File No. RCD-02001/43/2024-Regulatory-FSSAI [11277]

भारतीय खाद्य सुरक्षा और मानक प्राधिकरण

(खाद्य सुरक्षा और मानक अधिनियम, 2006 के तहत स्थापित एक वैधानिक प्राधिकरण)

(नियामक अनुपालन प्रभाग)

एफडीए भवन, कोटला रोड, नई दिल्ली-110002

Dated: 21st March 2024

To,
1. **The Commissioner of Food Safety (All States/UTs)**
2. **All Central Licensing Authorities of FSSAI.**
3. **All Regional Directors of FSSAI.**

Subject: Special drives to check adulteration of milk and milk products like Khoya, sweets etc. during the festive season–reg.

Madam/Sir,

   This is with reference to the ensuing festive season in the country during which the demand of milk and milk products like Khoya, sweets etc. increases 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 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 requested that strict vigil is to be kept on the manufacturing and sale of milk and milk products like Khoya, sweets etc. during the on-going festive season in your respective jurisdictions by conducting frequent enforcement / surveillance drives, including positioning of **Food Safety on Wheels (FSW)** where available, 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, while boosting the consumer sentiments across the country.

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

   Issued with the approval of the Competent Authority.

Yours sincerely,

(Rakesh Kumar)
Director (Regulatory Compliance)

Copy to: -

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

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