

FSSAI Launches Special Festive Drives to Combat Food Adulteration During Holiday Season

The Food Safety and Standards Authority of India (FSSAI) is dedicated to ensuring the availability of safe food products for consumers nationwide. To bolster this commitment, FSSAI has launched special festive drives aimed at combating adulteration in milk, sweets, and other food products during the holiday season.

Enhanced Food Testing Ecosystem

FSSAI actively conducts regular surveillance, monitoring, inspection, and random sampling of food items to ensure compliance with safety and quality standards as mandated by the Food Safety and Standards (FSS) Act, 2006. When non-compliance is detected, FSSAI takes penal action against the offending Food Business Operators, maintaining strict adherence to food safety regulations.

Special Festive Drives

Before and during festive seasons, FSSAI initiates special drives focusing on high-risk food products commonly subject to adulteration. These drives specifically target milk and milk products—including ghee, khoya, paneer, and sweets. The sampling occurs in identified adulteration hotspots based on intelligence inputs, historical data, and consumer complaints reported through local media.

Supporting State/UTs for Improved Quality Monitoring

To enhance the food testing ecosystem, FSSAI provides financial and technical support to States and Union Territories (UTs). This includes funding for high-end equipment procurement, establishing microbiological laboratories, mobile food testing facilities, and ensuring laboratories receive National Accreditation Board for Testing and Calibration Laboratories (NABL) accreditation.

FSSAI's Initiatives for Food Safety Awareness

FSSAI implements various initiatives to raise awareness about food safety among consumers and the food industry:

1. **Website and Social Media:** Accessible information on food safety standards and detecting adulterants is available on FSSAI's website and social media platforms, providing practical tips for consumers.
2. **Adulteration Videos:** A series of informative videos demonstrating how to identify adulteration in everyday foods can be found on FSSAI's YouTube channel and shared across social media platforms like Instagram, Twitter, and Facebook.
3. **DART Book:** This resource offers simple tests for consumers to detect food adulterants at home.
4. **Food Safety Magic Box:** An educational toolkit designed for students, teachers, and parents, this box includes interactive tests for learning about food safety and detecting adulteration.
5. **Food Safety on Wheels (FSWs):** Mobile food testing laboratories reach remote areas, conducting tests and raising awareness.

6. Food Safety Guidebook for Teachers/Students: This detailed resource provides lesson plans and tests for food adulteration, aligning educational content with curriculum requirements.

With these initiatives, FSSAI emphasizes its commitment to protecting consumer health and ensuring food safety, especially during the festive season when the demand for food products surges. By enhancing food testing capabilities and promoting awareness, FSSAI aims to create a safer food environment for all.

References

<https://pib.gov.in/PressReleasePage.aspx?PRID=2084189>

Want to stay informed and inspired? Subscribe to our blog for insightful updates delivered straight to your inbox. Explore our [website](#) for a curated collection of reference books, resources, and more – designed to fuel your curiosity and keep you ahead.