

MINUTES OF MEETING
Promotion of Food Fortification: Strategy for Retailers
3rd July 2018
3:00 PM-5:00 PM
FSSAI Headquarters, New Delhi

A consultation with retailers was organized on 3rd July from 03:00 P.M.-05:00 P.M. at 5th Floor, Conference Hall, FSSAI, FDA Bhavan, ITO, New Delhi. The objective of the consultation was to sensitize retailers on the need of food fortification and to promote fortified food through their sale channels, enhancing the visibility and access to fortified products and generating awareness around the '+F' fortification logo. The consultation saw representation from top retailers in the country, the list of participants is annexed.

At the outset, Director, FFRC welcomed the retailers and elaborated on the benefits of fortified food products and the role of retailers in promoting and generating awareness around fortified products.

A presentation highlighting the key aspects, promotional strategies that the retailers can adopt to promote fortified products was made. The key asks from retailers were to create general awareness by dedicating space to fortified, ensure availability of fortified foods on their platforms and popularize +F logo. Success stories of 'Kendriya Bhandar' and 'Amazon' as early adopters were shared with all the participants. Retailers were requested to utilize FFRC social media handles for promotion campaigns. The key challenges that emerged during discussion session with retailers were that as there is a lack of consumer awareness, there is lack of demand for fortified staples. There is a lack of promotion of fortified staple variants by FBOs. There is a requirement of sensitization of marketing and sales team to build awareness around food fortification.

Discussions on regulations and guidelines on e-commerce and organic foods (Jaivik Bharat logo) were also held with the retailers with an intent to know their progress and clear doubts.

CEO, FSSAI encouraged the retailers and E-commerce to promote and adopt fortification and highlighted the ways in which they can contribute to the society at large. He mentioned how retailers can contribute to building awareness around fortified foods through their supply chain as there is little awareness among consumers about fortified food products. He reiterated that the marketing and sales team should also be sensitized.

In order to create awareness around food fortification and its role in combating micronutrient malnutrition prevalent in our country, a mass campaign 'Lauhyatra' has been planned. A presentation and film on 'Lauhyatra' were shown to the participants to promote food fortification as one of the important strategies to combat micronutrient malnutrition at a national level. Lauhyatra, is an all India relay cycle expedition to create mass awareness around food fortification, which is set to commence on Gandhiji's 150th birth anniversary. The presentation highlighted the areas where retailers and E-commerce can participate and collaborate. CEO, FSSAI stressed that the focus of this movement is to have a ripple effect in creating the awareness by engaging the consumers at large scale. All retailers including Amazon, Future group, Flipkart and Kendriya Bhandar showed great enthusiasm and readiness to participate and volunteer in the campaign.

The key decisions that emerged out of the consultation were:

- Share communication/marketing collaterals - prototypes, handbook, presentations and technical manuals on fortification with retailers so that the same can be cascaded to their team as well as to FBOs for promoting fortification on the ground level.

(Nodal: FFRC, Timeline: 16th July 2018)

- Details of Lauhyatra like calendar of events, routes etc to be shared with retailers at the earliest.

(Nodal: FFRC/FSSAI, Timeline:16th July,2018)

- The communication collaterals on food fortification and its health benefits to be provided to RAI by FFRC to create awareness and promotion of food fortification with all 1300 members of RAI.

(Nodal: **Retail Association of India/FFRC**, Timeline:**25th July 2018**)

- Facilitate the training of **SPAR, Future Group, Grofers and Bigbasket** for manufacturing their in-house brands of fortified staples by FFRC.

(Nodal: **FFRC**, Timeline:**30th July 2018**)

- To create a category of fortified foods on their home page and display banners on food fortification on website and stores of retailers and E-Commerce.

(Nodal: **Retailers and E-Commerce** Timeline: **30th July 2018**)

- Share update on meeting held in regard to promotion of food fortification and pictures of danglers and posters showcased across 100 plus stores across of Kendriya Bhandar in Delhi with FFRC.

(Nodal: **Kendriya Bhandar**, Timeline: **30th July 2018**)

The meeting ended with a vote of thanks.

List of Participants

FSSAI AND FFRC

- Sh. Pawan Agarwal, CEO FSSAI
- Smt. Suneeti Toteja, Director FFRC
- Sh. Parveen Jargar, JD –(RCD), FSSAI
- Ms. Rohini Saran, Deputy Lead, FFRC
- Ms. Rijuta Pandav, Deputy Lead, FFRC
- Ms. Deeksha Bhatt, Coordinator, FFRC
- Ms. Sakshi Jain, coordinator, FFRC
- Ms. Shivani Moghe Bansal, Coordinator, FFRC
- Ms. Vithika Krishnawat, Coordinator, FFRC
- Ms. Vijeta Singhari, Consultant, FFRC
- Ms. Jyotsana Lamba, Consultant, FFRC
- Ms. Neeti Gadgoli, Coordinator, FFRC
- Ms. Pooja Puri, Consultant, FFRC
- Ms. Bhoomija Pant, Consultant, FFRC
- Ms. Himani Saini, Consultant, FFRC
- Ms. Navneet Kaur, Technical Officer, FSSAI

Government & Ministries

- Sh. Mukesh Kumar, Managing Director, Kendriya Bhandar

Associations

- Ms. Palak Taneja , Advocacy, Retailers Association of India (RAI)

E- Commerce

- Mr. Sanjay Chaudhary, Head – Product, Food and Trade Compliance- Amazon (Seller Services Private Ltd.)
- Mr. Mohit Bansal, Associate Director, Public Policy, Amazon (Seller Services Private Ltd.)
- Mr. Saurabh Saxena, Quality Assurance Head, Hands On Trades(Grofers)
- Mr. Sachin Achintalwar , Product Compliance Manager, Cloudtail India Pvt. Ltd.
- Mr. Anantha Padmanab, National Quality Head-Staples & Private Label, Big Basket, Supermarket Grocery Supplies Pvt. Ltd.
- Mr. Raja. M-National Category Head- Branded Staples, Big Basket, Super Market Grocery Supplies Pvt Ltd.

- Mr. Vivek Singhal, Sr. Manager-Business Development, Flipkart India Pvt. Ltd.
- Mr. Akash Gupta, Big Basket, Super Market Grocery Supplies Pvt Ltd.

Retailers

- Mr. Narinder Singh, Category Manager-Staples, SPAR, Max Hyper Market India Pvt. Ltd, Landmark Group
- Mr. Rajneesh Kumar, Chief Corporate Affairs Officer, Walmart India Pvt. Ltd.
- Mr. Amit Kumar, Deputy Manager-Quality Assurance, SPAR, Max Hyper Market India Pvt. Ltd, Landmark Group
- Mr. Nitish Sharma- Executive Legal, Spencer's Retail Limited, RP-Sanjiv Goenka Group
- Mr. Madhav Bokil , Heads Projects, Future Consumer Limited
- Mr. Saurabh Kapoor, Sr. Manager-Sales North, Future Consumer Limited
- Mr. Sanjay K Singh, Sr. Manager- Legal, Future Retail Ltd.
- Mr. Vinay Srivastava, Head- Legal, Future Retail Ltd.
- Mr. Manav Thakur, Future Retail Ltd.
- Mr. Chetan Bhatia, Future Retail Ltd.
- Mr. Vaibhav Kulshrestha, Operations Head, New Modern Bazaar Dept. Store Pvt. Ltd.
- Mr. Shiv Sagar Singh, Regional Quality Head, Aditya Birla Retail Ltd.
- Mr. Bharat Khare , Sr. Manager , Food Bazaar, Future Retail Ltd.