

F. No. RCD-02001/10/2021-Regulatory-FSSAI-Part(1)
Food Safety and Standards Authority of India
(A Statutory body under Ministry of Health & Family Welfare, Government of India)
(Regulatory Compliance Division)
FDA Bhawan, Kotla Road, New Delhi-110002

Dated: 30th October, 2023

To,

1. The Commissioner of Food Safety of All States/UTs
2. All Central Licensing Authorities of FSSAI.
3. All Regional Directors of FSSAI

Subject: - Special enforcement drives to check adulteration of various flours, sweets, savouries, milk and milk products like Ghee, Khoya, Paneer etc. during the festive Season-Reg.

Madam/Sir,

This is with reference to the ensuing festive season during which the demand for sweets, savouries, milk and milk products like Ghee, Khoya, Paneer etc. increases across the country and as a result of which the economic motivation to adulterate such products to meet the rising demands of the consumer also increases. In such a scenario, the preventive actions including carrying out special surveillance/enforcement drives by the Food Safety Officers/Designated Officers especially at hot spots/ manufacturing units/ storage of such practices under their respective jurisdictions can be an effective tool to curb such practices while ensuring safety of such products.

Accordingly, it is expected that a strict vigil will be kept on the manufacturing and sale of sweets, savouries, milk and milk products like Ghee, Khoya, Paneer etc. during the on-going festive season in your respective jurisdictions. The frequent surveillance / enforcement drives are to be conducted during this festive season to prevent any such malpractices. Also the **Food Safety on Wheels (FSW)**, where available, are to be positioned in the prominent markets and/or on the basis of specific intelligence input etc., so as to ensure that such products are safe to consume and are strictly as per the respective food products standards.

The matter may be treated as **MOST IMPORTANT**.

Issued with the approval of the Competent Authority.

Yours sincerely,


(Inoshi Sharma)

Executive Director (Regulatory Compliance)

Copy to: -

1. Advisor (QA), FSSAI - for information.
2. CITO, FSSAI- for uploading this direction on FSSAI website.