

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: 21 March, 2024

To,

1. The Commissioner of Food Safety of All States/UTs
2. All Regional Directors of FSSAI

**Subject: Monitoring the sale of food items during festival season -regarding**

Madam/Sir,

With the ensuing festival season, many communities observe fasting and thus the demand for food articles like samvat rice, buckwheat whole & flour (kuttu atta), chestnut whole & flour (singhara atta), fruits, vegetables, dry fruits & nuts viz. makhana, milk & milk products, and ready to eat savouries viz., potato chips, sabudana namkeen mix etc., significantly increases across the country. Unfortunately, some unscrupulous Food Business Operators (FBOs), driven by economic motives, exploit this surge in demand by resorting to adulteration and selling stale & inferior quality food products to maximize profits. Further instances have come where poor storage and handling practices lead to contamination in the said food articles. This unethical practice not only jeopardizes consumer health but also undermines the sanctity of the festival.

Further, it is pertinent to mention that looking into past food poisoning incidents, the majority of such incidents during the festival season (especially navratri) have been linked to the consumption of Kuttu Atta where the possible cause of poisoning is the sale of old stock (stale/infested with fungus leading to contamination of mycotoxins and other harmful secondary metabolites) or stock which are not properly stored or kept under hygienic conditions which results into fungal infestation.

Therefore, in light of these observations and as a proactive preventive measure, all Commissioners of Food Safety of State / UTs and Regional Directors of FSSAI are requested to exercise strict food safety vigilance on the manufacturing and sale of food items meant to be consumed during festive season, particularly Kuttu Atta, Singhada Atta, Bhagar/ Samak ke Chawal (Barnyard millet) in your respective jurisdictions by conducting more frequent inspection & sampling drives to ensure that such products are safe to consume and strictly adhere to the respective food product standards. FBOs may also be sensitized on the GMP and good hygiene and sanitation practices while handling and storing food items.

Yours sincerely,

  
(Inoshi Sharma)

Executive Director (Regulatory Compliance)

Copy to:

1. PS to CEO, FSSAI
2. CITO-for uploading on FSSAI website