



FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association

All India Food Processors' Association

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AIFPA'S PARTICIPATION IN VARIOUS EVENTS

**BIS CELEBRATED "MANAK MAHOTSAV- WORLD STANDARDS DAY 2023
ON 13TH OCTOBER 2023 AT PRAGATI MAIDAN, NEW DELHI**

The Bureau of Indian Standards (BIS) organised a Standards Conclave – Manak Mahotsav on the occasion of World Standards Day 2023 at Bharat Mandapam, Pragati Maidan, New Delhi on Friday, 13 October 2023. World Standards Day (WSD) is celebrated each year all over the world on 14 October by the members of the International Electrotechnical Commission (IEC), International Organization for Standardization (ISO) and International Telecommunication Union (ITU) to pay tribute to the collaborative efforts of thousands of experts worldwide, who develop voluntary technical agreements that are published as International or National Standards.

Each year, ISO, IEC and ITU determine a theme of the World Standards Day based on a seminal issue relevant to standardization. The theme of this year's celebration is "Shared Vision for a Better World – Standards for Sustainable Development Goals" (incorporating SDG3).

BIS, serving as India's National Standards Body (NSB), has been actively working towards achieving Sustainable Development Goal 3 (SDG3). It has played a crucial role in shaping the landscape of medical devices in India by dedicating efforts to formulate Indian Standards. Acknowledging the paramount importance of ensuring the safety, efficacy, and quality of medical devices, BIS has collaborated with various stakeholders, including industry experts, healthcare professionals, and regulatory bodies.

Hon'ble Minister of Consumer Affairs, Food and Public Distribution, GoI, **Shri Piyush Goyal** presided the function as the Chief Guest and the event was also graced **Shri Ashwini Kumar Choubey**, Hon'ble Minister of State for Consumer Affairs, Food and Public Distribution, and Environment and Climate change, **Shri Rohit Kumar Singh**, the Secretary of DoCA, **Shri Pramod Kumar Tiwari**, Director General-BIS and **Smt. Nidhi Khare**, Special Secretary.

In recognition of the outstanding performance of BIS Sectional Committees in the development and promotion of Indian Standards, the Chairpersons, and Member Secretaries of some Sectional Committees were felicitated during World Standards Day, 2023. The event was very well attended and ended with a vote of thanks by **Sh. P. Rajesh**, Deputy Director General, BIS followed by Networking Dinner.



Hon'ble Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution, Shri Piyush Goyal



Sh. Ashwini Kumar Choubey, Hon'ble Minister of State for Consumer Affairs, Food and Public Distribution



Sh. Pramod Kumar Tiwari, Director General-BIS



Smt. Nidhi Khare, Special Secretary, DoCA



Sh. Rohit Kumar Singh, Secretary, DoCA



Felicitation for outstanding performance of BIS Sectional Committees in the development and promotion

GLOBAL BUYER SELLER MEET HELD ON 3RD & 4TH OCTOBER AT BOMBAY EXHIBITION CENTRE, MUMBAI



GLOBAL FORTUNE organised GFBSM (Global Buyer Seller Meet 2023 - Agri, Food and Spices) with the theme "Spicing Up Growth - India's Agri, Food and Spice Exports on the Global Platter" at Bombay Exhibition Centre, Mumbai India during 03-04 October, 2023 with support of Agricultural & Processed Food Products Export Development Authority (APEDA) and in collaboration with All India Food Processors Association (AIFPA), UAE India Business Council (UIBC), deAsra Foundation, All India Association of Industry (AIAI), Indo Compass and HALAL.

Global Fortune (GF Mission India Pvt Ltd) is a renowned company having 6+ years of experience, having PAN India Network and 10+ Countries networking that specializes in organizing Business-to-Business Meetings, Exim Summits, Buyer Seller Meet and Business Delegations, Training and Consultancy of International Business, etc.



The Global Buyer-Seller Meet 2023 in Mumbai emerged as an astounding success, creating an environment where industry leaders, entrepreneurs, and experts came together to share knowledge, forge partnerships, and uncover the vast potential of the agri-food and spice sector. The knowledge and connections established at the event form the cornerstone of innovative collaborations, setting the stage for a brighter future for all stakeholders.

Amongst the distinguished guests were **Prof. R M Joshi (Director IIPMB)**, a luminary, shared his insights as the Chief Guest. His profound understanding of agriculture and food product exports set the tone for the event. **Col. Promod Dahitule (Advisor, Bank of Maharashtra, Director (ER & NER) FSSAI, MOHFW)**, a notable figure in the industry, honored us as the Guest of Honor. He

brought a wealth of knowledge on regulations and compliance. **Dr. Prabodh Halde (Head, Regulatory - Marico Ltd., West Chairman-AIFPA & Past President AFSTI & CASMB)**, a seasoned expert, enriched the discussions with his extensive industry experience. The Global Buyer-Seller Meet of 2023 witnessed a robust gathering with more than 170 Indian delegates, over 30 overseas delegates, an impressive lineup of 15+ speakers, and the presence of embassy representatives and distinguished guests.



ANUGA HELD ON 7TH TO 11TH OCTOBER, 2023 AT COLOGNE, GERMANY

Anuga, the largest trade fair in the international food industry, was held from **October 7th to 11th, 2023 in Cologne, Germany**. It brought together top decision-makers from the trade, industry, and out-of-home markets from around the world to offer networking opportunities. The key focus of Anuga was on the theme of '**Sustainable Growth**,' in the face of global challenges such as climate change, resource shortages, and a growing population.

Dr. Raghav Jadli, President, AIFPA & Director, Jadli Foods (India) Pvt. Ltd., actively participated and represented AIFPA at this international exhibition.

During the event, he initiated discussions with various **International associations** to foster collaboration on mutual areas of interest, such as export-import regulations, investments in the food processing sector, duty tariffs, market assessment and more. He also emphasized the need for value-added products to cater to the demands of the Indian market. These discussions increased the AIFPA's presence on the global stage, contributing to the growth of the Indian food processing industry.



With Almond Board of California



With Macedonia Food Processor's Association



With Japan Soya Sauce Association



With Iran Pistachio Association

WORLD FOOD INDIA 2023 DRIVES INDUSTRY COLLABORATION AND INVESTMENT: A RESOUNDING SUCCESS



The 'World Food India 2023' event, organized by the **Ministry of Food Processing Industries**, concluded on **5th November** at **Bharat Mandapam, Pragati Maidan, New Delhi**, graced by the esteemed presence of the President of India, **Smt. Droupadi Murmu**. The valedictory session encapsulated the event's resounding success, with the President acknowledging its pivotal role in showcasing India's vibrant culinary heritage and fostering robust partnerships among various industries. She emphasized the country's potential as a global culinary hub and underscored the importance of enhancing food distribution to combat global hunger.



The event was inaugurated by the **Prime Minister, Shri Narendra Modi** on **3rd November** disbursing Seed Capital Assistance for over one lakh SHG members. He emphasized the event's role in presenting India as the 'food basket of the world' and commemorating 2023 as the **International Year of Millets**. Applauding the technology and startup pavilion and food street, the Prime Minister emphasized their role in shaping the future economy. Recognizing the food processing sector as a 'sunrise sector,' he highlighted its attraction of over Rs 50,000 crore in foreign direct investment over nine years. He underscored the impact of the PLI scheme and ongoing projects under the Agri-Infra Fund, emphasizing investments of thousands of crores in processing infrastructure for fisheries and animal husbandry.

The Mega Food Event, held with the support of ten Ministries/Departments of the Government of India, six commodity boards, and 25 states, attracted significant attention from international and domestic stakeholders. The event featured a remarkable turnout of 1208 exhibitors, 14 country pavilions, and notable participation from 715 international buyers, 218 domestic buyers, and 97 corporate leaders. Spanning an expansive area of 50,000 square meters across seven exhibition halls, the event provided a comprehensive platform for showcasing the latest advancements in the food processing industry. 14 country delegations, including seven Ministerial delegations participated in the event. The event's global appeal was further reinforced by the distinguished participation of The Netherlands as the Partner Country and Japan as the Focus Country.

A distinguished CEO Roundtable marked the inaugural day of World Food India 2023, co-chaired by Union Minister, **Shri Pashupati Kumar Paras** of the Ministry of Food Processing Industries and Union Minister, **Shri Piyush Goyal** of the Ministry of Commerce and Industry, Consumer Affairs, Food and Public Distribution, and Textiles. This significant gathering brought together CEOs representing over 70 leading companies in the food processing and allied sectors. Key deliberations during the Roundtable encompassed facilitation of business operations, investment strategies, sourcing interests, and a comprehensive examination of the existing gaps within the value chain of the Indian Food Processing Sector.

During the event, Shri Pashupati Kumar Paras participated in six G2G meetings. He held discussions with Ministers of Fiji, Mauritius, focusing on global partnerships in the food processing sector. He also engaged in talks with dignitaries from Greece and Lebanon, highlighting the event's commitment to international cooperation. Discussions with the Minister of Agro-Industry and Food Security from Mauritius and a Member of Parliament from Australia emphasized the event's emphasis on knowledge sharing and international ties.

The three-day event comprised 48 sessions, featuring Thematic, State, Allied Ministries, and Country & Organization sessions. Notably, 16 Thematic Sessions delved into crucial subjects such as Financial Empowerment, Quality Assurance, Innovations in Machinery and Technology, e-Commerce, and Logistics in the food processing sector. Moreover, 12 State-focused panel discussions and 11 specialized sessions by Allied ministries, including DPIIT and FSSAI, addressed pertinent industry challenges. The sessions were graced by Ministers from Gujarat, Kerala, and Andhra Pradesh.

The event also hosted knowledge sessions by The Netherlands and Japan, promoting knowledge exchange and best practices. Additionally, successful focused meetings with The Netherlands, the US-India Strategic Partnership Forum, Brazil, and the UAE highlighted growth opportunities in India's food processing sector.

Among the event's highlights was the Technology and Sustainability Pavilion, which spotlighted cutting-edge innovations in the food industry, signaling a shift toward more eco-friendly and resilient food production practices. The experiential Food Street, curated by Celebrity **Chef Ranveer Brar**, proved to be a delightful attraction, offering an immersive experience of India's rich culinary heritage and diverse regional cuisines. 200 chefs, including prominent names like **Chef Sarah Todd** and **Chef Kunal Kapur**, participated, conducting cookery demonstrations. The event also featured ICC23, an international culinary competition, celebrating excellence with categories like pre-millet dishes and live pasta cooking, along with masterclasses and an awards ceremony.

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Regulatory & Food Safety Updates

FSSAI re-operationalizes standards for crude solvent extracted corn (maize) oil



The FSSAI has issued a direction regarding re-operationalisation of standards for crude solvent extracted corn (maize) oil. The direction says that the standards were re-operationalised for a period of six months from June 20, 2023.

According to the FSSAI's statement, the provisions in the draft amendment regulations are in process of final notification which is likely to take further more time for finalisation and publication in the gazette of India.

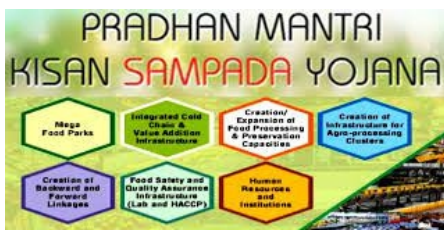
Meanwhile, to allow the FBOs to import the crude corn (maize) oil, it has been decided to re-operationalise the provisions for crude solvent extracted corn (maize) oil as specified with effect from 20.06.2023 for a period of six months or until final notification of the

draft regulations, whichever is earlier.

The FSSAI had framed the draft FSS (Food Standards and Food Additives) Amendment Regulations with respect to crude solvent extracted corn (maize) oil in May 2022 and subsequently made it operationalise from December 2022.

Previously the draft was re-operationalised in April 2023. The standards specified moisture and insoluble impurities percentage by mass at 0.25, refractive index from 1.4637-1.4675 at 40degreeC, saponification value at 187-195, and acid value at 8.0.

MoFPI invites proposals for various schemes under PMKSY



The Ministry of Food Processing Industries (MoFPI) has invited proposals from prospective entrepreneurs for various schemes under the Pradhan Mantri Kisan Sampada Yojna for setting up infrastructure projects in food processing sector.

The components covered under the PMKSY are scheme for creation of infrastructure for agro processing clusters, creation/expansion of food processing and preservation capacities, integrated cold chain and value addition infrastructure, setting up/up-gradation of food testing laboratories, and Operation Greens.

MoFPI has issued a notice, in this regard, seeking applications from the interested parties. MoFPI has said that the entities may submit their proposals to sampada portal with relevant details as per the operational guidelines of the respective scheme under PMKSY. The last date for submitting online application is November 22, 2023, 5pm and no physical mode for submission shall be accepted.

A prebid meeting for this shall be organised on 19th October at the Ministry in New Delhi. And the link for the submission of the online application shall be available and functional from 10.00 a.m. on 9th October until 22nd November 2023, reads the notice issued by the Ministry.

FSSAI re-operationalizes norms related to standards of Fortified Rice Kernel



The Food Safety & Standards Authority of India (FSSAI) has issued a direction for re-operationalization of regulations related to standards of fortified rice kernel proposed under the draft FSS (Food Products and Food Additive) Amendment Regulations.

The draft was notified in May 2022 and the draft standards were made operational through a direction in June 2022 and subsequently re-operationalized through notification in December 2022 and April 2023.

According to the FSSAI, the provisions in the draft amendment regulations are in process of final notification which is likely to take further more time for finalization and

publication in the Gazette of India.

Meanwhile, to strengthen the national level fortification programme and its implementation, it has been decided to again re-operationalize the provisions for Fortified Rice Kernel, Vitamin and Mineral Premixes for fortified rice kernel and rice flour as specified in the direction dated 11.04.2023 with effect from 23.06.23 for a period of six months or until a final notification of draft regulation, whichever is earlier, reads the direction.

FSSAI clarifies that addition of protein binders is not permitted in milk and milk products



Food Safety and Standards Authority of India (FSSAI), has clarified that addition of protein binders is not permitted in milk and milk products. Further, only those additives can be used in milk and milk products which are specified for such products in the Appendix A of the Food Safety and Standards (Food Products Standards and Food Additives) Regulation, 2011.

Almost every dairy product has a unique and well accepted textural and other sensory characteristics. Hence, addition of any binding material like protein binders to milk and milk products is not warranted to modify the textural or sensory parameters.

Binding agents have emerged as an important and required class of ingredients to manufacture a wide range of new food products, especially semi-solid or solid foods. However, such application is known to affect the digestibility of the protein bound and thus can affect biological and nutritive value of milk proteins. Protein binding also influences the bioavailability and distribution of active compounds.

The milk protein has a high biological value as it is a good source for essential amino acids. Besides, milk proteins are easily digestible and do not contain any anti-nutritional factors unlike many plant based proteins. In addition, milk and milk products contain a wide array of proteins with biological activities ranging from antimicrobial ones to those facilitating absorption of nutrients, as well as acting as growth factors, hormones, enzymes, antibodies and immune stimulants.

FSSAI to cancel tender issued for surveillance of products citing admin reasons



The FSSAI has decided to cancel the tender it had issued for the 'Pan-India Surveillance of Food Products' due to 'administrative' reasons. A tender cancellation notice issued by the FSSAI stated, Tender for “Pan-India Surveillance of Food Products” invited by Food Safety and Standards Authority of India, dated: 14.03.2023 is hereby cancelled due to administrative reasons. The notice was issued in March wherein the Indian food authority had planned for a nation-wide surveillance on food products during the period of 2023-24 to assess the safety and quality of food products sold in the country and to identify vulnerable hotspots where prevalence of food adulteration/ malpractices exists.

Food products including dairy products and analogues, cereals and cereal products, nuts & oil seeds, meat and meat products including poultry, fish & fish products, sweeteners including honey, fruit & vegetable products, food for special dietary use and nutraceutical products, were to be analysed for various safety parameters. The surveillance of food products was to include the food products produced, manufactured, marketed, or imported in India to assess the safety (horizontal parameters) and quality (vertical parameters).

Horizontal standards cut across various categories of foods and contain standards about contaminants, toxins, residues, packaging, labelling and so on, while vertical standards mainly include identity and compositional standards of specific food products which cover additives, microbiological requirements and so on. For this purpose, the food authority had invited applications from agencies to carry out the surveillance on its behalf. According to FSSAI, the aim was to put in place a continuous surveillance framework for better enforcement to provide safe, nutritious and quality foods to the consumers.

New GST rate for food preparations of millets to be 5% when pre-packaged



The 52nd Meeting of the GST Council has recommended that rates of food preparations of millets be levied 5% when sold pre-packaged with label and zero/nil, if sold other than pre-packaged. The decision experts feel is in line with other such food products levied under the GST regime.

In a similar move, the Council recommended that extra neutral alcohol used for manufacture of liquor for human consumption may be kept outside of the purview of GST. Experts say that such a move would encourage the states to further include other such items used in liquor manufacturing.

Meanwhile, the service tax related to job work service for processing of barley (also used as an ingredient for manufacture of liquor) to attract 5% against 18%. The GST Council also made recommendation regarding appointment of president and members of the GST Appellate Tribunals.

The Council has also recommended that an advocate with 10 years' experience in litigation would also be eligible for appointment as judicial member. The tenure of the president and members has been decided to be up to a maximum age of 70 years and 67 years respectively.

New Launches

Bisleri International launches Vedica Himalayan Sparkling Water



Bisleri International launches Vedica Himalayan Sparkling Water. Priced at Rs. 175, it is designed for the discerning consumer's table in an elegant glass bottle. It is sourced directly from the snow-clad peaks of the Himalayas, it has a blend of effervescence and perfectly balanced mineral composition. It has a refreshment experience.

The bottle features intricate carvings on its neck, complemented by a regal crown cap and a label that skilfully depicts the gilded celestial motifs reminiscent of the starry Himalayan night skies. It assures exceptional quality, unadulterated purity, and an ideal balance of carbonation and a crisp, refreshing taste, said the company. It will be available across various distribution channels, including the exclusive Bisleri Doorstep App.

Clear Premium Water launches its 'Nu' brand in India



Clear Premium Water has made a significant announcement on the launch of its natural mineral water brand 'Nu by Clear' in India. Nu, positioned as a premium offering by Clear Premium Water, is a range of natural mineral water, bottled at the source, boasting the goodness of natural mineral compositions such as calcium, bicarbonate, magnesium, fluorides, sodium, chlorides, potassium, nitrates, and alkalinity of $7.70 \pm$.

What truly distinguishes this brand is its exceptional approach to encapsulating the essence of the Himalayas – bringing the very elements from the 'roof of the world' right to your taste buds. A truly distinctive concept for the Indian market, featuring four

captivating designs across the range, all designed to transport you directly to the heart of the mountains.

Nu is poised to delight a discerning clientele encompassing upscale dining establishments, luxurious hotels, trendy cafes, renowned restaurants, exclusive clubs, airports, and more across Delhi/NCR, Mumbai, Gujarat, and Uttar Pradesh. It will soon be expanding the product, pan-India. This premium experience does come with a higher price point compared to the other bottled mineral water options in India. The company's strategic objective behind launching the Nu brand is to offer a diverse range of products to cater to a broader audience within the elite segment.

Mr. Nayan Shah, Founder & CEO, the driving force behind Clear Premium Water, expressed, in the wake of the post-Covid era, it has become evident that people are increasingly gravitating towards healthier lifestyle choices. Simultaneously, there has been a notable surge in spending within this particular sector.

Puratos India launch new curry masala bread mix



Puratos India, a global leader in bakery, patisserie, and chocolate ingredients, launches its new Easy Curry Masala Bread Mix. This innovative product is set to delight the taste buds of consumers who appreciate the rich and savoury flavours of Indian cuisine. The Easy Curry Masala Bread Mix is a versatile product that can be used to produce a variety of finished goods, such as bread loaves, burger buns, rusks, paninis, pizza bases, crusty bread, and even hot dog buns. It is made with a blend of carefully selected Indian spices that ensures an authentic and flavorful experience.

Mr. Ashish Seth, M.D., Puratos Food Ingredients India Pvt. Ltd., said, Indian cuisine has always been praised for its exquisite blend of spices that create a truly distinct and memorable taste. The Easy Curry Masala Bread Mix is an exciting addition to our portfolio, reflecting our commitment to innovation and meeting the evolving tastes of consumers. In addition to enhancing the offerings of our bakery partners, we believe this product will also introduce a wider audience to the rich flavours of Indian cuisine.

In a recent Taste Tomorrow consumer survey, it was revealed that millennials and Gen Z are increasingly drawn to savoury food and snacks over other options. This growing preference has inspired the brand to introduce the Easy Curry Masala Bread Mix which offers several advantages, making it a must-have for bakers and artisans. This bread concentrate simplifies the baking process, allowing artisans and bakers to effortlessly spice up their bakery products. Despite the addition of spices, the Easy Curry Masala Bread Mix maintains the essential qualities of bread, including volume, softness, and strength. The mix results in an appealing crumb colour and an unmistakably authentic curry taste.

The brand opted for the best Indian spices to ensure an authentic and flavourful experience. India's culinary diversity is a reflection of its rich culture, with each region boasting its own distinctive and identifiable dishes, influenced by geographical, religious, cultural, and ethnic factors. From the nostalgia of traditional family recipes to the authenticity of homely flavours, Indian food holds a special place in the hearts of many.

Godrej Yummiez and IRCTC together introduce Yummiez Millet Patty on Rajdhani & August Kranti trains



Godrej Yummiez and the Indian Railway Catering and Tourism Corporation (IRCTC) have joined forces to introduce Yummiez Millet Patty on Rajdhani and August Kranti trains. This partnership comes as 2023 is celebrated as the International Year of Millets, showcasing Godrej Yummiez's commitment to providing nutritious and delicious options.

The Yummiez Millet Patty, crafted by Godrej Yummiez, has garnered significant praise for its nutritional value and taste. Made from millets such as Jowar (Sorghum) and Bajra (Pearl Millet), this innovative snack employs Individual Quick Freeze (IQF) technology to maintain freshness without the need for preservatives. Packed with fibre, vitamins, and an enticing blend of herbs and spices, these patties offer a delectable and health-conscious snacking choice.

Rajdhani and August Kranti trains are renowned for their exceptional service and food offerings, and this collaboration between Godrej Yummiez and IRCTC aims to promote the consumption of millets even within the extensive Indian railway network. Initially, this partnership is being piloted on the Mumbai-Delhi-Mumbai routes of these iconic trains, benefiting passengers travelling between Maharashtra, Gujarat, Rajasthan, and Delhi.

Mr. Abhay Parnerkar, CEO of Godrej Tyson Foods Limited, emphasized the shifting perception of millets and their increasing popularity among households. He highlighted Godrej Yummiez Millet Patty as a preservative-free snack that embodies their commitment to innovation, nutrition, and convenience. He expressed his delight in extending this delectable snack to passengers aboard Rajdhani and August Kranti trains, praising IRCTC's extensive reach and culinary expertise.

Mr. Rahul Himalian, Group General Manager at Indian Railway Catering and Tourism Corporation (Western Zone), noted that the International Year of Millets inspired them to explore ways to incorporate millets into their food offerings, aligning nutrition with taste. The introduction of Godrej Yummiez Millet Patty on a pilot basis underscores IRCTC's dedication to providing passengers with appealing millet-based food options.

Salud announces First Agave Refresher and Bold Cranberry Gin in ready-to-drink



Salud, a global urban lifestyle brand that is redefining the drinking experience, announced the launch of its two latest additions to the premium product portfolio. They are Salud Fiesta and Salud Strong Cranberry. Salud aims to revolutionise the drinking experience, catering to consumers of all age groups and lifestyles at an affordable price. The invigorating Agave and Cranberry Gin Refresher have been crafted to infuse every sip with joy and happiness with an innovative blend of grenadine, exquisite herbs and botanicals.

Cranberry stands out for its refreshing appeal, and as a lower-strength alternative to spirits, it aligns with consumer desires for healthier options. Simultaneously, Agave, a rising star in India's spirit industry, is in its growing stage, poised to replicate the success story of gin from five years ago. The Agave Revolution is set to leave an enduring mark on the country's drinking culture.

This year, Salud has already made waves in the beverage industry by launching a limited premium gin collection, Salud Cusp London Dry Gin in Goa. The new collection not only clinched a prestigious Gold Medal at the Global Gin master's but received acclaim in the Goan market. Building on this success, Salud is strategically expanding into the ready-to-drink category, meeting the surging demand for convenient and premium alcoholic beverages in 12 new Indian markets.

The Salud's new product, Salud Fiesta is India's pioneering Agave Soda in a bottle, boasts an impressive 8% alcohol content, offering an unparalleled blend of fun and flavour. Each 275 ml bottle ensures an unforgettable celebration that continues all night. Salud Fiesta is not your typical Tequila; it's a refreshing twist. Combining agave's crispness with grenadine's sweetness, complemented by zesty orange and tangy lemon, it's designed to leave you craving more.

Whereas Salud Strong Cranberry promises a tantalising journey through bold flavours and invigorating sensations, seamlessly combining the timeless allure of gin with a meticulously curated selection of herbs and botanicals. The result is a perfectly balanced elixir infused with the tangy essence of cranberry and citrus fruits, delivering an exceptional drinking experience. Salud Fiesta is available at Rs. 135 and Salud Strong Cranberry at Rs. 135.

Was banning basmati rice export the right way to contain inflation?



The export ban by India, therefore, has come to affect nearly half of the world's population, for whom rice is the staple food. "Rice, especially in Africa, can certainly bring potential conflict or social unrest, which at this moment in time would be quite dangerous," Lario said in an interview to Bloomberg. The move has triggered fears of global food inflation, hurt the livelihoods of some farmers and prompted several rice-dependent countries to seek urgent exemptions from the ban. More than three billion people worldwide rely on rice as a staple food and India contributed to about 40% of global rice exports. The exported share of non-basmati white rice surpassed the share of basmati rice in the last two fiscal years. In FY23, India exported around 64 lakh tonnes of non-basmati white rice and close to 45 lakh tonnes of basmati rice. The most widely exported type was parboiled rice (78 lakh tonnes). Now, non-basmati white rice, which formed over a quarter of semi/wholly milled rice, has been taken off the market.

The U.S.'s dependence on India for semi/wholly milled rice was only 20% compared to Nepal's 99%. In fact, the dependency was over 50% in 23 countries — eight of them in West Asia and nine in sub-Saharan Africa. The data hints that a part of the rush in the U.S., which sources 80% of its needs from elsewhere (mostly Thailand), could also be due to panic buying or the preference of NRIs for Indian brands. In September 2022, India had banned broken rice exports. The government has imposed a 20% export duty on parboiled rice and allowed export in Nepal, Cameroon, Malaysia, Philippines, Seychelles, Ivory Coast and Republic of Guinea. These measures aimed at curbing retail inflation in rice which had been in double digits for the last one year.

Back in India, the decision may bring relief to consumers as many of them, especially in the southern States, were paying over ₹50 for a kilo of rice. Climate change-related disasters such as extreme flooding in the north and relatively poor rainfall elsewhere have also impacted rice sowing this year. In August, a temporary MEP of \$1200/tonne was imposed till October 15 on basmati rice shipment to restrict 'illegal shipment of white non-basmati rice in the garb of premium basmati rice.'

The government is likely to reduce the minimum export price (MEP) of basmati rice to \$ 850/tonne from \$ 1200/tonne imposed in August following a series of consultations with exporters, farmers and state government officials in the key growing states of Punjab, Haryana and Uttar Pradesh.

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