

# REPORT ON 'WEBINAR ON **PLANT PROTEIN** FOR A HEALTHY TOMORROW'



## AUTHOR

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Raghavarao (Prof. of Chemical Eng. IIT Tirupati, Ex Dir CSIR- CFTRI) where the panel moderator was Dr B Sesikaran (Former Director- NIN, ICMR Hyderabad, Chairman- Scientific Advisory Committee, PFNDAI). There were more than 500 participants in the webinar, whereas the webinar was live on Facebook too.

Ms Dolly Soni (Executive-Marketing & Digital, PFNDAI) started the session by welcoming all on behalf of PFNDAI & Samyog Health Food and gave a short introduction about the campaign on 'Plant Protein for a Healthy Tomorrow'. Ms Dolly also mentioned the aim of this campaign which was to highlight the potentials of plant protein and promote the importance of protein in our diet.

Ms Swechha Soni (Manager- Food & Nutrition, PFNDAI) introduced and welcomed all the speakers and panellists.

Dr Jagadish Pai (Executive Director, PFNDAI) after addressing and welcoming all audiences and members of the webinar, mentioned that Indians are deficient in protein and other micronutrients. Making aware of the importance of protein, especially the plant protein among our audience is very important and that is the reason why PFNDAI with Samyog health foods decided

to organise this webinar. Dr Pai thanked the audience for joining the webinar, he also thanked the judges of the contests, PFNDAI staff and Prolicious staff for their support in this campaign.

First speaker of the webinar was Mr Devendra Chawla. In his presentation 'Inspiration for Protein Crackers' he explained that his brand Prolicious makes snacks which are high in protein and fibre. He mentioned that the reason behind making these snacks is that by increasing the amount of protein and fibre in the diet it helps in alleviating many health-related issues that people are getting these days. Mr Devendra shared his story of how he came up with idea of making these kinds of snacks. He said that at first, he thought of launching the protein bar, so he went to the market to study people behaviour and demand towards protein bar. There he realised that most of the people tend to buy snack items like chips, biscuits, chaklis etc. This gave him the idea of coming up with his snack Prolicious khakhra and crackers which is vegan, gluten free, high in protein, high in fibre, convenient and pocket friendly.

Second speaker of the webinar was Mr Prakash Chawla and he presented on 'Snacking Made Healthy with Proteins'. He said that pleasure of eating, frequent meals throughout the day, etc makes snacking popular. He also mentioned that a US digital marketing agency did a survey in which they found out that 25%

PFNDAI in collaboration with Prolicious recently organised a webinar on 'Plant Protein for a Healthy Tomorrow' on 30th July 2021. The purpose behind this webinar was to create awareness among our audiences about plant protein and sustainability.

The speakers for the webinar were Mr Devendra Chawla (Founder- Samyog Health Foods Pvt Ltd), Mr Prakash Chawla (Director- Samyog Health Foods Pvt Ltd), Dr Jagmeet Madan (National President- IDA, Principal- Department of Food Nutrition & Dietetics, SVT College of Home Science, Mumbai), Mr Varun Deshpande (Managing Director, The Good Food Institute India) along with panellists Ms Naaznin Husein (Founder Director- Freedom Wellness Management, Chairperson- Nutrify India Dietetics), Dr Shobha Udipi (Research Director and Head, Kasturba Health Society's Medical Research Centre, Formerly Prof. & Head- Dept of Food Science and Nutrition, SNDT Women's University) and Dr KSMS

people said that eating snacks stopped them from having a public meltdown. He also talked about the history of snacking and how did it start, he mentioned some oldest snacks too. He also spoke about the common health issues and mentioned that average risk of cardiovascular disease among Indians are 6 times higher than Chinese and 20 times higher than Japanese.

Dr Jagmeet Madan presented on 'Exploring the Potential of Protein in Plant Based Diets- A Nutritionist Perspective'. She informed the audience that plant-based diet helps in controlling high glycemic, decrease in risk of cancer, reduce risk of cardiovascular disease, decrease blood pressure etc. She also said that diets high in calories, added sugar, saturated fats, processed foods and red meat are less environmentally sustainable. Healthy plant-based diets are associated with reductions in greenhouse gases emissions, land use and water use. With the help of pie diagram, she explained the greenhouse gases contribution by food type in average diet. She also informed that the average protein consumption in India is between 0.8-1g/kg BW and that is also

coming majorly from cereals. She talked about high protein sources (Veg), high protein sources (Nonveg) and high protein sources (Milk products). She shared the content of resistant starch in Indian foods. She also mentioned that protein quality is influenced by density of protein, concentration and bioavailability of its amino acids, food storage and processing. There are different ways of improving the quality that are fortification and enrichment, complementation, food processing procedures and food storage. She also focused on the innovations which has taken place in industry. She ended her presentation by addressing that plant protein use needs to be maximized to achieve quality nutrition and higher diet sores.

The last speaker for the webinar was Mr Varun

Deshpande and he presented on 'Innovation in Plant based Protein in India'. He mentioned that 71% of India's 1.3 billion people self-identify as non-vegetarian. He explained that protein diversification has implications across different issues in India and that we can't scale up the animal agriculture as it has a lot of issue and might create challenges. He said that the company GFT's solution are accelerating 'smart proteins' by creating egg, meat and dairy more sustainably and efficiently by making them from plants which are delicious, affordable and accessible.

## Panelists



**Panel Moderator  
Dr B Sesikeran**

Former Director - NIN, ICMR  
Hyderabad.  
Chairman - Scientific  
Advisory Committee, PFNDAI.



**Ms Naaznin Husein**

Founder Director- Freedom  
Wellness Management  
Chairperson - Nutrifly India  
Dietetics



**Dr Shobha Udipi**

Research Director and Head,  
Kasturba Health Society's  
Medical  
Research Centre  
Formerly Prof. & Head- Dept of  
Food Science and Nutrition,  
SNDT Women's University



**Dr KSMS Raghavarao**

Prof of chemical Eng. IIT  
Tirupati  
Ex Dir CSIR-CFTRI







**Nitika Vig**

Nutrition Manager,  
Marico



**Sheryl Sallis**

(RD, CDE, CPT, CISSN, ND,  
MDHA),  
Registered Dietitian and  
Certified Diabetes Educator,  
Founder- Nurture Health  
Solutions

## The Judges

He informed the audience that smart proteins fit into three categories from a production, cost and infrastructure perspective which are plant-based, fermentation and cultivated. He also focused on plant-based food-plant-based meat, plant-based eggs, plant based dairy. He ended his presentation by addressing that there is huge amount of innovation, and it will take a lot of efforts to get this at the right place.

There were a lot of questions from audience which were answered by our speakers in detail. After the presentation by the speakers there was a panel discussion which was moderated by Dr Sesikeran. The enlightening panel answered various questions related to plant protein containing fatty acids, iron from plant-based diet, microgreens and are they good source of plant protein, can a meal be replaced with a plant protein shake, etc.



**Mr Devendra Chawla**

Founder at  
Samyog Health  
Foods Pvt Ltd



**Dr Jagmeet Madan**  
National President -  
IDA  
Principal-  
Department of Food  
Nutrition & Dietetics,  
SVT College of Hom.  
Sc., Mumbai



**Mr Varun Deshpande**  
Managing Director  
The Good Food  
Institute  
India



**Mr Prakash Chawla**  
Director at  
Samyog Health  
Foods Pvt Ltd

Finally the winners for both the digital poster competition and recipe competition which were organised during the campaign were announced which was judged by Ms Nitika Vig (Nutrition Manager, Marico), Ms Sheryl Sallis (RD, CDE, CPT, CISSN, ND, MDHA, Registered Dietitian and Certified Diabetes Educator, Founder- Nurture Health Solutions), Mr Devendra Chawla (Founder: Samyog Health Foods) and Ms Ruby Sound (Dietician, Founder- Eatwise Nutrition & Wellness Clinic, Secretary- Indian Dietetic Association, Mumbai Chapter). The webinar ended with the vote of thanks by Ms Dolly Soni.



