



ORIGINAL RESEARCH PAPER

Health Science

FOOD SAFETY- A ROLE OF FSSAI ON FOOD RETAILING IN INDIA-RAGISTRATION AND BENEFITS OF FSSAI LICENSE

KEY WORDS: Food safety, Hygiene factors, Food Safety and Standards Authority of India (FSSAI)

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ABSTRACT

The need is highly prevailed because food is the essential for survival of anyone. Society is undergoing a sea change, especially in family system. Nuclear family is common phenomenon. Most of the families consist of working women or both are working, which lead to the concept of time management, which focused more on time saving. So society looking at readymade products like ready to cook or ready to eat processed food. Food industry is high in demand with attributes or expectations like tasty, ready to eat, hygiene, competitive price. Last few decades not only witnessed a change in our eating habits but how we store and consume food has also gone through a transformation. Rise in population and urbanization has led to an increased demand for packaged food. At the same time, awareness about nutrition and health has become much stronger and penetrated deep into Indian consumers' minds. Food Safety and Standards Authority of India (FSSAI) has been spreading awareness about issues related to food safety across the country, while also strengthening legislation to ensure that only safe food is made available to consumers, both by the producer as well as the industry. This paper focused on role of Food Safety Standards Authority Of India(FSSAI) for food safety and hygiene because quality of food nourishes physical and mental health of human beings. And registration procedure for obtaining license from (FSSAI) and benefits of license.

INTRODUCTION

Food Safety and Standards Authority of India (FSSAI) is an autonomous body established under the Ministry of Health & Family Welfare, Government of India. The FSSAI has been established under the Food Safety and Standards Act, 2006 which is a consolidating statute related to food safety and regulation in India.[4] FSSAI is responsible for protecting and promoting public health through the regulation and supervision of food safety. The FSSAI is headed by a non-executive Chairperson, appointed by the Central Government, either holding or has held the position of not below the rank of Secretary to the Government of India . Ashish Bahuguna is the current Chairperson for FSSAI and Pawan Kumar Agarwal is the current Chief Executive Officer for FSSAI.

The FSSAI has its headquarters at New Delhi. The authority also has 6 regional offices located in Delhi, Guwahati, Mumbai, Kolkata, Cochin, and Chennai. 14 referral laboratories notified by FSSAI, 72 State/UT laboratories located throughout India and 112 laboratories are NABL accredited private laboratories notified by FSSAI.

The FSSAI has creating a regulatory environment different from other countries, yet fit for the nuances of India. Compromised quality, increasing adulteration cases and instances of product integrity issues pose serious challenges to food safety. Such issues can cause irreparable damage not just to individual health, but also to the reputation of brands that manufacture and market these products. With the advent of social media, companies have become even more prone to scrutiny, both from the government and from consumers as well. Food safety therefore is the top concern of food and beverage manufacturers. And technology is playing a big role in ensuring that the product integrity is not compromised at any point during the value chain. An even bigger challenge is to raise consumer awareness about the benefits of this technology.

LITERTURE REVIEW

T.G. Bosona, G. Gebresenbet in their article "Cluster building and logistics network integration of local food supply chain" explained that The food supply chain is a current focus for considerations of food safety and environmental impacts. The objective of this study was to investigate local food supply chain characteristics and develop a coordinated distribution system to improve logistics efficiency, reduce environmental impact, increase potential market for local food producers and improve traceability of food origin for consumers. The study was based on data from 90 local food producers and 19 existing large scale food distribution centres (LSFDC) from all over Sweden. Competitive Strategies In Retailing—An Investigation Of The Applicability Of Porter's Framework For Food Retailers The objective of this

research is to develop a framework for competitive strategies in food retailing. Managers of food retail channels were surveyed in order to derive the basic dimensions of competitive advantages that companies attempt to achieve in this industry sector. In a second study based on consumers, the central dimensions of retail store perception were investigated. Both studies reveal that three basic types of competitive advantage seem to prevail in food retailing: (1) price, (2) quality (with a comprehensive set of quality-orientated instruments, including customer service), (3) convenience. We find quality leadership and price leadership to be independent factors which can be achieved without conflicting with one another. Supermarket Loss Estimates for Fresh Fruit, Vegetables, Meat, Poultry, and Seafood and Their Use in the ERS Loss-Adjusted Food Availability Data. A certain amount of food in supermarkets is deemed unusable ("food loss") because of moisture loss, spoilage, and other causes. This study analyzed updated food loss estimates for fresh fruit, vegetables, meat, poultry, and seafood obtained through a competitive grant with the Perishables Group, Inc. This independent consulting firm compared supplier shipment data with point-of-sale data from six large national and regional supermarket retailers to identify loss in 2005 and 2006. The new estimates, when incorporated into the ERS Loss-Adjusted Food Availability data, had little impact on aggregate per capita food loss estimates in 2006 because the new estimates were, on average, close to the previous loss assumptions. The new estimates increased annual per capita estimates of fresh fruit available at the retail level by 0.7 pounds (0.6 percent), 4.2 pounds (2.7 percent) for fresh vegetables, and 4.8 pounds (2.7 percent) for fresh meat, poultry, and seafood. The commodity-specific food loss estimates are more accurate than in previous years.

OBJECTIVES OF THE STUDY

1. To know the role of Food Safety Standard Authority of India (FSSAI)
2. To study registration process for obtaining license from (FSSAI) and benefits of license.

REASEARCH METHODOLOGY

The research design is descriptive in nature. Secondary data sources have been tapped efficiently and effectively. The paper is based on the use of previous research paper in the same field.

FSSAI ROLE IN FOOD QUALITY AND CONSUMER SAFETY IS ESSENTIAL

Maintaining the food quality levels in order to ensure safety and providing satisfaction to every consumer is the aim of every Food Business Operator. Food safety and standards authority of India (FSSAI Registration) plays an important role in formulating the controlling procedures. It implements the measures in order to eliminate the toxic and the hazardous elements. The result is that

every consumer receives an equal level of assurance of food safety. A product’s packaging speaks about the product quality and in this way, it informs consumers about the safety standards. Food manufacturers must apply those techniques that help in controlling of food degradation. Consumer’s confidence is the biggest asset and also for achieving the point for food authorities. Consumers can also contribute by providing scientific techniques to the government. The government needs to implement those standards that come under its cost budget because sometimes, strict standards require more finance. FSSAI role in food quality is important. Food safety standards, however, differ from one food article to another. The aim should be to implement those measures that are necessary for that particular food type. Public health shall be of primary importance. Malpractices like fraud, adulteration and the misleading claims to double cross consumers must be prohibited.

THE FOOD INDUSTRY CAN UNDERTAKE NUMEROUS TASKS TO ENSURE FOOD SAFETY.

- It may conduct hazard analysis test in order to identify hazards and finally removing them.
- It can also establish critical limits for each controlling point, procedures in order to maintain food making actions and to establish verification procedures in order to confirm the corrective steps taken.
- Employees must go through extensive training since they are also responsible for the right handling of food products.
- Distributors must ascertain the quality check of food articles.
- Give proper time to advertising, promotional activities and for marketing business. It is at this stage only that attracts customers.

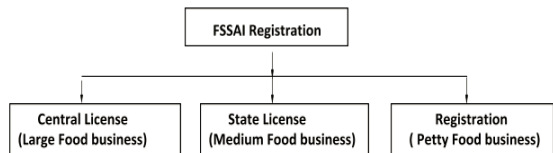
REGISTRATION PROCESS (FSSAI) FSSAI REGISTRATION

Every food business operator involved in the manufacturing, processing, storage distribution and sale of food products must compulsorily obtain FSSAI Registration or License. FSSAI Registration is different from FSSAI License in the sense that depending on the size and nature of the business, FBO should obtain the necessary registration or license.

It is a 14-digit registration or a license number which is printed on all the food packages. This registration procedure is aimed to create more accountability on the FBO to maintain the quality of the food products.

FSSAI REGISTRATION/ LICENSE PROCEDURE

FSSAI registration or license is based on the business volume and premises. Depending upon the installed capacity or turnover or location, applicant premises are eligible for the license such as central license, state license, registration, railway etc



FSSAI REGISTRATION REQUIREMENTS

FSSAI Registration is a basic license and it is required for all the FBO involved in the small-scale food business. This category covers the following business

- Any FBO with an annual turnover of not more than Rs. 12 Lakhs
- Petty retailer dealing in food products
- Any person who manufactures or sells any food article by himself
- Food sale is done by the temporary stall holderAny individual who distributes food in any religious or social gathering except a caterer
- Small-scale or cottage industries dealing in the food business and the following:

Sl.No	Business	Capacity
1	Food production capacity (other than milk and meat)	Up to 100 kg/ltr per day
2	Procurement, handling and collection of milk	Up to 500 ltr per day
3	Slaughtering capacity	2 large animals or 10 small animals or 50 poultry birds per day

PROCEDURE FOR OBTAINING FSSAI REGISTRATION

1. FSSAI registration is initiated by submitting Form A (application) to food and safety department.
2. This application can be accepted or it may be rejected by the Department within 7 days from the application date and the fact has to be intimated to the applicant in writing
3. If the application is accepted, then the department will grant a registration certificate with the registration number and the photo of the applicant.
4. FBO should prominently display the certificate of registration at the place of business during the business hours.

COMMON DOCUMENTS REQUIRED FOR OBTAINING FSSAI REGISTRATION

1. Form B – completed and signed
2. Photo Identity of FBO
3. Proof of possession of premises (eg. Rental Agreement)
4. Partnership Deed / Certificate of Incorporation / Articles of Association etc
5. List of food products to be dealt with
6. Food safety management system plan

FSSAI LICENSE REQUIREMENT

For all other FBO apart from small-scale business, FSSAI license has to be obtained. FSSAI License can be classified into two categories i.e. State FSSAI License and central FSSAI license based on the size of the business whether it is a medium scale or large scale business. Generally, FBO who are large manufacturers, import.ers, exporters dealing in large-scale food business need to obtain FSSAI registration from central government and FBO with small to medium sized manufacturing units, transporters, marketers, traders, etc., need to take FSSAI registration from the state government.

DOCUMENTS REQUIRED FOR THE OBTAINING THE CENTRAL LICENSE:

1. Form B duly completed and signed.
2. Plan of the processing unit showing the dimensions and operation-wise area allocation
3. List of Directors/ Partners/ Proprietor with address, contact details, and photo ID
4. Name and list of equipment and machinery used with the number and installed capacity
5. List of food category to be manufactured
6. Authority letter from manufacturer nominated a responsible person name and address
7. Analysis report of water to be used in the process to confirm the portability
8. Source of raw material for milk, meat etc
9. Recall plan wherever applicable
10. Ministry of Commerce Certificate for 100% EOU
11. NOC/PA document issued by FSSAI
12. IE code document issued by DGFT
13. Form IX
14. Certificate from Ministry of Tourism
15. Proof of possession of premises
16. Partnership deed/ affidavit of proprietorship
17. NOC and copy of License from the manufacturer
18. Food safety management system plan or certificate
19. NOC from the municipality or local body
20. Supporting document for proof of turnover and transportation
21. Declaration form

DOCUMENTS REQUIRED FOR THE OBTAINING THE STATE LICENSE:

1. Form B duly completed and signed

2. Plan of the processing unit showing the dimensions and operation-wise area allocation
3. List of Directors/ Partners/ Proprietor with address, contact details, and photo ID
4. Name and list of equipment and machinery used with the number and installed capacity
5. List of food category to be manufactured
6. Authority letter from manufacturer nominated a responsible person name and address
7. Analysis report of water to be used in the process to confirm the portability
8. Proof of possession of premises
9. Partnership deed/ affidavit of proprietorship
10. NOC and copy of License from the manufacturer
11. Copy of certificate obtained under Coop Act 1861/Multi state Coop Act 2002
12. Food safety management system plan or certificate

There are different forms and documents which are required to be submitted conversion, renewal, and modification of license.

THE PENALTY FOR NON- COMPLIANCE

Listed is the penalty for various type of non-compliance:

Sl.No	Particulars	Fine
1	Food quality not in compliance with act	2 Lakh Petty manufacturer – 25,000/-
2	Sub-standard food	5 Lakh
3	Misbranded Food	3 Lakh
4	Misleading advertisement or false description	10 Lakh
5	Extraneous matter in food	1 Lakh
6	Failure to comply with Food safety officer direction	2 Lakh
7	Unhygienic processing or manufacture	1 Lakh

**THE BENEFITS OF AN FSSAI LICENSE
IMPORTANCE OF FSSAI LICENSE**

A food license by which is issued by the FSSAI is regarded as a permit which is required to operate a food-related business and also in order to ensure good quality of food in your business and for the benefits one from government actions on non-compliances.

But, some of the entrepreneurs oversee the importance of FSSAI license as to how this license can be used as an effective marketing tool in order to boost your business. One can also modify the FSSAI Food License. As, any sound food business operator, business to be helped by any of the tools that could help to promote sales. You can use an FSSAI license for the same, in the following ways:

1.Consumer awareness:

In this age of information, the consumers have become more alert and informative about the quality of the food which they eat. With the number of diets and increasing of the healthy eating food options, people are required to know as to what they are consuming is not just safe but is of really good quality. More so after the recent controversy with Maggi, are proving the consumers have started to take the food safety standard seriously. Thus, food is proving that they have the FSSAI license, which can give you an added advantage of a solid and an increase in the customer base.

2.Legal Advantage:

Most of the businesses identify getting an FSSAI license as an expensive, time consuming and an inconvenient process of documentation, thus they try to avoid getting the license. But, in reality, the process is not so cumbersome and there are a lot of consultancies that can help you get the license with ease. The actual cost which is required in order to achieve the license is less than what you will have to pay for it as the penalties if you are caught. It is thus advisable for any businessman to firstly get the license before you can even officially open your business.

3. Using the FSSAI Logo:

Once you have the license, you can skillfully use the FSSAI logo in your menu cards and also in the pamphlets in order to publicize your food’s superior quality over others. This, however, gives you an edge over the many food operators who are not having the food license. All the packaged food are thus required to have an FSSAI number. The logo is seen as a mark of validity and also for assurance by the consumers. In fact, the selective customers want to consume food products specifically who are having the license. It helps you in developing a brand name.

4. Business Expansion:

When the time comes for your business to expand in other areas or outlets, you can easily do so with the use of your FSSAI license. The license will help you to establish your reputation and also qualification to grow your business in a new direction with ease. Moreover, the license can also make it easier for you to get bank loans and for funding which is required for expansion.

It is thus believed that there are more than 5 crore food businesses in the country while only 33 lakhs of them are registered with FSSAI. The importance of the quality standard is ever growing and it is beneficial in the short as well as in the long run for your business in order to have an FSSAI license.

CONCLUSION

Frequent appointment of Food consultants must take place in order to ensure safety levels. It needs to conduct audits to check whether the food industry is complying with the food safety standards or not? The government must thus communicate with both the manufacturers and the consumers to have a common understanding and for minimizing the misconceptions. FSSAI role in food quality is important for smooth functioning. On the part of consumers, the food quality and safety steps are to be performed like washing hands before handling, keeping raw material separate from the processed food, consuming of food article within the prescribed time, analyzing of the food ingredients according to their needs and many others. The food control safety measure is the requirement in order to bridge the gap between safe food and adulterated food. The food industry needs standards that are more flexible and which is also efficient in producing and marketing food and thus ultimately serving the consumers with a protective sheet. FSSAI role in food quality is important for smooth functioning.

Considering such broad legal directives having been brought in place, it is imperative that food-tech start-ups operating on a medium-to-top level scale, obtain the FSSAI registration as well as the FSSAI license from the concerned authority. Cooperating with the legal checks and balances set by the government will not only help these companies operate smoothly, on a zero-conflict ground, but also enhance their credibility in the eyes of the public that is becomingly increasingly conscious of food safety and hygiene.