

PFNDAI SEMINAR ON EXPLORING WHOLESOME INGREDIENTS FOR HOLISTIC HEALTH

Held On 18th October, 2019

At Hotel Kohinoor Continental, Andheri

AUTHOR -

By Ms Swechha Soni,
Nutritionist, PFNDAI



Protein Foods and Nutrition Development Association of India organised a Seminar on Exploring Wholesome Ingredients for Holistic Health on 18th October 2019, which was sponsored by Vista Processed Foods, DuPont, AAK Kamani and DKSH.

The registration Kit for the seminar was sponsored by Fine Organic Industries.

The souvenir of the Seminar was supported by Pepsico, JRS Rettenmaier, Marico, Kellogg India, Mondelez and Ruchi Soya.

There was also a stall by Anshul Life Sciences displaying their products (variants of soup mix) that was also prepared and served to the delegates for tasting.

Before starting the sessions, all the members present for the seminar observed a moment of silence for Dr. C. Gopalan who passed away on 3rd October 2019.

Inaugural Session:
Dr. JS Pai, Executive Director, PFNDAI welcomed all the honourable speakers of the

Inaugural Session- Dr. B. Sesikeran, ex-NIN and Chairman- Scientific Affairs Committee of PFNDAI; Dr. KSMS Raghavarao, Director-CFTRI Mysore and Member-Scientific Affairs Committee of PFNDAI; Mr. Bhupinder Singh, Chairman- PFNDAI and Dr. Shatadru Sengupta, Vice Chairman- PFNDAI.

The session started with the Welcome Address by Dr. Shatadru Sengupta where he gave a delightful welcome address to all the delegates of the seminar. He also threw some light on the need of this seminar and the varied topics that would be covered throughout the day. Moreover, he added about the people's lifestyle today and the related diseases and how a balanced diet can help keeping them away.

There was a Presidential address by Mr. Bhupinder Singh who shared with all "Status of the Indian Food Industry" through his presentation. He talked about the current trends of the food industry and also mentioned the key factors of the growth drivers of Indian Food Industry. He also shared an insight of the Indian Mega Food Parks. He

gave the classification of the Indian food Industry- Primary and value Added (Secondary & tertiary) and stated their inclusions. He mentioned about the export foods from different states of the country. He also mentioned about the smaller trends that may shape future trends.

Next, was the Inaugural address by Dr. B. Sesikeran who set the base of the Seminar by his presentation on "Whole Foods to Wholesome Ingredient based Holistic Health". He first simply defined Health and its types, focusing more on Mental and Physical Health. He also added that the best way to maintain Health is to preserve Health. He further defined Whole Foods and Wholesome Ingredients and gave a comparison between both. He focused more on the wholesome ingredients that carry the active components that give quicker benefits than the whole food.

This was followed by a Keynote address by Dr. KSMS Raghavarao.

Dr. Shatadru Sengupta,
Sr Director Legal & Company
Secretary Hardcastle Restaurants
Pvt Ltd giving Welcome Address

Mr. Bhupinder Singh - CEO:
Vista Processed Foods Pvt. Ltd.
giving Presidential Address



From L- Dr. Shatadru Sengupta, Mr. Bhupinder Singh, Dr. B. Sesikeran, Dr. KSMS Raghavrao & Dr. Pai



Dr. B. Sesikeran - Ex- NIN giving Inaugural Address



Dr. KSMS Raghavrao-Director: CFTRI giving Keynote Address

He gave a presentation talk on New Directions in the Food Industry- Indian & Global Scenario. He focused more on the technologies in the food industry and talked about the major R&D areas- Transitional Research, Technology Development, Engineering Sciences, Food Production & Safety. He also put some light on the Need for total Innovation, Role of Start-ups. He talked about a lot of Innovative technologies that led to some really innovative and nutritious products.

The Inaugural Address was ended by an Inaugural Vote of Thanks by Ms. Swechha Soni.

Dr Dinesh Kumar from National Institute of Nutrition then gave information about the World Congress of Natural Products to be held in Hyderabad in December and invited delegate to participate in the same.

Technical Session I:
Next was the First Technical Session chaired by Dr. KSMS Raghavrao and Co-Chaired by Dr. Sanjog Surve, Director- R&D, Abbott Nutrition. This session was on Proteins and Ayurvedic foods and

commercialisation of Health Foods. Dr. Raghavrao and Dr. Surve gave opening remarks for the session talking about various opportunities in the field of Ayurveda and Proteins.

The first talk was by Dr. Ashwinikumar Raut, Director, Clinical- Research & Integrative Medicine who talked on Ayurvedic Ingredients for Healthier Foods. He talked about the Spectrum of Ayurvedic Ingredients for Healthcare and also explained the Health- Disease Spectrum which is Pro-disease > Pre-disease > Disease. He also introduced a new concept of AM food i.e., Ayurvedically Modified Food. He also mentioned about the usage flexibility of Ayurvedic Ingredients. He also mentioned about the Formal Regulations for Herbs and Botanicals as Health Foods in different countries. He stated what's important in Ayurvedic Foods are the Selection of Ingredients, Dose range and Process ambiguity.

Next talk in the session was by Ms. Parina Garg, Team Leader- Beverages, DuPont on Capturing the opportunity for Protein in

Sports Nutrition. The main segments she covered were the unique health & sustainable benefits of soy protein, the evidence supporting protein and soy dairy blends for sports nutrition and the protein opportunities in foods and beverages targeting the sports nutrition consumer. She also gave a comparison of soy vs. dairy protein.

The last talk of the session was by Mr. Deepak Gunvante, CEO- DG Associates PTE Ltd. He talked on Critical Success Factors for Commercialisation of Health Foods. He stated that 80% of the new product launches fails within 12 months and the solution to this problem is to understand the four factors brand acceleration system- (1) What are the Trends? (2) Where to Play? (3) How to Win?

Post the individual talks, there was an interactive session between the Chair, co-chair, speakers of the first session and the audience wherein the speakers cleared doubts of the audience and interacted more on the opportunities of the Protein and Ayurvedic ingredients. Dr. Sanjog Surve summarised the entire session giving closing remarks.



Technical Session II:

The Second Technical Session was focused on Oils & Fats, carbohydrates and innovative ingredients for healthy foods. The session was chaired by Ms. Madhavi Trivedi, Sr. Associate Director-Nutrition & Scientific Affairs-Kellogg Emerging Markets and Korea and was co-chaired by Ms. Naaznin Husein, National executive Committee member-IDA. Ms. Madhavi Trivedi gave the opening remarks for the session focusing on the macronutrients and its importance in our diet. She mentioned that an important macronutrient like Carbohydrates must be included in the diets for driving energy and other metabolic processes that depend on it. She also added that Fats and Oils are necessary in the foods for it to be palatable. Ms. Naaznin Husein added to her remarks saying that a balanced diet is one that includes all the macronutrients in the right proportions.

The first speaker was Mr. Prakash Chawla, CEO- AAK Kamani who shared with the delegates the Healthier Aspects of Oils & Fats. He briefed about the importance of vegetable oil in our diet. Fats contribute to the taste and mouth feel of the food by various means. He also emphasized on the use of vegetable oil in bakery, confectionery, nutrition, culinary, ice cream. He also briefly covered about the SFA, MUFA and PUFA. He concluded by with discussing some emerging trends and stating that the key to being Healthy is to consume everything in moderation.

The next speaker was Dr. Jagmeet Madan, IDA- National President who spoke on Importance of

Carbohydrates in Diet for Health. She started with explaining of different types of carbohydrates. She also talked about Resistant Starch and its applications. She shared a study of effect of resistant starch rich diet on faecal micro flora and biochemical parameters in healthy adults. Talking about Dietary fiber she covered some studies on Inulin and Fructo-oligosachharides showing some health benefits. She also gave an overview of the use of carbohydrates in Food Industry which covers wide categories.

The next talk of the session was by Ms. Priya Mundra, Application specialist, DKSH. She talked on the Use of innovative Ingredients for making Healthier Food Products. Defining Holistic Health she mentioned about the buzz all over about healthy food products- fat reduction, sugar reduction, salt reduction, protein enrichment, fiber enrichment, etc. She stated the various ways and alternate ingredients and their applications to follow the trend to make healthy food products.

Post the individual talks; there was an interactive session between the Chair, co-chair, speakers of the second session and the audience trying to solve some of the myths and misunderstandings of consumption of fats and carbohydrates. Ms. Naaznin Husein summarised the entire session giving closing remarks.

Panel Discussion:
Post the technical sessions

was a panel chaired by Mr. Shaminder Pal Singh, Director-Scientific & regulatory Affairs, Pepsico and Co-chaired by Ms. Anshu Gupta, Health & Nutrition Leader- General Mills.

The Panel consisted the following speakers: Dr. V. Sudershan Rao, Ex-NIN, Dr. K. Balasubramanian, Vice President Foods, Bee Pharmo Labs, Dr. Shobha Udiipi, Hon Dir. MRC, Kasturba Health Society, Mr. Nikhil Kamat, Sr. Vice President –Operations, Fine Organic Industries, and Dr. Bhavna Sharma, Head-Nutrition Science Dept. ITC-Foods Division

Mr. Shaminder Pal Singh gave the opening remarks for the Panel discussion. The Panel was very well moderated by Ms. Anshu Gupta. She tried to connect the missing loops in the sessions by raising specific questions to the panel for their expert knowledge sharing. The panel discussed about the regulatory, analytical and the safety aspects of the emerging and already existing healthy food ingredients. Scope and opportunities of the innovative health ingredients were also discussed. The ingredient stability while incorporating it into a final food product was of a concern that was deliberated by the panel. The delegates interacted with the panel by addressing certain queries. The panel discussion ended successfully after having an interactive session. Ms. Anshu Gupta gave the closing remarks summarizing the discussions.

A formal Vote of Thanks was given by Ms. Anuja Rawool. We thank our sponsors and other supporters and the delegates for actively participating in the Seminar.





AUDIENCE



Anshul Stall: Ms. Queeny, Ms. Varsha & Mr. Ishrani



Dr. Bhavna Sharma



Dr. K. Balasubramanian



Dr. Shobha Udipi



Standee



Mr. Nikhil Kamat



Dr. Sudershan Rao



Mr. Shaminder Pal Singh



Ms. Anshu Gupta

Panel Discussion





AUDIENCE



BANNER



FRIENDS



Panelists with Organisers





Mr. Deepak Guvante-CEO: DG Associates Pvt Ltd



From L Ms. Parina Garg, Mr. Deepak Guvante, Dr. Ashwinikumar Raut, Dr. KSMS Raghavarao & Dr. Sanjog Surve



Dr. Ashwinikumar Raut- Kasturba Healthcare



Dr. Sanjog Surve- Director, R&D: Abbott Nutrition



Dr. KSMS Raghavarao- Director:CFTRI



Ms. Parina Garg- Team Leader: Beverages, DuPont



From L Dr. Jagmeet Madan - IDA: National President, Ms. Priya Mundra - Application Specialist: DKSH, Ms. Naaznin Husein - National Executive Committee Member - IDA, Ms. Madhavi Trivedi - Sr. Asso. Dir. - Nutrition & Sctff. Affairs, Kellogg Emerging Markets & Korea & Mr. Prakash Chawla - CEO: AAK Kamani



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Ms. Naaznin Husein - National Executive Committee Member - IDA



Dr. Jagmeet Madan - IDA: National President



Ms. Priya Mundra - Application Specialist, DKSH

