

### **Minutes of the Meeting held on 15<sup>th</sup> January 2018**

A Consultation on “Joint Marketing Campaign on Food Fortification” was held on 15<sup>th</sup> January 2018 at FSSAI, New Delhi under the chairmanship of Shri Pawan Agarwal, CEO, FSSAI. Over 60 representatives from the food industry, premix suppliers and development partners, who are working together towards scaling up Food Fortification in the nation attended the event. The list of participants is placed at **Annexure 1**.

Since the operationalization of food fortification standards in October 2016, many workshops and State level consultations have taken place to address the issue of micronutrient deficiency. As an outcome, the need for a large scale, pan India mass communication campaign, sensitizing and highlighting the benefits of fortification for all segments of society emerged as a general consensus. Further, the necessity to position +F logo in the eyes of the consumers to opt for fortified products now readily available in the open market was felt.

CEO, FSSAI set the context by sharing the felt need identified by all key stakeholders towards enabling an environment where +F logo is positioned as the benchmark for good health. The consultation was a platform to showcase the campaign idea highlighting the “Free” benefits of key micronutrients along with fortified staple commodities primarily wheat flour, rice, edible oil, milk and double fortified salt. The concept showcased was jointly agreed by domain experts, development partners, food businesses etc., and approved by the Management Committee of FFRC.

The feedback from the stakeholders during the consultation was encouraging, the messaging was found to be crisp and engaging from consumer perspective. The creatives were found to be clean and stirring. However, some concerns regarding the use of “Free” were highlighted. The consultation saw many consumer and market insights from the participants which added value to the overall media plan of the IEC campaign.

The discussion led to the following key points and decisions that emerged from the interaction which are as follows:

1. As the campaign centers around 'Free' benefits of micronutrients, it was stated that the messaging needs to be revisited to reduce ambiguity and be appropriate for the target group.
2. Further, a working group to be created with the marketing heads of Patanjali, Mother Dairy, Hexagon, TATA Chemicals and FFRC who will review and provide their feedback on the campaign creatives and detailed media plan.
3. It was observed that the cost of all elements of the campaign will be jointly borne between stakeholders and FFRC.

The meeting ended with a vote of thanks.

**List of Participants**

**FSSAI OFFICIALS**

1. Shri. Pawan Agarwal, Chief Executive Officer
2. Ms. Madhavi Das, Chief Management Services Officer

**FFRC OFFICIALS**

1. Ms. Smita Mankad, Principal Lead
2. Ms. Rohini Saran, Deputy Lead
3. Ms. Rijuta Pandav, Deputy Lead
4. Ms. Deeksha Bhat, Coordinator
5. Ms. Kanchan Parchani, Coordinator
6. Ms. Neeti Gadgoli, Coordinator
7. Ms. Nistha Lahoti, Coordinator
8. Ms. Sakshi Jain, Coordinator
9. Ms. Shivani Moghe, Coordinator
10. Ms. Vithika Krishnawat, Coordinator
11. Ms. Jyotsana Lamba, Communication Officer
12. Ms. Vijeta Singhari, Officer - Travel & Events
13. Ms. Pooja Puri, Documentation Officer

**INDUSTRY PARTNERS**

1. Mr. Atul Kumar Joshi, Chief General Manager- Quality & Legal Compliances, Patanjali Ayurved Limited
2. Mr. Krishna Kumar Joshi, Head - Regulatory Affairs, ITC Ltd.
3. Dr. Sangeeta Chadha, Associate Director – Regulatory Affairs, Hindustan Unilever Limited
4. Mr. Avtej Sawhney, Brand Manager, Marico
5. Ms. Richa Arora, Tata Chemicals
6. Mr. Avinash Kumar, Marketing Head, Patanjali Ayurved Limited
7. Ms. Shefali Sapra, Director, DANONE
8. Mr. Supratik Sengupta, Assistant Vice President, Marketing, LT Foods Ltd
9. Mr. Sandeep Ghosh, Business Head – Milk, Mother Dairy Fruit & Vegetable Pvt Ltd
10. Mr. Himanshu Saxena, Brand Lead, Edelman India Pvt Ltd
11. Ms. Heer Chokshi, Edelman India Pvt Ltd
12. Ms. Medha Girotra, Edelman India Pvt Ltd
13. Mr. Anand Kumar, Indo Brine Industries Ltd.
14. Mr. Ankit Sehgal, B L Agro Oils Ltd.
15. Mr. Virender Kumar, Pradeshik Co-Operative Dairy Federation
16. Mr. Abhijit Poddar, Marketing Head – Milk, Mother Dairy Fruit & Vegetable Pvt Ltd
17. Ms. Nandita Makharia, Head: R&D, Regulatory and Packaging, Agro Tech Foods Ltd.

18. Mr. Gurusharan, Pristine Organics Pvt. Ltd.
19. Mr. Manan
20. Mr. R Ramesh, Senior Manager, Quality Assurance, Mother Dairy Fruit & Vegetable Pvt Ltd
21. Mr. R.N Bhattacharya, OSD, Marketing, West Assam Milk Producers Co-Operative Union Ltd.
22. Mr. Anil Shetty, Western India Sea Brines Pvt Ltd
23. Mr. S. Bhowmik, General Manager, Pant, OMFED
24. Mr. A K Pathak, PCDF
25. Ms. Suman Gupta, CEO, AQC Chem Lab Pvt Ltd
26. Mr. Thirupathappa. T, Joint Director(QC), Karnataka Co-Operative Milk Producers' Federation Ltd
27. Mr. Kamal Kant Kanaujia, Associate Manager, Marketing, Adani Wilmar Ltd.
28. Mr. Atul Sharma, Chirai Salt (India) Pvt Ltd
29. Mr. Sandeep M Jain, Marketing Executive, Ankur Chemfood Ltd
30. Mr. Anupam Srivastava, Wella Nutrologicals
31. Mr. Manish Rathi, Shreeram Chemfood Pvt Ltd
32. Mr. Digambar Gaurav, Manager Quality Assurance, ADM Agro Industries Pvt Ltd
33. Mr. Subhash Bansal, ADM Agro Industries Pvt Ltd
34. Mr. B. N. Aggarwal, Dandi Salt
35. Mr. Yogesh Gupta, Director, Jagannath Chemfood Pvt Ltd.
36. Mr. Pankaj Mahajan, Director Corporate Affairs, Cargill
37. Mr. B. D. Palani, Managing Director, Stern Ingredients Pvt Ltd
38. Mr. Knitin Maheshwari, Regional Manager, Stern Ingredients Pvt Ltd
39. Mr. Sanjay Khajuria, Nestle India Ltd
40. Ms. Somya Tewari, Senior Technical Regulatory Officer, Marico
41. Mr. Abhishek Sahay, Edelman India Pvt Ltd
42. Mr. Santhosh Sharma, Director Plant, DCP India Pvt. Ltd.
43. Ms. Sonam Saxena, Sr. Manager Marketing, DCP India Pvt. Ltd.
44. Mr. Satish Kumar, Vita Milk Plant
45. Mr. Ajay Garg, Director, Vibrant Global Salt Pvt. Ltd.
46. Mr. Gautam Kumar, AGM Food Service, Prabhat Dairy Ltd.
47. Mr. Ankur Mohindra, Product Manager, Britannia Industries Ltd
48. Mr. Himanshu Bakshi, Director – Marketing, Danone India
49. Mr. Arun Lal, Chief Operating Officer, Hexagon Nutrition
50. Ms. Nandini Aggarwal, Manager-Business Development, Hexagon Nutrition Ppvt. Ltd.
51. Mr. Suresh Chand, Head - Staple Marketing, ITC Ltd.
52. Mr. Anugrah Sing, Independent Director, B.L. Agro Industries
53. Mr. S.N. Agrawal, Indo Brine Pvt. Ltd.
54. Mr. Rishabh Gambhir, AAK Kamani Oil Pvt. Ltd.
55. Mr. Pratish Batavia, P D Navakar Bio Chem Pvt. Ltd

## **DEVELOPMENT PARTNERS**

1. Ms. Ashi Kathuria, World Bank
2. Ms. Deepika Anand, World Bank
3. Ms. Deepti Gulati, Head of Programs, GAIN
4. Ms. Milli, UN-WFP
5. Ms. Ruchika Sachdeva, Team Leader, PATH
6. Ms. Sabah Hamid, Project Manager, Bill & Melinda Gates Foundation
7. Ms. Satakshie Sharma, Tata Trusts
8. Ms. Shakun Sharma, GAIN
9. Ms. Sucharita Dutta, Country Director, Nutrition International
10. Mr. Vivek Arora, Senior Advisor, Tata Trusts