

**F. No. RCD-02001/43/2024-Regulatory-FSSAI (Comp. No. 11277)**  
**Food Safety and Standards Authority of India**  
**(A Statutory Authority established under the Food Safety & Standards Act, 2006)**  
**(Regulatory Compliance Division)**  
**FDA Bhawan, Kotla Road, New Delhi-110002**

Dated, the 10<sup>th</sup> September, 2024

To,

1. The Commissioner of Food Safety of All States/UTs
2. All Central Licensing Authorities of FSSAI.
3. All Regional Directors of FSSAI.

**Subject: Special drives to check adulteration of sweets, savouries, milk and milk products like ghee, khoya, paneer etc. during the festive season—reg.**

Madam/Sir,

This is with reference to the ensuing festive season in the country during which the demand for sweets, savouries, milk and milk products like ghee, khoya, paneer etc. increases and as a result of which the economic motivation to adulterate such products to meet the rising demands of the consumer also increases. In such a scenario, the preventive actions including carrying out special surveillance / enforcement drives by the Food Safety Officers / Designated Officers especially at hot spots of such practices under their respective jurisdictions can be an effective tool to curb such practices while ensuring safety of such products.

2. Accordingly, it is requested that strict vigil is to be kept on the manufacturing and sale of sweets, savouries, milk and milk products like ghee, khoya, paneer etc. during the on-going festive season in your respective jurisdictions. The frequent enforcement / surveillance drives are to be conducted during the festive season to prevent any such malpractices. Also, the Food Safety on Wheels (FSW), where available, are to be positioned in the prominent markets and / or on the basis of specific intelligence input etc. so as to ensure that such products are safe to consume and are strictly as per the respective food products standards.

The matter may be treated as **MOST IMPORTANT**.

**Issued with the approval of the Competent Authority.**

Yours Sincerely,

  
(Inoshi Sharma)

Executive Director (Regulatory Compliance)

Copy for information to:

1. PS to CEO, FSSAI
2. Advisor (QA), FSSAI
3. CITO, FSSAI - for uploading this direction on FSSAI website.