

Dated 12th October, 2023

Advisory

**Subject: Inclusion of QR Codes on Food Products for Accessibility by Visually Impaired Individuals**

The Food Safety and Standards Authority of India (FSSAI) is committed to ensuring access to safe food for the citizens of India, including individuals with special needs such as visually impaired individuals.

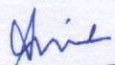
2. FSSAI under its Food Safety and Standards (Labeling and Display) Regulations, 2020 has comprehensively outlined the information to be included on the labels of food products. This information includes product name, shelf life, nutrition facts, vegetarian/non-vegetarian logos, ingredient lists, allergen warnings, and other product specific labelling requirements. This wealth of information empowers consumers to make informed choices when selecting food products.

3. Rights of Persons with Disabilities Act, 2016 recognizes the rights and needs of individuals with disabilities, which emphasizes accessibility and the promotion of health for persons with disabilities. Ensuring inclusive access to information is a fundamental right of citizens, and it is imperative that food products are labelled in a manner that ensures accessibility to all consumers, including those with visual impairments.

4. To enhance this accessibility, Food Business Operators (FBOs) are encouraged to incorporate provisions that facilitate easy access to nutritional information for visually impaired individuals. One effective means to achieve this is by incorporating Quick Response (QR) codes on product labels. These QR codes should encompass comprehensive details about the product, including, but not limited to, ingredients, nutritional information, allergens, manufacturing date, best before/expiry/use by date, allergen warning, and contact information for customer inquiries.

5. It is pertinent to note that the inclusion of a QR code for the accessibility of information does not replace or negate the requirement to provide mandatory information on the product label, as prescribed by relevant regulations.

This issues with the approval of the competent authority.

  
(Dr. Amit Sharma) <sup>12/10/23</sup>  
Director  
Science and Standards Division

To,

1. All Food Business Operators
2. Director, Legal Division, FSSAI
3. CITO- For uploading on website