and Twitter handle, e-mail a complaint to **compliance@fssai.gov.in** and walk in to or send it by snail mail to its regulatory compliance division.

FSSAI directive on repeated use of cooking oils

The Food Safety and Standards Authority of India (FSSAI) has clarified the norms for the repeated use of cooking oils. The norm now is that all vegetable oils with total polar compounds (TPC) in excess of 25 percent cannot be used by the food business operators (FBOs) for the purpose of frying.

The draft notification issued by the regulator stated that the details be included under the Food Safety and Standards (Licensing and Registration of Food Businesses) Regulations, 2011, under Schedule 4, Part V, Clause II, Sub-clause 3(j). However, vegetable oil having over 25 percent TPC cannot be used.

FSSAI was forced to take action after food inspectors received complaints regarding repeated use of the cooking oils by FBOs. Further, to streamline the standards for cooking oils, the regulator observed that the regulations had no particular provisions to limit the use of cooking oils.

The regulator has directed Food Safety Officers not to test oils till the limits were prescribed by it. Also, the regulation to impose limits on the reuse of the cooking oils, considering the TPC of the used oil, clearly states that the regulator

News Briefs

FBMI urges GST Council to keep biscuits to lowest goods & service tax slab

The Federation of Biscuit Manufacturers of India (FBMI) urged the Goods and Service Tax (GST Council) to subject biscuits to the lowest slab of GST with a fair, simple and equitable approach, given its mass consumption appeal.

"Keeping all biscuits at the lowest taxation slab of the GST regime would be in line with other good policy initiatives undertaken by the government of the day, such as ease of doing business and a liberal foreign direct investment (FDI) policy to attract new investors in the food processing sector in India and encourage existing businesses to expand," argued FBMI.

The federation, which is an affiliate of the PHD Chamber of Commerce and Industry, further contended that a higher GST rate, even for a segment of biscuits, would impact demand in the entire value chain.

It would also result in cutting down on procurement of raw materials by biscuit manufacturers, which would adversely impact farmers across India. Lower demand will also negatively impact investments, exports and employment in the food industry.

FBMI also pointed out that with 93 per cent of the food basket comprising basic food, which is proposed to be exempt or taxed at lower GST rate, taxing the remaining seven per cent that comprises processed food items at a higher GST rate will not be in the interest of fairness and simplicity, the basic goals of GST.

It also held that discrimination of food products, on the basis of their being branded or unbranded, premium or non-premium, would not only be against the principles of efficiency and equity, but would also lead to classification disputes and a complex record-keeping and compliance system.

In addition, FBMI is of the view that the GST regime can reach its optimum efficiency in tax collection, by expansion of the tax base within the biscuit industry at lower merit rate and not by taxing a section of the consumers at higher rates at the cost of others.

MoFPI aims to fast track agro processing economy in India, says Badal

Harsimrat Kaur Badal, minister of food processing industries, has said that her ministry aimed to fast track the agro processing economy in the country and expected that by the end of the year, major announcements would be delivered in foreign direct investment (FDI) in food retail.

And after the government's decision to abolish the Foreign Investment Promotion Board (FIPB) model, she expected that the investment will be done more easily. She said, "The road map for the next model for investment facilitation is being worked out by the government, and it will be out soon."

Badal said that the FIPB has been abolished to simplify the process, and approval will be much faster than it is under the current system. She added that this was another step towards the ease of doing business.

Now FDI would come through the automatic route and is expected to boost the growth of the sector. To facilitate investment, the ministry has decided to create a targeting and facilitation desk.

"The desk shall help the investors collaborate, associate, network and source from India. The cell will also prepare a list of Indian companies for their foreign partners," the minister said.

"It will identify new potential investors and approach them in a focused and structured manner for investment and follow up on the investment cases by providing hand-holding services. The desk will also assist the ministry in organising roadshows, both in India and abroad, and organising investment meets," she added.

Meanwhile, MoFPI has already started receiving investment requests from domestic players like Grofers, Big Basket, Metro Cash and Carry and Amazon India. Together, \$700 million is expected to be invested by these companies, of which \$500 million will be invested by Amazon alone.

Avinash Ramchandran, director, public policy, Amazon, said the company was excited about the investment opportunity. "The ministry's policies give us a lot of enthusiasm to be part of the initiative," he said, adding that the retail giant was expecting an approval from the government for the investment soon.

Ashneer Grover, chief financial officer, Grofers, said, "The food and vegetable supply chain needs more control by the retailers to get the desired results on wastages and quality."

"If we could control the end-to-end supply chain, it would help us mitigate the wastages and maintain quality," he added, appreciating the investment opportunity in the food retail.

Badal, who has toured a few European countries and Japan in the past one year, is expected to visit the United States and Canada this year.

Fonterra launches NZMP Gold Whole Milk Powder designed for UHT beverages

NZMP, the global ingredients brand of Fonterra, launched NZMP Gold Whole Milk Powder, designed specifically for ultra-high temperature (UHT) beverages. The new product gives manufacturers longer production runs over standard milk powders, as well as cleaner labelling on their final product and consistent shelf life stability.

The product offers superior UHT stability and consistent product performance in the process and the formulation. It has good solubility and flow properties as well as the rich creamy flavour manufacturers have come to expect from NZMP premium dairy ingredients.

Mother Dairy plans to venture in nutrition products segment

Managing Director of Mother Dairy Fruit & Vegetable, a wholly-owned subsidiary of National Dairy Development Board (NDDB), S. Nagarajan said it plans to foray into the nutrition products segment.

Lifestyle changes and the "gender-specific" needs of people in the 11 to 59 years' age-group, has created the need for products which will help overcome deficiencies in calcium, iron, vitamins and micronutrients, Nagarajan said after unveiling the company's milk portfolio, under a new brand 'Dailycious.'

He said, though 3 to 5-year timeline is being thought of for entering the nutrition product segment, no firm dates have been fixed yet. Indications are that fibre-packed vegetable juices may be among the initial offerings.

Nagarajan informed that Mother Dairy has an innovation centre near Delhi, where a ₹15-crore investment was made this year.

BUCKLE UP! GST IS HERE

With a favourable verdict in 4 state elections held recently, the Central Government now seems more determined than ever to introduce the Goods and Service Tax ('GST') w.e.f 1 July 2017, paving way for one of the biggest post-Independence tax reforms in the country.

GST will subsume various central and state taxes, including excise, additional excise, service tax, additional customs duty, special additional customs duty, and various central cesses under the Central GST Act or the CGST; at the state level, octroi, entry tax, state VAT, luxury tax, entertainment tax, and various state-level cesses under the State GST Act or the SGST/ Union Territory GST Act or the UTGST. Further, the inter-state supply of goods and services would be governed by the Integrated GST Act or the IGST Act.

The migration process from the existing tax system started with the opening of GST portal for provisional registration in November 2016. Besides obtaining the provisional ID and password from the state VAT department, the GST enrolment requires an applicant to provide a valid email ID and contact number, bank account details with IFSC code, proof of business, such as a partnership deed, registration certificate, and LLP Agreement, photograph of partners, owner or Karta (in case of HUF) and other prescribed documents.

Further, every registered person would be required to maintain, at his principal place of business, as mentioned in the certificate of registration, register of production or manufacture of goods, inward or outward supply of goods and/or services, stock of goods, input tax credit availed, output tax payable and paid, and other specified records. In addition, there would be two types of electronic ledgers for every registered taxable person, the Electronic Cash Ledger and the Electronic Credit Ledger to determine the credit that may be available at given time.

As regards the availment and utilisation of credit is concerned, it may be noted that the IGST paid on inter-state purchase shall first be utilised towards payment of IGST then (if amount remaining) towards payment of CGST and SGST/UTGST, respectively. Further, the CGST paid on purchase shall first be utilised towards payment of CGST then (if amount remaining) towards payment of IGST. Similarly, SGST/UTGST paid on purchase shall first be utilised towards payment of SGST/UTGST then (if amount remaining) towards payment of IGST. However, input tax credit of CGST cannot be utilised towards payment of SGST/UTGST and also vice versa.

Thus, it becomes imperative for businesses to prepare themselves so that they can carry forward the credit benefits to GST regime without any leakage/loss. Following could be the suggested course of action:-

- Make all procurement from manufacturers/excise dealers/registered service providers/VAT dealers
- Minimize inventory balance on migration date. This is because a VAT dealer is not entitled to excise credits under existing law. If inventory is held on appointed date and sold post GST, liability of GST would arise without eligibility of corresponding excise credits. If same goods are purchased post the appointed date, credit of GST would be available to set off against output supply
- Undertake Cenvat Credit/VAT input Credit review of transactions of at least last one year prior to transition to identify the instances of missed out credits
- All cases of possible liability under reverse charge must be ascertained and tax paid before the appointed day so that credit could be migrated. If demand is raised post the appointed day in respect of previous transactions, credit not allowed would result in additional cost
- Payment should be made to all vendors outstanding for period more than 3 months so that cenvat credit in respect of such vendor is allowed (not required to be reversed). There is no explicit provision in the GST law to re-avail the credit if payment made post GST
- All credit/debit notes must be settled prior to migration date so that correct credit balance could be ascertained for carry forward
- Any specific forms for charging concessional VAT, if VAT law of any particular state provides, must be obtained prior to the appointed date. If buyer is not able to give, tax should be charged at normal tax rate so that at least buyer could get the credit. If later on (once GST is introduced) buyer is not able to give the form for whatever reasons, seller may have to pay differential tax without corresponding eligibility of credit to buyer
- If any credits were reversed earlier under protest, it should be availed as on transition date and may again be reversed post transition under protest
- If there is doubt/uncertainty as to eligibility of any credits under earlier law, it may be availed under protest under intimation to department so that credit is not lost warranting carry forward in return

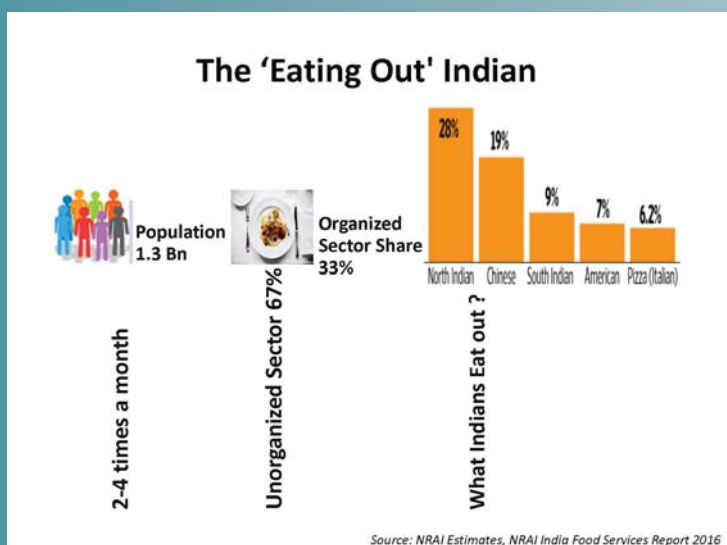
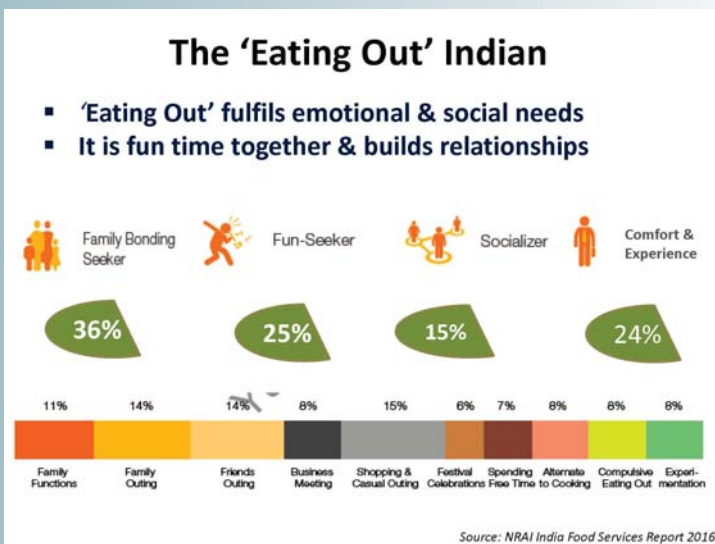
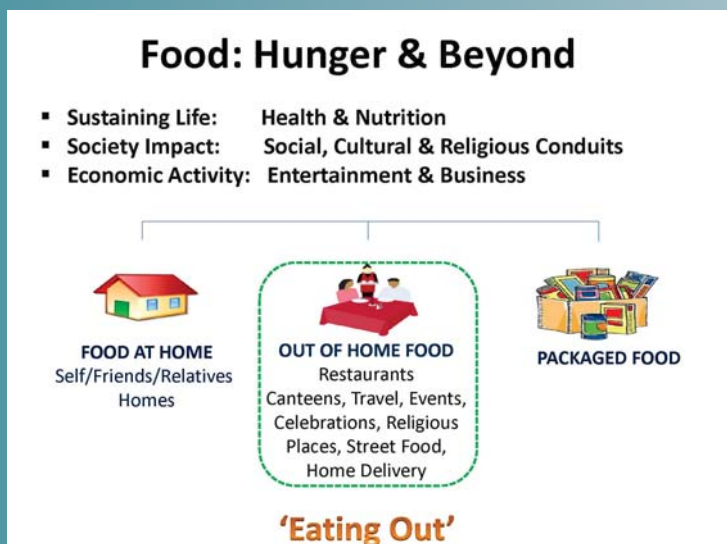
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Presentation made before the CEO, FSSAI on Safe & Nutritious Food (SNF)@Eating out held on 06th April 2017 at FDA Bhawan, New Delhi

This work has been done by a group of industry experts including members from AIFPA, NRAI & HB&RA



Proposed Industry Initiatives

For Consumer

- A. Sensitize consumers on hygiene practices
- B. Combine fun-time with responsible eating
- C. Strengthen consumer awareness on nutrition, balanced diet & physical activity
- D. Promote Customer feedback

For Food Services Sector

- A. Ensure hygiene and food safety in sourcing, preparation, storage & serving of food
- B. Encourage displaying FSDBs in outlets (Hotel/Restaurant Associations to promote awareness)
- C. Build Capability in Supply chain & Unorganized Sector
- D. Make available healthier and portion choices.

Consumer Awareness: Action Points

Hygiene Practices

- Display FSSAI-FSDBs (currently on in several outlets)
- Messaging to promote handwash, hygiene, clean drinking water
- Kitchen visit

Nutrition, Lifestyle

- Display catchy pictograms/pics/ messages at outlets on balanced diet, daily calories req., hydration, physical activity, healthy life style, nutrition

Healthier Choices

- Provide more choice to consumers (based on store format/menu)
- Grilled/steamed/air-fried/baked
 - Wheat based products, fresh vegetables, legumes, sprouts
 - Portion Choices
 - Reduced salt/sugar/oil by using approved intensive sweeteners*

*Require removal of anomaly clause 2.3.14 (19) FSS (Prohibition and Restriction) Regulation

Expected to build consumer awareness to choose the Right Place to Eat out

Expected to build consumer awareness on healthy lifestyle & nutrition

Expected to help consumer choose wisely

Examples of Consumer Awareness hygiene/healthy lifestyle



More Examples on Consumer Awareness



Display 12 Point FSSAI Checklist@ Food Outlets

fssai License No. 10033062320007 Restaurant

With Us You Will Get Safe Food
We Follow These 12 Golden Rules

Hygiene Rule Codes	Hygiene Rule Codes
1. Keep premise clean and have regular pest control	7. Wear clean clothes/ uniform
2. Use potable water for food preparation	8. Wash hands before & after handling food and after using toilets, coughing, sneezing, etc
3. Cook food thoroughly. Keep hot food above 60°C and cold food below 5°C	9. Use water proof bandage to cover cuts or burn wounds
4. Store veg & non veg food, raw & cooked food in separate containers	10. Do not handle food when unwell
5. Store cold food below 5°C and frozen products at -18°C or below	11. Use clean and separate dusters to clean surfaces and wipe utensils
6. Use separate chopping boards, knives, etc. for raw cooked & veg/non veg food	12. Keep separate & covered dustbins for food waste

If any concern Call toll free 1800 112 100
SMS or Whatsapp 9868686868
Always quote FSSAI Number for quick action

Download FSSAI APP

Options for Consumer Touch Points*

In-Store

- **Pre-Consumption:** front of house, TV screen, leaflets, on table, billing counters, online order check-out
- **During Consumption:** Tissues, Table Mats, Tray Mats
- **Post Consumption:** Waste bins, rest rooms, billing counters

Out-of-Store

- **Online:** Website, App, Social media
- **Offline:** Delivery Vehicles, Carry Home Packs

**To vary with store formats, individual restaurants/outlets to choose practically feasible options - Voluntary*



Posters and Point of Service Displays



Examples of Consumer touch points



Some Examples of Healthy Choices

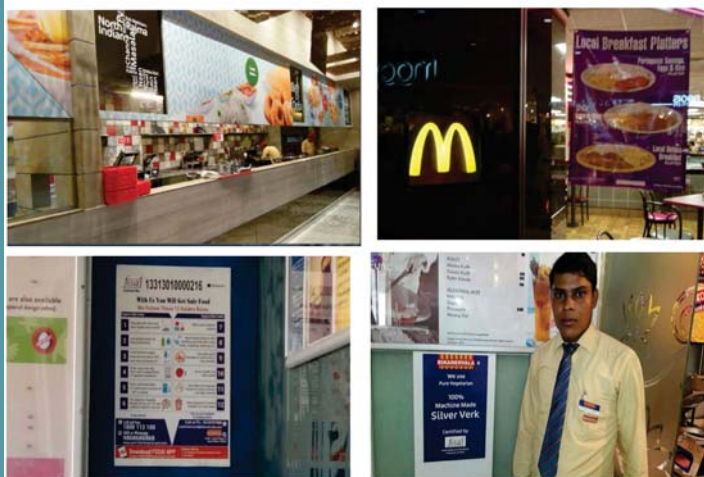


Feedback on Low Sugar, Salt, Fat In Restaurant

S. No	For Controlling Health Issue	Steps Taken (In changing the recipe or Serving of item)	Customer Feed back
1	Low Sodium	Reduced salt in Raita	Few responded, very few appreciated
		Raita without salt, to be sprinkled by the customer himself	Customers were annoyed
2	Fat Controlling/ minimizing the oil content	Bhatura fried in olive oil instead of desi ghee	Response was cold except the customer who was medically advised
		Samosa or snacks fried in air fryer	Response was not encouraging
3	Low spices/low fat	Introduced 'Ghar ki Thali' with low spices.	Very few appreciated
4	Fat Controlling	Lassi made by toned milk	Response was cold except the customer who was medically advised
5	Low sugar/without added sugar	Gulab jamun Rasogolla Kalakand Soan papdi	Those who are medically advised preferred under compulsion.
6	Low fat/ Low energy snacks	Diet mixture	Limited people preferred over other snacks

Challenge:- Poor Consumer response on menu modifications to reduce sugar, salt, fat – Pilot done by Bikano. Consumer relates Eating Out to taste, variety, change from home food, specialty cuisine and not necessarily for nutrition.

Examples of Current Initiatives



Consumer Education: Hand out Sample*

Educate Consumers to choose right when eating out - [Checklist](#)

- Cleanliness of Food Preparation Area
- Hygiene Practices of Food Handlers
- Source of Water
- Frying oil management practices
- FSSAI FSDB measures displayed
- Availability of healthy choices
-Grilled, Roasted, Baked, Sauteed, Boiled, Steamed etc.
- Portions choices available
- Potable Water Counter
- Hand Wash Facility
- Wash Room Clean
- Area Ventilated



**Individual stores to choose practical options - Voluntary*

Current Initiative - Example



- Help improve product or service
- Opportunity for customer feedback/satisfaction
- Help understand market trends
- Make GUESTs as brand ambassador

Capability Building: Action Points*

- Participate in FSSAI Master training programs to build organizational capability
- Training for unorganized Sector:- Adopt clusters for capability building of street food vendors (based on FSSAI modules)
- Supplier training programs based on FSSAI modules on GMP/GHP

Challenges

- Suppliers are not aware of GMP
- Material/Food Handlers unaware about GHP
- Unorganized players not exposed to Food Safety Programmes & not registered with FSSAI
- Non availability of potable water

Expected to build capability to ensure safe ingredients & to serve safe food

**Individual Cos. to choose feasible approaches as per available resources and infrastructure - Voluntary*

Thank You!

THANK YOU!

Kind Attention of Readers

The E-Newsletter is being sent to over 50,000 E-mail Ids every month for the last few years. We would welcome suggestions/comments from the readers to enable us to improve upon the contents.

Please support the effort with release of advertisements are also welcome (½ page/Full page) which carries nominal charges, which are as follows:-

In colour	:	Full Page	Rs. 3000/- per insertion
In Colour	:	Half Page	Rs. 1500/- per insertion
In Black & White	:	Full Page	Rs. 2000/- per insertion
In Black & White	:	Half Page	Rs. 1000/- per insertion

Print Area: - Full Page: 24 CM (H) X 17 CM (W) & Half Page: 12 CM (H) X 17 CM (W)

Note: - For twelve advertisements published in a year, only ten insertions will be charged for and two insertions will be treated as free.

Chief Editor