



# FOOD PRO

## Monthly E-Newsletter of All India Food Processors' Association

### AAHAR 2023 (14<sup>th</sup> to 18<sup>th</sup> March, 2023) CONCLUDES ON A SUCCESSFUL NOTE

All India Food Processors' Association (AIFPA) as one of the Co-Associates of India Trade Promotion Organisation (ITPO) takes this opportunity to thank ITPO for providing the platform of AAHAR for showcasing the food industry value chain in the MSME & large sectors. AIFPA helped to mobilize participation in AAHAR-2023 from industry all over the country. It is a pleasure to mention that 78 constituent members of AIFPA exhibited their products in an area of about 2070 sq.m. This exhibition facilitates networking in this sector particularly among B2B buyers and exporters. AAHAR is expected to become centre stage in times to come.

AAHAR is the premier FOOD AND HOSPITALITY FAIR of ITPO, the 37<sup>th</sup> edition of which is an historic event spread over an area of 1,00,000 sq.m. with participation from 1500+ exhibitors. Overseas participation from 18 countries with 100 nos. of foreign exhibitors reveals that India is a mega hub for food and hospitality sector. Exhibitors from India and abroad expressed their satisfaction over the business response, tie-ups, networking and joint ventures in the fair. As per the preliminary feedback received from around 1,50,000 nos. business visitors from different parts of India and the rest of the world.

The AAHAR-2023 was Inaugurated by Smt. Anita Praveen (IAS), Secretary, Ministry of Food Processing Industries in august presence of Sh. Rajat Agarwal, Executive Director, ITPO, Mr. Alessandro Liberatori, Trade Commissioner, Italian Trade Commission and H.E. Mr. Euardo Uziel, Charge'D Affairs Brazil to India.

Sh. Pradeep Singh Kharola, Chairman & Managing Director, Sh. Rajat Agarwal, Executive Director, ITPO and Sh. Mathura Parsad, Executive Director, IECC Projects, presented the Awards for Excellence in display in different categories. These include: F&B Equipment, Food & Processed Food, Hospitality & Décor Solution and Foreign Sector. In the category of Processed Food Products & Beverages, VRB Consumer Products Pvt. Ltd. bagged the Gold Medal, while Cremica Food Industries Ltd. won the Silver Medal and Doehler India Pvt. Ltd. was honored with the Bronze Medal.

La Pyramid Hospitalities Pvt. Ltd. was awarded the Gold Medal, while the Silver medal was conferred to Rich Products & Solutions Private Limited and the Bronze to Karachi Bakery Kothapet in Dairy/Bakery/Confectionery. In Spices/Agri Produce, Pansari Industries won Gold, DS Spiceco Pvt. Ltd. Silver and Pravin Masalewale got Bronze. In the Foreign Sector, White Expo LLC, Russia got Gold, the Embassy of Brazil Silver and the Italian Trade Agency Bronze.

Government/Commodity Boards/PSU Sectors: Kerala Bureau of Industrial Promotion bagged Gold, APEDA Silver and Tea Board India Bronze. In the Allied Sector, Gold was awarded to Vezlay Foods Pvt. Ltd., Silver to Alimento Agro Foods Pvt. Ltd. and Bronze to Mangat Ram Dal Mills Pvt. Ltd. In the F&B Sector, Mittal International got Gold, International Equipment Co. got Silver and Brass Line Bronze. Hospitality & Décor Solutions: Laxree Amenities Pvt. Ltd. got Gold, IFB Industries Limited Silver and The Designo International Bronze.

Complimenting the award winners, Shri Rajat Agarwal, Executive Director, ITPO expressed his satisfaction over enhanced number of business visitors and delegates from India and abroad.

The fair has been organized by ITPO with the support of Ministry of Food Processing Industries, Government of India & APEDA along with leading industry bodies such as AIFPA, ARCHII, HOTERMAI, FHSAI, FIFI, KREMAG, FAIC, FIFHI, FIWA and PBFIA.



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## GLIMPSES OF PARTICIPANTS STALL



**AIFPA's celebrated its 78<sup>th</sup> Annual Conference and organised a National Seminar on  
"Millets: The Global Super Food" with the support of MoFPI & ITPO  
on 15<sup>th</sup> March, 2023 at Pragati Maidan, New Delhi**

At the initiative of our Hon'ble Prime Minister, Sh. Narendra Modi, the United Nations General Assembly (UNGA) had declared 2023 as the International Year of Millets (IYOM). In this context, **All India Food Processors' Association (AIFPA)** with the support of **Ministry of Food Processing Industries (MoFPI)** and **India Trade Promotion Organisation (ITPO)** celebrated its 78<sup>th</sup> Annual Conference and organised a National Seminar on the theme "Millets: The Global Super Food" on 15<sup>th</sup> March, 2023 at **Auditorium, Hall No-8, Pragati Maidan, New Delhi**.

The Seminar provided a platform for stakeholders in the Food Processing Sector, Technologists, Scientists, Farmers, Industry, Exporters and Policy Makers to deliberate upon the opportunities and challenges involved in promoting millet as a super food to ensure nutrition and promote India's participation in the global food trade.

With the purpose of generating awareness and disseminating knowledge, the event was well organised with a number of expert speakers. All the dignitaries and participants were welcomed by **Dr. Subodh Jindal, Immediate Past President, AIFPA & MD, Excelsior Food & Chemical Industries** followed by the Theme Address.

A short video on Millets prepared by **Roshnee Papad Products LLP** was presented, keeping in mind the importance of the International Year of Millets, followed by the Award Distribution Ceremony to 5 students, sponsored by **Italian Technical Services**.

**Smt. Anita Praveen (IAS), Secretary, MoFPI** presented her Lead Address highlighting the importance of Millets in particular their Nutritional, Geographical and Historical significance relating to India. She mentioned the support provided by the Govt. in promoting Millets.

The Annual Conference & National Seminar was inaugurated by **Sh. Prahlad Singh Patel, Hon'ble Minister of State, MoFPI** and he shared insights on the significance of Millets and requested the young entrepreneurs and R&D experts to develop innovative Millet based products enhancing the range of the existing traditional Millet products. He referred to the medicinal properties of Millets and invited the industry to identify more applications and adopt the same.

The Inaugural Session was also overwhelmed by the presence of various luminaries, including Embassy Diplomats. **Mr. Lazar Vukadinovic**, Deputy Head of Mission, Embassy of the Republic of Serbia, **Dr. Annalisa Zezza**, Agriculture Attache, Embassy of Italy and **Mrs. Reema B. Robee, Second Secretary, Mauritius High Commission**. As a token of gesture, they were awarded with a Memento by the Chief Guest and Guest of Honour.

**Dr. A. K. Tyagi, Vice President, AIFPA & Executive Director, Haldiram Group of Companies**, presented a Vote of Thanks on behalf of the Association.

After a short tea break, **Technical Session-I** on "The Future Road Map for Millets" was began which was chaired by **Dr. C. V. Rathnavathi, Director, ICAR-IIMR** and Co-Chaired by **Dr. A. K. Tyagi, Vice President, AIFPA & Executive Director, Haldiram Group of Companies**. Dr. Rathnavathi introduced the speakers and invited them to make their presentation.

**Dr. Jitendra P. Dongare, Deputy Agricultural Marketing Adviser (SAG), MoFPI** presented a document capturing information regarding Government Initiatives & Financial Support for Promoting Millets. This was followed by **Sh. Piruz Khambatta, Former President, AIFPA & CMD, Rasna Pvt. Ltd.** who briefed upon the Innovation & Marketing Strategies of Millet Products particularly for exports.

Amongst the panel was a young entrepreneur from Pune manufacturing Millet based products, **Mr. Deepak Kamath, Founder, Roshnee Papad Products LLP**. He explained the nitty-gritties of Millets manufacturing and the Socio-Economic aspects of Millet products. He also displayed a wide range of new Millet products. Due to time constraint, **Technical Session-II** on "Ease of Doing Business" was merged with Technical Session-I. **Mr. M. A. Tejani, Former President, AIFPA & MD, Gits Food Products Pvt. Ltd.** with his long experience in the food industry, described the Hurdles in Exports, illustrating the same with examples.

**Mr. Harsh Gursahani, Regulatory Partner, AIFPA & Partner, PLR Chambers** elucidated upon the issues of Regulatory Compliance faced by the Food Business Operators (FBOs) due to frequent amendments made by Food Safety & Standards Authority of India (FSSAI) and also recommended a few solutions to resolve the same. Concerns related to Environment issues were described by **Mr. Kajal Debnath, North Zone Chairman, AIFPA & Chief Regulatory Officer, DFM Foods** requiring early resolution for the smooth operation of the Industry.

The National Seminar ended with a Felicitation Address by **Mr. Amit Dhanuka, Former President, AIFPA & CEO, Kejriwal Bee Care (I) Pvt. Ltd.** and presentation of mementos to the learned speakers. The session ended with networking lunch.

## GLIMPSES OF THE 78<sup>TH</sup> ANNUAL CONFERENCE



**Welcome Address by Dr. Subodh Jindal  
Immediate Past President, AIFPA**



**Keynote Address by Smt. Anita Praveen, (IAS)  
Secretary, MoFPI, GOI**



**Inaugural Address by Sh. Prahlad Patel  
Hon'ble MoS, MoFPI, GOI**



**Vote of Thanks by Dr. A.K. Tyagi  
Vice President, AIFPA**



**Dr. C. Tara Satyavathi, Director,  
IIMR, Hyderabad, Chairing the  
Technical Session**



**Dr. J.P. Dongare, Dy. Agril. Maktg. Adviser  
(SAG), MoFPI making his presentation**



**Sh. Piruz Khambatta, Former President,  
AIFPA making his presentation**



**Sh. M.A. Tejani, Former President,  
AIFPA making his presentation**



**Sh. Harsh Hiroo Gursahani, Partner,  
PLR Chambers making his presentation**



**Sh. Kajal Debnath, North Zone Chairman,  
AIFPA making his presentation**



**Sh. Amit Dhanuka, Former President,  
AIFPA giving the remarks**



## ITALIAN TECHNICAL SERVICES AWARDS GIVEN TO FOOD SCIENCE & TECHNOLOGY STUDENTS



## MoFPI organised 1<sup>st</sup> Inter-Ministerial Committee Meeting on 14<sup>th</sup> March, 2023

Ministry of Food Processing Industries (MoFPI) vide Office Memorandum dated 02.11.2022 had constituted **Inter-Ministerial Committee (IMC)**. The IMC is constituted with the following members:

S. No.	Designations and Ministry of the Officers	Status
i.	Secretary, FPI	Chairperson
ii.	All AS/JS level officers, MoFPI	Members
iii.	Nominee from FSSAI (Advisor level or above)	Members
iv.	JS level nominee from Niti Aayog	Member
v.	JS level nominee from D/o Agriculture & Farmers Welfare	Member
vi.	JS level nominee from D/o Animal Husbandry & Dairying	Member
vii.	JS level nominee from D/o Commerce	Member
viii.	Director, NIFTEM-K	Member
ix.	Director, NIFTEM-T	Member
x.	Special invitees from Institutions and Industry as per agenda	Member
xi.	AS/JS – in charge of plan & coordination wing in MoFPI	Member Convener

The Terms of Reference (TOR) of the Inter-Ministerial Committee is as under:

- i. To recommend strategies and measures to strengthen processing infrastructure and processing level, to strengthen value chain infrastructure and to reduce wastages of perishables, efficient & cost-effective agro-horti logistics infrastructure to improve global competitiveness of Food Processing Industry;
- ii. To recommend changes required in Ministry schemes- Central Sector (PMKSY & PLISFPI) and Centrally Sponsored (PMFME) to increase their effectiveness and new schematic interventions required in Food Processing Sector;
- iii. To recommend measures for synergy in policy and schematic interventions by different line Ministries - MOFPI, DOAFE, DARE, DAHD, DoF, DoC etc.
- iv. To recommend measures to mitigate regulatory impediments to overall growth of the sector and to reduce the compliance cost by the Industry;
- v. To recommend measures for shift towards high end value chain regime for domestic as well as overseas market and import substitution;
- vi. To recommend measures for mitigating issues impeding private sector investment in the sector and making Food Processing sustainable and commercially viable in view of climatic challenges;
- vii. To recommend measures on Industry representations received by the Ministry.

The First Meeting of IMC for periodic Sectoral review and policy/ schematic orientation/ intervention required by the MoFPI was held on 14.03.2023 and chaired by the Secretary, MoFPI at Room No. 120, Ministry of Food Processing Industries, Panchsheel Bhawan, August Kranti Marg, New Delhi. The meeting was attended by relevant Ministries/ Govt. organization and Industry representatives.

**Secretary, FPI** who chaired the meeting, welcomed the participants and pointed out that regulatory, policy, schematic, tariff/trade related issues faced by Food Processing Industries requires coordination between different Government Ministries/ bodies. She hoped that this IMC forum may prove to be useful in collectively deliberating and suggesting way forward on such issues.

A presentation on the agenda of the meeting was made by **Sh. Jitendra Kumar, Director, MoFPI** initiating to make their detailed inputs on the agenda points or any other point to this Committee. Members deliberated on each point and expressed their opinion which was responded to by Secretary, MoFPI, who co-ordinated the meeting very ably. She requested all the Ministries, Govt. Organizations and Industry Associations to share the relevant suggestions and inputs.

AIFPA requested MoFPI to include the Ministry of MSME in this deliberations of the Inter-Ministerial Committee, since 99% of the food industry is in the MSME Sector and the opinion of the MSME Ministry will be helpful in many matters. The Secretary, FPI consented to this request.

The meeting ended with a vote of thanks to the Chair and to all the participants with the decision that IMC would meet on quarterly basis to follow-up on the resolution of these issues and take-up further issues as well, as may be brought up by the industry for discussion & resolution. The participants expressed their gratitude to Secretary, FPI for initiating this process of combined deliberations.

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## Regulatory & Food Safety Issues

### FSSAI seeks special drive to check quality of nutraceuticals sold in market



The FSSAI has asked all Commissioners of Food Safety, all its Central Licensing Authorities and all Regional Directors to carry out special enforcement drive to check the quality/safety of the nutraceuticals/health supplement products being sold in the market. The FSSAI order came after it received complaints about many such products not complying with the prescribed norms under the FSS Act.

The order read, it has brought to the notice of FSSAI that various nutraceutical/health supplement products being sold in the markets are not compliant with the provisions of Food Safety and Standards (Health Supplements, Nutraceuticals, Food for Special Dietary Use, Food for Special Medical Purpose, and Prebiotic and Probiotic Food) Regulations,

2022, apart from being marketed with false/misleading and exaggerated health/label claims in contravention of the provisions of FSS (Advertisement & Claims) Regulations, 2018.

The Order added, it is requested to ensure a tight vigil on the manufacturing and sale of nutraceutical/health supplement products in your respective jurisdictions and carry out a special enforcement drive for the said products to check compliance with the FSSRs and take strict action against any incidence of violation of the same by the FBOs. FSSAI has also asked for an 'action taken report' on the subject.

### FSSAI gazette notifies limit of naturally occurring formaldehyde in fish



The Indian food authority, FSSAI, has notified the limit of naturally occurring formaldehyde in freshwater and marine fish in the gazette through Food Safety and Standards (Food Products Standards and Food Additives) First Amendment Regulations, 2023. According to the regulations, the fishes were divided into four groups and the limit of formaldehyde was set.

In Group 1 (Marine), it includes all finfishes (including Barracuda, Billfishes, Bombay Duck, Bullseyes, Catfishes, Croakers, Eels, Filefishes and Puffers, Flat fishes, Goatfishes, Groupers (Rock Cods), Half Beaks and Full Beaks, Horse Mackerel, Leather Jacket (Queen Fish), Mackerel, Mulletts, Other Carangids, Other Clupeoids, Anchovies, Other Perches, Pigface Breams, Pomfrets, Ribbon Fish, Sardines, Seer Fishes/Spanish

Mackerel, Silver Bellies/Biddies, Snappers, Tarpons, Threadfin Breams, Threadfins, Tuna and Bonitos, White Fish and any other commercial varieties), elasmobranchs, crustaceans and molluscs except those under Group III & IV. The limit of Formaldehyde is set at 4.0mg/kg max.

The Group – II is for 'freshwater origin' finfishes (including Indian Major Carps, Minor Carps, Exotic Carps, Freshwater Catfishes, Snakeheads/Murrels, Tilapia, Trout and all other freshwater fin fishes), crustaceans and molluscans and the limit of formaldehyde for this group is also set at 4.0mg/kg max. Group – III (Marine) includes lizard fishes and any other marine fishes not covered under Group I and the limit of formaldehyde is set at 8.0mg/kg max, while Group – IV consists of frozen stored marine fish products and the limit is set at 100mg/kg max. FSSAI has framed these regulations specifying the limit of naturally occurring formaldehyde in freshwater as well as marine fish and operationalised on Feb 10, 2020, and subsequently re-operationalised in August 2020, and November 2020, September 2021 and May 2022 and September 2022 through official notification.

### PLI Scheme Incentivises use of Millets in Ready to Cook/Ready to Eat products



The Ministry of Statistics and Programme Implementation releases data on various parameters of the manufacturing sector, including the number of registered units engaged in food processing through the Annual Survey of Industries (ASI). As per the latest available ASI estimates, the number of units engaged in the food processing sector increased from 40,579 in 2018-19 to 41,484 in 2019-20. Food Safety and Standards Authority of India (FSSAI), has been mandated for laying down science-based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import and to ensure availability of safe and wholesome food for human consumption.

FSSAI has specified the hygiene and quality standards for various food products including packaged food and non-perishable packaged food products produced by all food processing units in the country in their Regulations, namely Food Safety and Standards

(Food Products Standards and Food Additives) Regulations, 2011; Food Safety and Standards (Licensing and Registration of Food Businesses) Regulations, 2011; Food Safety and Standards (Health Supplements, Nutraceuticals, Food for Special Dietary Use, Food for Special Medical Purpose, Functional Food and Novel Food) Regulations, 2016; Food Safety and Standards (Organic Food) Regulations 2017; Food Safety and Standards (Packaging) Regulations 2018.

The quality and hygiene standards prescribed in these Regulations are enforced by the Regional Directors of FSSAI along with Food Safety Commissioners of States/UTs.

In cases where the samples are found to be non-conforming to the laid down provisions of FSS Act 2006, Rules and Regulations made thereunder, penal action is initiated against the defaulting Food Business Operators (FBOs), as per the provisions of FSS Act 2006, Rules and Regulations made thereunder.

Under the Production Linked Incentive (PLI) scheme for food products being implemented by the Ministry of Food Processing Industries (MoFPI), since 2021-22, a component, with an outlay of Rs.800 Crore, for Millet Based Products was carved out in the current financial year to encourage the use of Millets in Ready to Cook/Ready to Eat products and to incentivise these products for promoting their value addition and sales. A total of 30 applications (8 large entities and 22 SMEs) were approved under this segment.

Under the PLI Scheme component for Millet Based Products, the packaged and branded RTC/RTE food products with more than 15% of millets by weight/volume in product composition, are eligible for claiming the incentives.

### **FSSAI prohibits traders, FBOs to use banned calcium carbide for artificial ripening of fruits**



Food Safety and Standards Authority of India (FSSAI) has notified traders, fruit handlers, and food business operators (FBOs) not to use prohibited Calcium Carbide for artificial ripening of fruits and if they do strict actions will be taken against the users.

FSSAI has asked them to use approved material like ethylene in a proper manner as it has already prohibited the use of Calcium Carbide, also known as 'Masala' as a ripening agent for artificial ripening of fruits as per the provision in the sub-regulation of Food Safety and Standards (Prohibition and Restrictions on Sales) Regulation, 2011.

Acetylene gas released from Calcium Carbide is equally harmful to handlers, yet still has been brought to the notice of FSSAI that the traders/handlers are still indulging in the use of prohibited material i.e. Calcium Carbide or are using the approved sources of ethylene gas in an incorrect manner like dipping the fruits in ripening agent solutions which may render the fruits unsafe for human consumption.

FSSAI directed that all the traders'/fruit handlers'/FBOs' operating ripening chambers are directed to strictly comply with the directions and refrain from using any prohibited material or deploying approved sources of ethylene in an incorrect manner for artificial ripening of the fruits.

And any such incidence will be dealt with stringently and serious action will be taken against the person(s) indulging in such unlawful practices as per the provisions of the FSS Act, 2006, and Rules/Regulations made thereunder.

FSSAI noted that the ripening of fruits is a natural phenomenon that makes the fruits edible, palatable, and nutritious for consumers. Artificial ripening is a process by which fruits are ripened artificially in a controlled manner to achieve the desired outcomes like optimum ripening and better consumer acceptance apart from ensuring a longer shelf life of fruits.

Artificial ripening also facilitates the transportation of fruits like mango. Mangoes are transported to distant places in unripe conditions to avoid losses and are artificially ripened at the destination market before sale.

However, due to the presence of traces of arsenic and phosphorus, which are harmful to humans and may cause dizziness, frequent thirst, irritation, weakness, difficulty in swallowing, vomiting, skin ulcers, etc., the regulator said that there are chances that calcium carbide may come in direct contact with fruits during application and leave residues of arsenic and phosphorus on fruits. Thus, the use of this chemical for the ripening of fruits is banned in India.

FSSAI has accepted 'ethylene' as a safe ripening agent at a concentration of up to 100 ppm (100µl/L) depending upon the crop, variety, and maturity through sources like ethephon, ethereal, etc. Treatment of unripe fruits with ethylene gas triggers the ripening process until the fruit itself starts producing ethylene in large quantities. FSSAI said it has been directed that such materials should also not come in contact directly with the fruits to be ripened artificially.

A Standard Operating Procedure (SOP) detailing all aspects of the artificial ripening of fruits by ethylene gas has already been issued by FSSAI. The regulator also urged consumers to bring to the notice of State Commissioners of Food Safety if they find any use of calcium carbide (Masala) or any wrong practice of using ripening agents.

## FSSAI directs ports to facilitate clearance of pulses, oil consignments



The FSSAI has issued an order regarding clearance of imported consignments of food grains including pulses and edible oil, wherein the port authorities were asked to facilitate the clearance of such consignments. All authorised officers are directed to facilitate and carry out the food import clearance process of all such imported consignments without delay, reads the order issued by the FSSAI.

The order added that importers shall declare and submit the undertaking /declaration in the form as prescribed to concerned Authorised Officer- AOs wherein the FBOs need to mention their details including bills, addresses of the importers and store/warehouse and so on. AOs were also directed to carry out visual inspection of imported consignments and upon satisfactory visual inspection, they were asked to draw samples and issue Provisional No Objection Certificate (P-NOC) without waiting for the analysis report from the

laboratory.

On receipt of the analysis report from the laboratory, the Authorised Officer shall issue the final No Objection Certificate, if product conforms to the FSSAI standards, reads the order. The declaration prescribed by the FSSAI also lays down that no part of the consignment shall be released into the market prior to issuance of No Objection Certificate.

According to the FSSAI, in view of references received from the Department of Consumer Affairs and the Ministry of Agriculture regarding Indian pulses production, consumption scenario and import requirements, it was decided that the imported consignment of food grains including pulses and crude oil (edible grade) are to be facilitated to ensure timely processing and clearance.

## FSSAI encourages States/ UTs to step up surveillance to curb adulteration



Chief Executive Officer of the Food Safety and Standards Authority of India (FSSAI) G Kamala Vardhana Rao encouraged States/UTs to increase the regular surveillance, monitoring, inspections and random sampling of food products and their compliance with the laid down standards at the 39th Meeting of the Central Advisory Committee (CAC), held under his chairmanship on March 9 and 10, 2023, at Panaji, Goa.

As per the Food Safety and Standards Act, 2006, the Food Authority constitutes the CAC for close cooperation between the Authority and enforcement agencies/organisations operating in the field of food. The committee meets 3-4 times a year and advises the Authority on various matters including prioritisation of work, identifying potential risks, pooling of knowledge.

More than 60 officials, including Commissioners of Food Safety (CFS), representatives from States/UTs, senior officials from FSSAI and nodal ministries, and the members representing the Food Industry, Consumers, Agriculture, laboratories and research bodies attended the meeting.

Key discussion points of the meeting included the increase in the quarterly targets of surveillance sampling from 15 to 30 and increase in quarterly inspections from 15 to 20, per Food Safety Officer (FSO). States/UTs have also been directed to ensure testing of 10 samples of milk per day by Food Safety on Wheels (FSW), available with them. A total of 168 FSW vans are available across the country for on-the-spot food testing.

The States/UTs have been advised to plan their special surveillance drive considering the rise of food poisoning and adulteration cases of commonly consumed food products during the seasons like festivals, marriages, events and so on. The CEO also advised the States/UTs and Regional Offices to lift about 5 Lakh Samples by March 2024.

To ensure the quality and safety of milk and milk products, State/UT FDAs have been advised to coordinate with the Department of Animal Husbandry and Dairying of their respective States/UTs for effective surveillance drive.

Other key agenda items discussed in the meeting included the quarterly performance of States/UTs on various food safety parameters, Regulatory Compliance, Eat Right Initiatives and consumer awareness, training and capacity building, testing infrastructures and effective surveillance.

Rao also emphasised that in cases where the food samples are found to be non-conforming, the immediate measures are required to be taken.

To strengthen the testing infrastructures in the country, States/UTs have been advised to send proposals for setting up labs and their upgradation to FSSAI for technical and financial assistance. States/ UTs have also been advised to create posts for recruitment of Designated Officers and FSOs and fill vacant posts, if any, to strengthen the enforcement machinery in the country.



With the year 2023 being celebrated as the International Year of Millets, Rao stressed the need to publicise and promote the consumption and production of millets. As part of the celebrations in the country and to create awareness and sensitise consumers towards the importance of including millets in their regular diet, FSSAI encourages States/UTs to organise Millet Melas and walkathons/cyclathons so that a target of 200 such events is reached by March 31, 2024.

The CEO informed that the Ministry of Health and Family Welfare will coordinate with the Ministry of Education in setting up health clubs in schools under CBSE across the country, like Kendriya Vidyalayas and Navodya Vidyalayas. He also asked State/UT FDAs to coordinate with municipal bodies in identifying areas that can be developed as clean and hygienic street food hubs.

At the conclusion of the meeting, CEO, FSSAI appreciated the efforts of the States/UTs along with the Food Safety team at HQ in improving the quality of review mechanism with time. He acknowledged that the inputs and advices received during these review meetings with increased engagement of the States/UTs, have helped in learning key areas of importance at ground level, which in turn helped the Authority in taking policy decisions, creating new systems, and setting standards.

## News Briefs

### Campa is back! Reliance launches an iconic beverage brand



Reliance Consumer Products Limited (RCPL), the FMCG arm and a wholly-owned subsidiary of Reliance Retail Ventures Limited (RRVL), has launched the iconic beverage brand, Campa. The Campa portfolio will initially include Campa Cola, Campa Lemon, and Campa Orange in the sparkling beverage category.

The launch of this brand is in line with the company's strategy to promote homegrown Indian brands that not only have a rich heritage but also boast a deep-rooted connection with Indian consumers due to their unique tastes and flavours.

Campa in its new avatar will hopefully inspire consumers across generations to embrace this truly iconic brand and trigger new excitement in the beverage segment. While older family members will have fond memories of the original Campa and cherish the nostalgia associated with the brand, younger consumers will love the crisp, refreshing taste.

With a rapidly evolving Indian market throwing up more consumption occasions, we are truly excited to bring back Campa, which is yet another bold step forward for our expanding FMCG business. With this launch, RCPL has strengthened its diverse FMCG portfolio, which comprises heritage brands from Sosyo Hajoori, a confectionary range from Lotus Chocolates, Sri Lanka's leading biscuit brand, Maliban, as well as daily essentials under its own brands, including Independence and Good Life, among others. RRVL reported a consolidated turnover of ₹ 199,704 crores (\$26.3 billion) and a net profit of ₹ 7,055 crore (\$931 million) for the year ended March 31, 2022.

### Enjoy a buffet of dim sum and fragrant teas to celebrate Yum Cha



Enjoy a traditional Cantonese experience this month at Yauatcha Kolkata, the all-day dim sum and tea house, which launches a sumptuous Yum Cha Menu. At Yauatcha, enjoy flavourful dim sum dishes matched with a limited selection of specialty teas as you soak up the sunshine. Yum Cha, which translates to “drink tea,” is a Cantonese ritual where people enjoy a lavish spread of dim sum while sipping tea with their loved ones.

Customers may select from a variety of Yauatcha's iconic dim sum from the special menu, including chicken and prawn Shui Mai, vegetable crystal dumplings, vegetable chives, and chicken char sui bun. A limited selection of flavourful teas, including, Assam Tea,

Jasmine Tea and Ice Wine Tea can be coupled with a dim sum. With delicious dessert choices including Chocolate Pebble, Raspberry Delice, Chocolate Hazelnut Mousse, and Red Fruit Fromage, you may round off your Yum Cha experience.

### Naturals introduces the Amrakhand flavour for the festive season



The Naturals from Mumbai have introduced their unique “Amrakhand” flavour as a celebratory treat in honour of Gudi Padwa, the Maharashtrian New Year. This delicious flavour, which is packed with the benefits of mango pulp, elaichi, sugar, and milk, is modelled after two well-known Maharashtrian sweets, Amrakhand and Shrikhand.

To enjoy a taste of tradition and commemorate the auspicious event of Gudi Padwa with family and friends, try Naturals' Amrakhand ice cream. Beginning on March 3, the flavour will be offered at every Natural shop in the nation. Customers may also buy it online

through the company's website or other food-delivery services.

## Bagrry's launches, *The Mighty Muesli Bars* guilt-free & nutritious energy bars



The leading breakfast cereal and health food brand in India, Bagrry's India Pvt. Ltd., is launching, *The Mighty Muesli Bars*. These muesli bars are all-natural, deliciously healthy, and packed with the goodness of multi-grains, nuts, fruits, and honey, with a punch of high fiber.

The maker of products such as oats, mueslis, corn flakes, nut butter, and bran was a pioneer in introducing granola bars in 1998, and with the launch of Bagrry's Mighty Muesli Bars, they have re-entered the cereal bar space. These muesli bars offer natural and wholesome nutrition from their mueslis while on the go! These bars are soft, chewy, yummy, truly guilt-free, and deliver sustained energy to ace your day.

The mighty muesli bars are for the mindful, fitness-conscious, digitally savvy, on-the-go global Indian to stay fully powered through the day. These bars are more than a great snack; they deliver great results as pre- or post-workout meals, for mid-day hunger pangs, office brunches, etc. The product comes in three varieties: chocolate nut delight, signature crunch, and fruits, nuts, and seeds.

## Heritage Foods launches range of beverages & ice-creams to make summer cooler



Heritage Foods Ltd., one of India's leading dairy players, announced the launch of its new range of Buttermilk products under the brand name 'A-One' and a new range of milkshakes in the easy-to-carry and single serve carton boxes.

Spiced Buttermilk is a low-calorie natural refresher, made by fermenting fresh milk with a unique combination of cultures to give an extra smooth and thick mouthfeel, as well as delivering a perfect balance of sourness and saltiness. Spicy notes are perfected with a blend of natural extracts of green chillies and ginger, which makes it refreshing for the consumer on-the-go.

The company has also revamped its range of milkshakes with a range of new flavours and a refreshing new look. Alongside, all-time popular flavour variants like Vanilla and Strawberry, it would be launching soon two new variants -Chocolate & Caramel, Cookies & Cream, which appeal to adults as well as kids.

Mr. Bhuvanewari Nara, Vice Chairperson & Managing Director, said, Launch of 'A-One' Spiced Buttermilk & new Milkshakes in Combi-block packs is yet another step in the direction of growing the contribution of value-added products (VAP), in our portfolio. I am sure these new products will not only delight our consumers, but will also help them face the harsh summer season with a smile.

Mr. Brahmani Nara, Executive Director of Heritage Foods Limited, said, Heritage 'Badam Charger' is a product targeted to thriving adults who hustle through the day to achieve their dreams. They always need to be on top of their game, loss of energy for them means loss of opportunity, and they need something nourishing & healthy to stay charged and face their challenges head-on. The Badam Charger is quite unlike harsh energy drinks which are sugar & caffeine laden, and comes with a nutrition of rich Heritage milk and energy of real Badam bits. We have formulated this recipe to deliver great taste with absolutely no added artificial colours or flavours and with 30% less sugar as compared to other similar flavoured milk-drinks.

## NIC Honestly Crafted Ice Creams launches Sheer Khurma ice cream



NIC Honestly Crafted Ice Creams, India's fastest growing ice cream brand, also known to bring innovative and preservative free ice creams has launched its latest flavour, Sheer Khurma, which is just in time for Ramzan.

Sheer Khurma is a traditional sweet dish that is popularly consumed during Ramzan. This ice cream flavour is an innovative take on the classic dessert, allowing people to indulge in the traditional taste of Sheer Khurma in a refreshing and modern way.

Freshly prepared Sheer Khurma is turned into an ice cream which is enriched with ghee-roasted dry fruits such as raisins, cashews, almonds, pistachios, and dry dates. It is then prepared with milk, sugar, vermicelli. The ice cream is then enhanced with coconut, rose petals, and saffron, providing a sweet cardamom flavour that is sure to tantalise the taste buds. It does not contain any preservatives or chemicals and hence has a 40-day shelf life, ensuring that customers can savour the ice cream for the whole month of Ramzan.

It is a seasonal dessert that is typically consumed during Ramzan. However, customers can now enjoy this traditional dessert flavour like an ice cream. It is available at all major food delivery platforms, like Swiggy, Zomato, Swiggy Instamart, Blinkit, Zepto, along with select stores in over 100 cities across India.

## Reliance Company will shortly enter the ice cream business



Reliance Consumer Products, with its new brand “Independence” which was introduced in Gujarat last year, may soon enter the quickly expanding ice cream industry. According to sources informed of the events, the business is in discussions to outsource manufacturing with an ice cream producer headquartered in Gujarat. According to experts in the field, Reliance's involvement will make the organized ice cream industry more competitive.

In order to debut its ice cream this summer through its designated grocery retail stores, the firm, which intends to deliver locally made items in the FMCG market, is reportedly in the final stages of discussions with the ice cream producer in Gujarat. Products under the Independence brand include packaged meals, cereals, pulses, and edible oils.

According to a specialist, the arrival of Reliance would likely result in substantial changes to the ice cream sector and increased competition. Observing the variety of items and the markets it aims for will be intriguing. Over 20,000 crore rupees worth of ice cream is sold in India, and organized players make up roughly half of that industry. As disposable income rises and electrification gets better over the next five years, the Indian ice cream industry is anticipated to grow by double digits. Since rural demand is also rising quickly, we predict that additional large corporations will eventually enter the ice cream industry.

To meet the rising demand for ice cream, producers including Havmor Ice Creams, Vadilal Industries Ltd., and Amul are increasing their production capabilities.



## All India Food Processors' Association

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