

REPORT OF PFNDAI 52nd AGM & WEBINAR ON "CONNECTING RESPONSIBLY WITH CONSUMERS" - INAUGURAL SESSION HELD ON 13TH JANUARY 2021



AUTHOR

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had a big loss which he explained due to postponement of seminar, rising costs and the decrease in interest rates.

Mr Bhupinder then gave a plan of coming activities with many online events which were successfully conducted so far. Dr Pai then announced the results of the election. Following members got elected to the Governing Board of PFNDAI:

Dr Shatadru Sengupta (Chairman), Mr Nikhil Kamat (Vice Chairman) and following the Members of GB: Ms Anshu Gupta (General Mills), Mr Arijit Mazumdar (Mondelez), Dr Bhavna Sharma (ITC), Mr Clifford Pinto (Roquette), Mr Dheeraj Talreja (AAK Kamani), Mr Indranil Chatterjee (DuPont), Dr Prabodh Halde (Marico), Mr Rohit Raut (JRS Rettenmaier), Mr KR Venkatadri (Tata Chemicals) and Mr Vinay Kumar (Amway).

Finally the incoming chairman Dr Sengupta gave his remarks on the way forward and AGM ended with vote of thanks.

Dr. Pai then announced the start of the webinar and welcomed all the honorable speakers of the Inaugural

Session- Mr Bhupinder Singh –CEO Vista Processed Foods and Dr. Shatadru Sengupta, Chairman-PFNDAI, Mr Arjun Gadre – Managing Director, Gadre Marine, Dr. B. Sesikeran, ex-NIN and Chairman- Scientific Affairs Committee of PFNDAI; Mr Ashu Phakey – Vice President & Business Head, Frozen & Fresh Foods ITC Ltd. He gave a brief introduction of the seminar stating that FSSAI had notified many regulations aimed at better informing consumers in order to understand how to select a healthier and safer food product. As there were still restrictions about meetings, we would be holding all sessions online with series spread over January and February.

Ms Swechha Soni, Manager Food & Nutrition of PFNDAI introduced the eminent speakers highlighting their expertise and experience in food industry.

The session started with the presentation by Mr Bhupinder Singh on the "Instilling Consumer Confidence in Food Supply Chain (FSC)" where he briefed about the supply chain priorities and it is the most important factor for consumer confidence. Supply Assurance/ Sustainability, Quality Assurance, Food Safety Assurance play a very much important part in the FSC. He mentioned the challenges faced to the supply chain industry during the Covid-19 situation all over the world.

He further explained the benefits of Blockchain technology for consumer confidence. The IoT temperature sensors placed

Protein Foods and Nutrition Development Association of India organised a Webinar on "Connecting Responsibly with Consumers" - Inaugural Session on January 2021, which was sponsored by Vista Processed Foods Pvt Ltd, ITC Ltd & Gadre Marine. The Inaugural session followed the 52nd Annual General Meeting which was held for the first time virtually on Zoom platform.

The AGM began with the Chairman Mr Bhupinder Singh welcoming members. Dr Pai, Exec Dir then gave an overview of activities held during the year including Nutrition Awareness Activities, PFNDAI Bulletin, Scholarship Programme, Social Media activities etc. He also informed some online activities being done in the current year. He also presented the accounts which

highlighted upon adoption of digital activities. He furthermore summarised various strategies such as Marketing, Product Availability, Faster NPD & execution, Building Relationship with channel partners & influencers, Alternate Sales & promotions channels. He also spoke about how the industry can create loyalty with consumers by the use of various marketing strategies and e-commerce platforms. He ended his talk by briefing about the Business and Brand Objective.

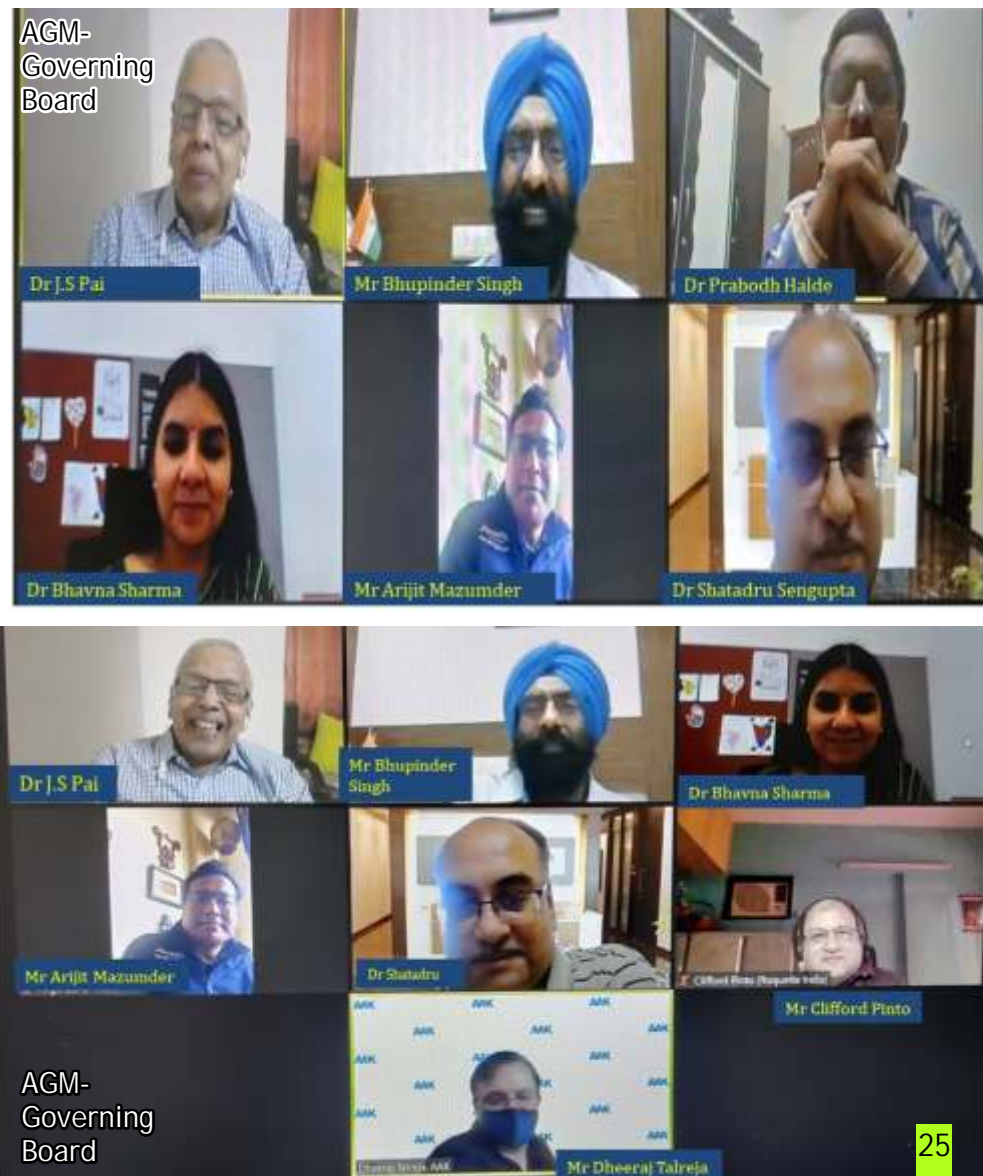
The fourth speaker of the evening was Dr Shatadru Sengupta – Chairman, PFNDAI, spoke on “The Consumer Protection Act with special reference to Labelling, Claims, and Advertisements” where

throughout the cold chain, coupled with a food safety management task for taking HACCP provide visibility and traceability. He ended his talk with an explanation of Ready to cooked food and the fully cooked products and what action is taken by the industry before delivering these products to consumers.

Mr Arjun Gadre talked on “Changing Consumer Behaviour in the Food Industry in India.” He described the challenges faced by the industries during the lockdown and the impact after it was lifted. He mentioned the overall consumer behaviours such as No Domestic support where the consumers avoided maids/cooks at home considering safety aspects. Ready to cook, cleaned & cut vegetables, chicken or seafood showed high traction along with the acceptance of frozen food. He ended his talk by mentioning Upcoming Challenges and Proposed Solution for frozen industries.

Mr Ashu Phakey shared with the delegates the Marketing Strategies in Changing Environment due to E-Tailing & New Delivery Systems spoke about what are the different pillars of long term success in Marketing. He also briefed on the digital media and shared insight

data. He furthermore spoke about the E-Com how it works and



he first spoke on Labelling and what it means under the consumer protection Act and explained about the definition of a product manufacturer, and product seller. He further spoke about the Claims and Advertisement and brief about it as per the CP act. He also gave a brief about what does "misleading advertisement" means and defined the unfair trade practice. He further briefed on the Product Liability where he mentioned that product liability action may be brought by a complainant against a product manufacturer or a product service provider or a product seller, as the case may be, for any harm caused to him on account of a defective product. He ended his talk by giving insights into CCPA i.e. Central Consumer Protection Authority and what are their powers and functions.

Finally Dr. B. Sesikeran addressed on Safe food Safe environment-Motto for a Food Manufacturer. He spoke on the key facts given by WHO such as Safe & Nutritious Food for good health and the key to sustaining life and aspects of unsafe food. He also briefed about Food Safety, Nutrition, and food security and indicated the collaboration between governments; producers, and consumers to help ensure food safety, food supply chains. He further added about the Outcomes of unsafe food and Nutrition it can be due to the number of ingredients present in the food for example High Fat, Salt, Sugar, and the quantities present make it unsafe and is known as quantitative nutritional hazard. He also added about the Qualitative Unsafe food which contains the use of unsafe ingredients such as Trans Fats, Recycled cooking oil. He also briefed about the Environmental Impact of Food Processing, Major Environment Concern Food Packaging.

The webinar ended with a vote of thanks to all the Speaker, Sponsors, and the delegates by Ms Abir Ansari, Junior Nutritionist, PFNDAI.



Speakers for the Inaugural Session – Dr J S Pai, Mr Arjun Gadre , Dr B Sesikeran, Mr Ashu Phakey , Mr Bhupinder Singh

