

CERTIFICATION PROGRAM REPORT

INDIAN

TRADITIONAL

SWEETS

Protein Foods & Nutrition Development Association of India (PFNDAI) organized and hosted a Certification Program on "Indian Traditional Sweets" on 19 September 2020, from 2:00 p.m. - 5:00 p.m. IST. The objective of the program was to disseminate the information on the traditional sweet products. It aimed to cover various concepts like different types of traditional Indian sweet products, manufacturing processes, factors driving the market growth of sweets, and the FSSAI regulations and guidelines.

For the program, we had Dr Jagadish Pai (Executive Director, PFNDAI), Dr Joseph Lewis (Regulatory Consultant and Vice-Chairman - Regulatory Affairs Committee at PFNDAI) and Mr. Indraneel Chitale (fourth-generation Partner at 80-Year-old Chitale Group) as speakers along with Ms Swechha Soni (Manager - Food Science & Nutrition, PFNDAI) as the moderator. The attendees included food product developers, aspiring and existing entrepreneurs, professionals working in food industries and regulatory bodies, students, and nutritionists.



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The program included a welcome note by Dr Jagadish Pai; a brief introduction of speakers to the audience by Ms Anuja Rawool (Food Scientist, PFNDAI); three presentations, each followed by an interactive Q & A session and a feedback collection from all participants. The day ended with a vote of thanks to the attendees and speakers by Ms Swechha Soni.

PROTEIN FOODS & NUTRITION DEVELOPMENT ASSOCIATION OF INDIA
 PFNDAI

Certification Program on
INDIAN TRADITIONAL SWEETS

19 September 2020, 2 p.m- 5pm IST

SPEAKER	SPEAKER	SPEAKER	MODERATOR
DR JAGADISH PAI	MR INDRANEEL CHITALE	DR JOSEPH LEWIS	MS SWECHHA SONI

Presentation I: Indian Traditional Sweets By Dr Jagadish Pai

Dr Pai opened the webinar by providing an overview of different type of products that are considered traditional Indian sweets, global and Indian market scope of this food category, and factors that drive the growth of this segment.

Next, he explained how the ingredient composition of Indian sweets makes them different from non-traditional confectionery and sweet products. He talked about different sub-categories- dairy-based, cereal-based, pulse-based and fruits & vegetables based sweets, and their pros and cons in relation to health and nutrition.

Then, he discussed the manufacturing processes involved in the making of different products and the challenges faced in scaling up the production, extending the shelf life and ensuring the development of desired flavour and colour during the manufacturing.

This presentation was followed by a Q & A session where he answered the questions raised by the participants.

Presentation II: Regulations Concerning Indian Sweets By Dr. Joseph Lewis

Dr Lewis, in his presentation, talked about the various FSSAI regulations

that apply to Indian sweets industry and how do they impact food business operators (FBO) and public health. He explained the liabilities of FBO's (including manufacturers, packers, wholesalers, distributors and sellers) under different sections of FSSA (Food Safety and Standards Act).

Then, he talked about food category system, explained how it is structured, and based on the ingredient composition, how different sweet products will fall into different food categories.

While food regulations are subject to change in the upcoming years, Dr Lewis explained the basics and a few key points that should be taken into consideration while one is trying to read and comprehend the FSSAI regulations and guidelines. He also discussed labelling guidelines laid down by the regulatory body and the amendments that have been made, recently, to regulations.

This was followed by a Q & A session where he and Dr Pai jointly answered the doubts raised by the audience.

Presentation III: The Modern Halwai By Mr Indraneel Chitale

He started the presentation by giving an introduction to Chitale Group and its journey till now. He told how the company started with milk production and then, it entered

the sweets segment to find ways to prevent/ reduce wastage and spoilage of milk. He talked about how the market has transformed, in the last few decades, for halwais in India.

Mr. Chitale inspired the audience by lively interacting on topics such as using modern technology to scale up the production, track raw materials' quality to bring traceability and transparency in the market, and ensure that sweets manufactured are safe and of good quality. He discussed building a brand, building great teams and how to integrate tradition and innovation while developing products that can cater to a diverse consumer base.

Then, he explained the impact and importance of integrating technology illustrated by the example of cloud computing, one of the tools that can help to ensure that the cows and the milk they are producing are healthy and safe. He also insisted on considering today's consumer needs while developing new products.

The day ended with a brief Q & A session moderated by Ms Swechha Soni, where Mr Indraneel answered the questions asked by the attendees.

In the end Ms Swechha thanked all the speakers and participants those helping in the organisation. Participants were later given the certificates of participation.

