

International
Journal
of
**Advances in
Management
Technology
and
Engineering Sciences**

INDEX

| SR. NO. | PAPER TITLE | PAGE NO. |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1 | FACTORS INFLUENCING CSR CONSIDERATIONS IN ANDHRA PRADESH: A STUDY OF MANAGERIAL ATTITUDES Dr.S.Ahamed Basha | 1 |
| 2 | HUMAN RESOURCE MANAGEMENT IN INDIA Suyash Raisinghani | 7 |
| 3 | ATM WITH AN EYE AND FINGERPRINT Archana S Patil | 11 |
| 4 | CYBER CRIMES: ISSUES AND CHALLENGES IN INDIA Ms Sangeetha.S & Dr.Soju.S | 16 |
| 5 | AN INTRODUCTION TO GLOBAL MARKETING Prof. Ms. Shubhangi Vitthal Gaikwad | 20 |
| 6 | SECURITY ISSUES OF CLOUD DATA Anuja Phapale | 26 |
| 7 | A STUDY ON COMPRESSIVE STRENGTH OF CONCRETE CUBES WITH PARTIAL REPLACEMENT OF FINE AGGREGATE BY CRUSHED SPENT FIRE BRICK Dr.M.Swaroop Rani, Dr.B.Krishna Rao & Y.Veera Sekhar | 32 |
| 8 | PORTFOLIO MANAGEMENT - THE RECENT SCENARIO "DON'T PUT ALL THE EGGS IN ONE BASKET" Tina Murarka | 39 |
| 9 | FOOD SAFETY AND CONSUMER PROTECTION Madugu Vijay Kumar | 45 |
| 10 | STUDY OF PERFORMANCE OF DELAY IN WIRELESS SENSOR NETWORK Jayashree C. Pasalkar | 49 |
| 11 | TRANSMISSION MEDIA Prof A.G.Galagali & Prof G. R. Nidagundi | 54 |
| 12 | STUDY OF SHOPPING BEHAVIOUR PATRONAGE OF CONSUMERS WITH REFERENCE TO MAHABACHAT SCHEME OF BIG BAZAR Mr. Palash Mandal, Mr. Amit Rahangdale & Mr. Sumit Sagale | 60 |
| 13 | Mother concept in Folk Literature" Or Janapadadalli Maatratwada Parikalpane Dr. Prema Apchand | 65 |
| 14 | Kannadada mele tantradnyanada prabhava Adivappa B Itagi | 68 |
| 15 | IMPLEMENTATION OF INDUSTRIAL SECURITY SYSTEM USING MOTION ESTIMATION AND VISUAL IDENTIFICATION Mirza Hafez Baig & Prof.S.M.Shendhe | 72 |
| 16 | REVIEW OF STATISTICAL PROCESS CONTROL Prof. Shriram Kargaonkar | 75 |
| 17 | Perception Study about Electronic Banking with special reference to State Bank of India Dhawal M.Gangurde & Dr.Dinesh D.Bhakkad | 82 |
| 18 | Secure Data Storage In Cloud Computing Prof D.S Acharya | 86 |
| 19 | Cyber Security B.Bhaskar, K.Ramya & K.Vishnu Priyanka | 95 |
| 20 | LIBRARY SECURITY SYSTEM (RFID) Miss. Sapnarani S.Ramteke & Mr.Rishi S. Gajbhiye | 99 |
| 21 | Data Mining Mrs. Jirage Asha Chandrashok | 103 |

FOOD SAFETY AND CONSUMER PROTECTION

Madugu Vijay Kumar
Sr. Asst. Professor,
Head, Dept. Of Commerce,
M.V.S Govt. Degree & Pg College,
Mahabubnagar

Introduction:

The world health organization adopted a resolution in 2000 to recognize food safety as an essential public health function. Food safety encompasses action aimed at ensuring that all food is as safe as possible. Food safety policies and action need to cover the entire food chain from production to consumption. International Organization of consumer Unions has observed on March 2015 as the world consumer Rights Day and that is has been selecting a specific theme "consumer's right to healthy diet" being highlighted on that day and thereafter. Food is most essential for our survival, but the same food becomes hazardous if it is adulterated or not of specific standards. It is said to be adulterated not only when there is in international addition or substitution which adversely affects the nature, substance and quality of foods. But also when there is incidental contamination during the period of growth harvesting storage processing transportation and distribution.

Food adulteration is subtle murder practiced in the community and is gravest of socio-economic crime. It has direct impact on economy, health, character and progress of a Country. It is very becoming of a uncivilized Society. Unfortunately, consumers themselves either because of poverty or lack of proper education had not been much concerned about the quality of food products. This ignorance, at times is making them suffer from severe health hazards. In this context food safety is receiving heightened attention throughout the world as the link between food and health is becoming more prominent day by day. As our food supply becomes increasingly globalized, the need to strengthen food safety systems in and between all countries is becoming more and more evident. The factors that pose challenges to food safety systems are changes in food production, distribution and consumption, changes to the environment new and emerging pathogens antimicrobial resistance. Increases in travel and trade enhance the likelihood that contamination can spread internationally.

Food safety imply absence or acceptable and safe levels of contaminants, adulterants, naturally occurring toxins or any other substance that may make food injurious to health on acute or chronic basis. Hence a wise consumer must have knowledge regarding the different types of adulterants detection process and legal protection given to consumers to put their foot down against adulteration. Consumer awareness on the possible adulteration and likely adulterant in particular good will be most important aspect in the detected with naked eye include stones, clay, insects in cereal and cereal products, kesar dhal in redgram dhal, oily pulses or shining pepper where castor or mineral oil is coated agrimony seeds in mustard seeds etc.

The prevention of food adulteration Act, 1954 was passed by the parliament to provide for a comprehensive legislation for preventing adulteration of food stuffs and check various kinds of various act connected with articles of food. The Act provides for constitution of a central committee for food standards and also for a central food laboratory to enforce the provisions of the act the prevention of food adulteration rules 1955 have also been framed. These rules give details about the standards of quality of food duties of public analysts and food inspectors, procedure of sealing quality of food duties of public analysts and food inspectors, procedure of sealing and dispatch of samples use of coloring material in food packing and labeling of foods regulation of sales licenses use of preservatives prohibition of poisonous metal contaminants flouring agencies insecticides and pesticides, irradiation of food etc.

Under Food safety and Standards Act 2006, Food safety authority regulate the standards and guidelines in relation to articles of food and specifying an appropriate system for enforcing standards, the limits for use of food additives crop contaminants pesticide residues of veterinary, heavy metals processing aids myco- toxins antibiotics and pharmacological active substances and irradiation of food. Quality control in relation to any article of food imported into India, food labeling standards including health, nutrition, special dietary uses and food category systems for foods. An article of food shall be deemed to be adulterated:

- If the article sold by vendor is not of the nature, substance or quality demanded by the purchaser
- If the article contains any other substance which affects the substance or quality thereof.
- If any colouring matter other than that prescribed is present in the article or if the amounts of the prescribed colouring matter which is present in the article are not within the prescribed limits
- If the article contains any prohibited preservative or permitted preservative in excess of the prescribed limits.
- If the quality or purity of the article falls below the prescribed limits of variability which renders it injurious to health
- If any inferior or cheaper substance has been substituted wholly or in part so as to affect the nature, substance or quality of the product
- If any constituent of the article has been wholly or in part extracted to affect the quality thereof
- If the article has been prepared, packed or kept under unsanitary conditions where by it has become contaminated or injurious to health.

Consumer Protection under Food safety and Standards Act, 2006:

To protect the consumers the Food Safety and Standards Act, 2006 specified Responsibilities to food business operator. Those are every food business operator shall ensure that the articles of food satisfy the requirements of this act under at all stages of production, processing, import, distribution and sale within the business under his control. No food business operator shall himself or by any person on his behalf manufacture, store sell or distribute any article of food which is unsafe, mis-branded, sub-standard,. No food business operator shall employ any person who is suffering from infectious, contagious or with some disease. No food business operator shall sell or offer for sale any article of food to any vendor unless he also gives a guarantee in writing in the form specified by regulations about the nature and quality of such article to the vendor. Provided that a bill , cash memo or invoice, in respect of the sale of any article of food given by a food business operator to the vendor shall be deemed to be a guarantee under this act. Wholesaler or distributor shall be liable under this act for any article of food which is supplied after the date of its expiry of stored or supplied in violation of the safety instructions of the manufacturer.

Prevailing Food Standards in India

Mostly based on International Codex Alimentations, with relevant modifications and additions wherever necessary.

1. The PFA standards / The FPO.
2. The AGMARK/The ISI (BIS)

The ISI and AGMARK are not mandatory, but are purely voluntary and useful for meeting the requirements of export quality goods

Food standards Management system in India :

Good manufacturing practices, good hygienic Practices, Hazard Analysis and Critical Control point and such other Practices as may be specified by regulation, for the food business. Bureau of Indian standards BIS came in to existence through an act of parliament on 1 April 1987, with a broadened scope and more powers envisaged building a climate for quality culture and consciousness and greater participation of consumer in formulation and implementation of national standards. The bureau is a body corporate consisting of members representing both central and state governments. Members of parliament, industry scientific and research institutions consumer organization and professional bodies with union minister for consumer

affairs, food and public distribution as its president and with minister of state for consumer affairs food and public distribution as its vice president. BIS is national standards body engaged in the preparation and implementation of standards, operation of certification schemes both for products and systems, organization and management of testing laboratories creating consumer awareness and maintaining close liaison with international standards bodies.

BIS has launched Food Safety management system as per IS/ISO 22000: 2005. This system, is designed to allow all types organizations within the food chain to implement a food safety management system. Implementation of food safety management systems would help to achieve the benefits: to increased international acceptance of food products, to reduce risks of produce / service liability claims, satisfied customer contractual requirements, ensures safety of food products, for greater health protection of consumers to meet applicable food safety related statutory and regulatory requirement and ensures to compete effectively in national and international markets.

The present day market offers us varied product and services for our use every day we find new type of products and services are introduced with improvement in the existing products and services;. Sometimes we even find manufactures are ready to produce products and provide services as per our requirement and specification. Under these circumstances it becomes necessary to know about different product, the brands and models available. There are some products in which certain symbols or marks are found on their package or container. Like Cold drinks bottles with FPO mark, pressure cookers ISI mark and on the package of bread, either vegetarian or non-vegetarian mark or a number of other symbols or marks in different products. These certification marks or standardization marks like ISI, AGMARK or FPO, along with some number are issued by the government to unique identity of product for certification of standards in the product and these marks convey that the products bearing good quality correct weight and safe to use. It became mandatory to every producer to get BIS certificate for Food Additives, Food Colors, Infant Milk Products, Packaged Drinking Water, and Mineral Water

The buyer is needed to be alert to take right decision at the time of before buying and during buying and after buying. He has also to be cautious and aware of the standardized marks which tell that a product is safe to use.

STEPS TO BE TAKEN TO PROTECT THE CONSUMERS FROM FOOD ADULTERATION

Consumer must be educated about - various adulterants - easy ways of identifying them Encourage customers to buy branded and ISI-marked products. Even if these branded items cost a little extra, it is worth paying the extra amount to safe guard health. Consumer purchase any branded item and doubt its quality, you can at least approach the company concerned. Always remember to preserve your grocery bills so that the company can take necessary steps regarding the complaint. If any person manufactures for sale, stores, sells imports or distributes any article of food which is adulterated or misbranded, he is liable under the PFA Act to be punished with imprisonment and fined. If you find that any food is adulterated, then do not keep silent.

Complain to Prevention of Food Adulteration Department in your city / town / district and report to the newspapers and make more and more people aware to take joint action. An action group consisting people from gram panchayat, academia, NGO etc. may be constituted in every district (apart from food safety officer) which could be entrusted with advocacy on food safety as well as market vigilance.

Set up FOOD TEST BOOTHS in every taluka manned by an trained professional with test kits. - customers / retailers etc. can get their purchased food items checked in these booths (though not all food items but at least many of them) - the services of the above person can be made use by food safety officer as well as district food safety action group. Employ the educated rural youth as field inspectors from each village - this would solve the unemployment problem to some extent. To have vegetables without chemicals, encourage people to Grow at-least some of the vegetables that you can use educate & encourage farmers to use bio-fertilizers. Farmers should be taught about the dangerous in using chemicals & cause & effect of using it.

To make this happen quickly many NGOs should come forward & spread awareness all over the country. The sufficient number of Public Analysts, who are well trained, should be appointed and provision made for their

refresher courses. Research organizations / Universities must be encouraged to undertake research and develop potable food testing devices / gadgets which people can buy and use.

Organizing food festivals and educate customers about different food products Comparison of similar food items from different parts of the country / state in terms of quality may be shown during these festivals. Food adulteration is major public hazard. It saps the vitality of the people. Safety of the food is the basic requirement of food quality the consumer protection act empowers the consumers to fight against the food adulterations, as per this act any food that is sold for human consumption in India has to conform to the rules and regulation and standards of the laid down under the consumer protection act.
