

National Conference on

Food Fortification and Nutraceuticals

- The Way Forward for Achieving Nutrition Security -

Conference-cum-Excellence Awards

September 1, 2023 | Hotel Four Seasons, Worli, Mumbai



The Associated Chambers of Commerce and Industry of India

INTRODUCTION

India is a nation of diverse food consumption and production. Despite the increase in agrarian productivity and overall food production, high levels of under-nutrition in various forms are still prevalent in both rural and urban areas. Access to safe and healthy food is essential to get all the nutrients, but at times people suffer from malnourishment due to a lack of diet, a lack of variety or unattainable food. There are often significant losses of nutrients during food processing, transportation, storage, and cooking.

One of the major causes of malnutrition is also nutritional deficiencies in various food products. This challenge can be overcome by enriching staple foods with nutrition through fortification in addition to their optimal natural nutritional profile. Fortification is an intervention to prevent, reduce, and control micronutrient deficiency. The fortification of commonly consumed foods by adding micronutrients is an affordable solution that can reach the entire population of India. Enhancing the fortification of staple foods is the urgent need of the hour to meet the nutritional requirements of the citizens. Efficient and sustainable fortification can only be achieved if all stakeholders, including the public, private, and social sectors, work together to develop, manufacture, and promote fortified foods containing micronutrients.

Apart from staple fortification, Nutraceuticals, in form of different food products can also help bridge the nutritional gap. However, awareness about both nutraceuticals and large-scale fortification is still needed to make the mass understand the need of the hour to combat nutritional deficiency. These products and strategies can be a significant step towards establishing a food and nutritionally secure nation.

Nutritional insecurity in India is a complex issue and large-scale malnutrition is prevalent despite improved food production, which is preventing our population from reaching its full physical and mental potential. Therefore, a new paradigm must be adopted to implement strategies for ensuring India's food security and nutrition sustainability. The Government of India has launched the National Nutrition Mission (NNM) where the fortification of staple food is being promoted as a cost-effective approach to control nutritional deficiencies.

With a view to taking these initiatives towards scaling up the adoption of fortified, nutritious and nutraceutical food products forward, **ASSOCHAM is organizing a National Conference on 'Food Fortification and Nutraceuticals – The way forward for achieving nutrition security' - Conference-Cum-Excellence Awards - at 9:30 AM on September 1, 2023, in Hotel Four Seasons in Worli Mumbai.** The objective of the conference is to create awareness about food fortification and nutraceuticals to eradicate malnutrition. The conference will provide a platform to the stakeholders and industry leaders in the food processing sector, practitioners, scientists, farmers, dieticians, organized agriculture, civil society, and NGOs to discuss and share successful experiences and deliberate the opportunities and challenges faced in ensuring food and nutrition security.

KEY DISCUSSION AREAS

- Regulatory and policy perspective
- Status and Trends in food fortification and nutraceuticals
- New and Innovative Product development
- market reach and value chain
- Aligning changing consumer preferences
- Investment opportunities in food fortification & nutraceuticals
- Strengthening Quality control systems
- Achieving Nutrition Security through creating awareness
- Role of plant-based nutrition and functional foods
- Incentives for the food fortification and nutrition industry
- Infrastructure for processing, storage, and preservation to retain nutrition
- Understanding food safety parameters
- Reaching out to vulnerable populations with nutritious foods
- Strengthening the food distribution system
- Introduction of pulses, millets, and fortified crops in the PDS
- Role of corporates in securing sustainable food systems
- Food policy for nutrition security
- Diversification towards more nutritious crops and products
- Public – Private Partnership in food fortification & nutraceuticals
- Boosting nutrition through food fortification & nutraceuticals
- Challenges to market expansion and counterfeit products that lack standardization

EMINENT SPEAKERS INVITED FROM

- Regulatory and policy perspective
- Ministry of Food Processing Industry
- Food Safety and Standards Authority of India
- Indian Institute of Food Processing Technology
- Indian Council of Agricultural Research
- Central Food Technological Research Institute
- Centre and State Government departments
- Companies in Food processing, Fortification, Plant-based, Functional Foods & Nutraceuticals
- Research and Academic Institution
- Development Partners

PARTICIPANTS PROFILE

- Food processing companies
- Agro-food industry
- Nutraceuticals and food fortification industry
- Government authorities
- Chefs and culinary experts
- Policymakers, Food technologists & Academicians
- Food product manufacturers
- Beverage Industry
- Food tech and processing equipment companies
- Plant Based Food Companies
- Functional food & ingredient companies
- Regulatory authorities
- Certification agencies
- Raw materials and technology providers
- R&D Scientists and institutions
- Technical Analysts
- Nutrition and Public health professionals
- Researchers and consultants



AWARD CATEGORIES



- 🏆 Excellence in Fortified Nutritious Food Product
- 🏆 Innovative Fortified Food
- 🏆 Promising Nutraceutical Brand
- 🏆 Emerging Nutraceutical Brand
- 🏆 Promising Probiotic Food Product Brand
- 🏆 Start-Up Nutrition Initiative
- 🏆 Premium Functional Food of the Year
- 🏆 Finest Fortified Food Product - Iodinated Salt
- 🏆 Finest Fortified Food Product - Wheat Flour Market
- 🏆 Finest Fortified Beverage Product - Fortified Juices
- 🏆 Finest Fortified Beverage Product - Fortified Milk
- 🏆 Finest Fortified Product - Fortified Oil
- 🏆 Finest Fortified Product - Dairy Products (Curd/Ghee)
- 🏆 Finest Fortified Product - Fortified Rice
- 🏆 Leading Plant-Based Milk Brand
- 🏆 Leading Nutraceutical Product for Kids
- 🏆 Emerging Research & Product Development Initiative for Nutraceuticals
- 🏆 Excellence in Research Institute – Fortified Foods
- 🏆 Best Start-Up Plant-Based Food
- 🏆 Emerging Natural Ingredient of the Year
- 🏆 Excellence in Food and Nutrition Education Program of the Year
- 🏆 Emerging Alternative Sugar Product Brand
- 🏆 Top Food Fortification Initiative
- 🏆 Innovative Awareness Campaign for Nutrition and Health
- 🏆 Any Other Category as Decided by the Committee

**Award Nomination Fees:
Rs. 25,000/- +GST**

PARTNERSHIP OPPORTUNITIES

The Conference provides an excellent opportunity for organizations/companies to promote their products & services to the focused audience besides networking intervals. The sponsorship details are as under:

Conference Partner Rs. 10 Lakhs	Principal Sponsor Rs. 7 Lakhs	Partners Rs. 5 Lakhs	Co-Sponsor Rs. 3 Lakhs	Supporter Rs. 1 Lakhs
<ul style="list-style-type: none"> • Status of 'Conference Partner' and the Partner's name and logo will be prominently displayed at the Conference venue. • Branding of company logo at the main backdrop at the Conference Venue. • Branding of company Logo in newspaper advertisement. • Logo branding in Thank you panel at the Conference Venue. • Logo branding in event brochure. • Speaking opportunity as Panellist in 2 Technical Session. • Corporate Video Play at conference during the Lunch Break (3 min only). • Logo branding on the event Mailers. • Logo on the ASSOCHAM event Webpage. • Branding in Social Media Platform. • Complimentary exhibition space of at the Conference venue. • Insertion of Company's brochure into the documentation pack. • 10 Complimentary Passes to attend the Conference. 	<ul style="list-style-type: none"> • Branding of company logo at the main backdrop at the Conference Venue. • Branding of company Logo in newspaper advertisement. • Logo branding in Thank you panel at the Conference Venue. • Logo branding in event brochure. • Speaking opportunity as Panellist in 2 Technical Session. • Corporate Video Play at conference during the Lunch Break (3 min only). • Logo branding on the event Mailers. • Logo on the ASSOCHAM event Webpage. • Branding in Social Media Platform. • Complimentary exhibition space of at the Conference venue. • Insertion of Company's brochure into the documentation pack. • 10 Complimentary Passes to attend the Conference. 	<ul style="list-style-type: none"> • Branding of company logo at the main backdrop at the Conference Venue. • Branding of company Logo in newspaper advertisement. • Logo branding in Thank you panel at the Conference Venue. • Logo branding in event brochure. • Speaking opportunity as Panelist in 1 Technical Session. • Corporate Video Play at conference during the Tea/Coffee Break (2 min only). • Logo branding on the event Mailers. • Logo on the ASSOCHAM event Webpage. • Branding in Social Media Platform. • Complimentary exhibition space of at the Conference venue. • 7 Complimentary Passes to attend the Conference. 	<ul style="list-style-type: none"> • Branding of company logo at the main backdrop at the Conference Venue. • Branding of company Logo in newspaper advertisement. • Logo branding on the event Mailers. • Logo branding in Thank you panel at the Conference Venue. • Logo on the ASSOCHAM event Webpage. • Branding in Social Media Platform. • Insertion of Company's brochure into the documentation pack. • Complimentary exhibition space of at the Conference venue. • 5 Complimentary Passes to attend the Conference. 	<ul style="list-style-type: none"> • Logo visibility on event Backdrop. • Logo in newspaper advertisement. • Logo branding in Thank you panel at the Conference Venue. • Logo Branding on the event Mailers. • Logo on the ASSOCHAM event Webpage. • Branding in Social Media Platform. • 3 Complimentary Passes to attend the Conference.

PARTICIPATION FEE

INR 2,500/- Per Delegate (Including GST)

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