



For Immediate Release

Govt. move to regulate enforcement activities by state food safety departments comes as relief to FBO's

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The Indian Direct Selling Association (IDSA), has welcomed the recent directive by FSSAI which provides clarity on the role of the State Food Safety Departments.

“The direct selling industry, will stand immensely benefitted by making it easier for the independent business owners to sell their products and transact business in the meantime till the specific regulation becomes effective”, informed **Amit Chadha, Secretary General, IDSA**

After receiving numerous representations from Food Business Operators (FBOs) engaged in manufacture and distribution of Nutraceuticals, Food Supplements and Health Supplements regarding large scale enforcement activities being undertaken by the State food safety departments Food Safety and Standards Authority of India has decided to restrict the enforcement activities of such FBOs to testing of Nutraceuticals, Food Supplements and Health Supplements with respect to requirements given in the draft notification on such products uploaded on the FSSAI website since 09th September'15.

Secretary General, Mr. Chadha informed that the directive comes as a relief to Food Business Operators (FBO's) as it delinks Product Approval with FBO registration & licensing. Many Direct Sellers were facing problems of registration in various states.

As per the new Food Safety and Standards Authority of India (FSSAI) directive the Standards of Nutraceuticals, Food Supplements, and Health supplements are finally notified, the enforcement activities against such FBO's may be restricted to test of Nutraceuticals, Food Supplements and Health Supplements.

“Companies will get an exemption if the supplements were available in the market before the Food Safety and Standards Act came into action in 2011 or if product approval was pending on August 19, 2015. Products explicitly covered under the draft notification on nutraceuticals, food supplements and health supplements will also be allowed”, **he informs.**

About IDSA: Incorporated in 1996 and headquartered in Delhi, IDSA strives to create an environment conducive to the growth of Direct Selling Industry in India, partnering Industry and government alike through advisory and consultative activities. IDSA is affiliated to World Federation of Direct Selling Association established in 1978, which has 60 Direct Selling Associations across the world as its members. WFDSA is a non-government voluntary organization, representing Direct Selling Industry globally as a federation worldwide. It is reported that



worldwide retail sales is USD 182 billion through the activities of more than 99 million independent sales consultants as per the latest WFDSA Statistical Report.

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