

## **FSSAI launches awareness campaign on food safety aspects at prominent markets of Delhi**

The Food Safety and Standards Authority of India (FSSAI) has initiated a comprehensive awareness and sensitization campaign in collaboration with the Food Safety Department of Delhi, targeting key markets in the national capital.

Commencing from the bustling Khan Market and INA Market on April 8, 2024, the campaign aims to raise awareness about the detection and mitigation of pesticide residue and contaminants in food products, with a special focus on fruits and vegetables.

Market associations and traders actively participated in educational sessions, learning about the adverse effects of pesticide residue and the importance of rigorous testing. They were introduced to the innovative "Food Safety on Wheel" mobile lab by FSSAI, equipped with rapid testing kits capable of detecting approximately 50 pesticide residues across various food categories such as fruits, vegetables, milk, and cereals. The lab provides test results within hours, enabling swift corrective measures to uphold food safety standards.

Traders were encouraged to utilize this resource for expedited testing, ensuring the safety and quality of products in the market. They were also educated about the necessity of obtaining FSSAI licenses or registrations and adhering strictly to food safety standards. Emphasis was placed on sourcing raw materials solely from FSSAI-licensed/registered vendors to ensure traceability and compliance.

Additionally, the program highlighted the importance of raw material testing to guarantee food safety and quality. Attendees were informed about the risks associated with artificial ripening and wax coating of fruits and vegetables using unauthorized chemicals, while the role of organic farming in ensuring food safety was underscored. Information about testing laboratories for food products in Delhi and nearby areas was also provided.

The event stressed the shared responsibility for food safety, emphasizing the mantra, "Food Safety is Everyone's Responsibility," and recognizing the pivotal

role of stakeholders across the food supply chain in promoting a healthier India. FSSAI, as the nation's apex food regulator, remains dedicated to safeguarding public health by implementing stringent food safety measures nationwide.