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IDSA welcomes FSSAI directives

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The step is to restrict enforcement activities by the state Food Safety Offices

DELHI: The **DIRECT SELLING** Industry welcomes the March 30 directive of Food Safety and Standards Authority of India directive to restrict enforcement activities by the state Food Safety Offices.

“The recent directive from the FSSAI has pumped a breath of life into the **DIRECT SELLING** Industry, which has been facing issues in different jurisdiction due to lack of clarity. In spite of complying all that is necessary, our member companies kept facing enforcement actions in various jurisdictions across the country. We are thankful to FSSAI to have come up with this directive, which will do a world of good to Direct Selling Industry, said Amit Chadha, Secretary General of IDSA, says a release.

Some of the IDSA member companies deal in the category of Food such as Specialised Nutritional Products, Health Supplements, edible oils etc., hence come under the purview of Food Safety and Standards Act. These products are pre-packaged food items and sold in a sealed condition to the Direct Sellers who further sell the same to the consumer. As per the new Food Safety and Standards Authority of India (FSSAI) directive, till the time the Standards of Nutraceuticals, Food Supplements, and Health supplements gets notified, the enforcement activities against such FBO’s should be restricted to test of Nutraceuticals, Food Supplements and Health Supplements with respect to requirements as mentioned in the 9th September draft notification.

Chadha, Secretary General, IDSA, said “the **DIRECT SELLING** Industry, will stand immensely benefitted by the recent FSSAI directive as it will make it easier for the independent business



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owners to sell their products and transact business in the meantime till the specific regulation is notified.”

All our distributors will be encouraged by this positive move by the FSSAI, which in the interest of the consumers as well for the **DIRECT SELLING** business,” added **Mr. Amit Chadha**.

It is pertinent to mention that most of the Direct Selling distributors are also the primary consumers of the products.

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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