

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA
UNSTARRED QUESTION NO. 3227
TO BE ANSWERED ON 07TH AUGUST, 2026**

SALE OF ADULTERATED AND ARTIFICIAL PRODUCTS

†3227. DR. BHOLA SINGH:

Will the **Minister of HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether the Government has made any arrangement for market monitoring with a view and grievance redressal with a view to protect consumers against the sale of adulterated, artificial or counterfeit products in the name of milk, paneer, khoa and other dairy products, if so, the details thereof;
- (b) the number of consumer complaints received regarding the sale of such products during the last three years along with the action taken by the Government thereon, State/UT-wise;
- (c) the action taken by the Government against sellers/manufacturers for marketing artificial adulterated or adulterated products as pure dairy products or for resorting to misleading labelling or advertisements, if so, the details thereof;
- (d) the provisions for taking stringent action against traders who repeatedly indulge in such acts; and
- (e) the steps taken by the Government to create awareness among consumers for identifying such products and to ensure the availability of pure dairy products in the market?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY
WELFARE
(SHRI PRATAPRAO JADHAV)**

(a) to (e): Food Safety and Standards Authority of India (FSSAI) is mandated to lay down science-based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import to ensure availability of safe and wholesome food for human consumption. The implementation and enforcement of the Food Safety and Standards (FSS) Act, 2006 is a shared responsibility between the Central and State Governments.

FSSAI has established a robust consumer grievance redressal mechanism for addressing food safety related complaints. Complaints/concerns of consumers and Food Business Operators (FBO) are received through various channels such as Web portal, Mobile App, FSSAI Helpline, State helpline, Twitter, Facebook, etc. Complaints on Food Safety Connect Portal is part of the online Food Safety Compliance System (FoSCoS). Details of the consumer grievances for the last three years for milk and milk products are as under:

	2023-24	2024-25	2025-26*
Grievances Received	356	531	846
Grievances Resolved	334	488	635
Grievances Pending (with States and UTs)	22	43	211

***Data is provisional.**

Around 98% of the Food Business Operators (FBOs) fall within the jurisdiction of the State/UT Food Safety Authorities. For compliance with the standards, limits, and other statutory requirements prescribed under the FSS Act, 2006 & rules / regulations made thereunder, the State Food Safety Authorities undertake surveillance, monitoring, targeted enforcement drives, inspections, and sampling activities across the food sector.

Any deviation from the prescribed standards or violation of the provisions of the Food Safety and Standards Regulation (FSSR), when detected, results in stringent regulatory and punitive action against the non-compliant FBOs in accordance with the FSS Act, 2006 & rules / regulations made thereunder, including suspension & cancellation of licence, prohibition on sale, seizure & destruction of non-compliant food articles and judicial action through adjudication (civil) and prosecution (criminal) as per the provisions outlined in the FSS Act, 2006.

FSSAI has framed the Food Safety and Standards (Advertising and Claims) Regulation, 2018, to address issues related to misleading claims, labelling and advertisements. These regulations have under laid clear specifications for making claims on food businesses. This regulation stipulates that food-related advertisements and claims are accurate, non-deceptive, and align with food safety standards. It is the responsibility of the food business to adhere with these requirements. Details of the action taken against the defaulting Food Business Operators for non-compliance in the last 3 years is as follows:-

Year	No. of Samples Analysed	No. of Samples found non-conforming	Civil Cases	Criminal Cases
			Decided with Penalty	No. of Convictions
* 2025-26	223,808	40023	31878	1918
2024-25	170535	34388	30142	1265
2023-24	170513	33808	29586	1161

*** The data for FY 2025–26 is provisional.**

FSSAI has taken following measure to curb adulteration in the food products:-

- FSSAI has launched various campaigns such as “#No To Adulteration” to raise consumer awareness about food adulteration. These initiatives include advertisements, educational materials, and online platforms to spread awareness.
- Videos “How to Check for Adulteration” on its official YouTube channel, which include short videos demonstrating methods to detect adulteration in various food items, including milk and milk products, edible oil etc. These Information Education Communication (IEC) materials are available in regional languages too.
- FSSAI is also carrying out an awareness campaign, "#HarLabelKuchKahtaHai", to empower citizens with label literacy for healthier eating and informed choices. This initiative educates consumers on key elements like nutritional information (calories, fats, sugars, protein), ingredient lists, allergen warnings, and date markings
- Advanced, easy to use Rapid Analytical Food Testing (RAPID) Kits are portable and handheld devices. The Kits do not require any sophisticated equipment or conventional reagents to conduct on the spot tests at fields.
- Food Safety Magic Boxes, facilitates the detection of adulteration in food. It consists of reliable "quick screening tests" that a common person can perform at the household level. It consists of a total of 107 tests across 06 food categories which include detection of adulterants like starch, urea, detergent, cellulose, maltodextrin salicylic acid, glucose etc.
- Detect Adulteration with Rapid Test (DART) Booklet covers more than 44 quick tests for different categories of foods such as milk & milk products, oils & fats, sugars & confectionery, food grains and their products, spices & condiments to detect adulteration.
