

File No: 13(12)2016/DS Companies/Enf/FSSAI
Food Safety and Standards Authority of India
(Regulatory Compliance Division)
(A Statutory Authority established under Food Safety and Standards Act, 2006)
FDA Bhawan, Kotla Road, New Delhi - 110002


Dated : 27th March, 2018

Order

Subject: Registration of Direct Selling Food Business Operators - reg.

FSSAI is in receipt of representations from many Direct Selling FBOs and their Association conveying difficulties being faced in getting their food businesses registered under FSS Act, Rules and Regulations made thereunder. This has been examined in detail in light of Direct Selling Guidelines, 2016 as specified in notification no. 1013(E) dated 26th October, 2016 issued by Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution. It has been observed that these direct sellers do not have premises/storage facility and therefore find it difficult to obtain registration as direct sellers from Registering Authority. The Direct Selling agents are attached to Direct Selling Entities (DSE) which are responsible for safe storage and transportation of food products.

2. Considering that Direct Sellers are mobile and do not have premises, it has been decided that registration of such mobile direct sellers could be done by respective Registering Authority on production and verification of their identity certificate/authorisation issued by their Direct Selling Entities alongwith personal identity proof such as Aadhar/PAN/EPIC, etc. Further, in order to facilitate quick registration in case of bulk Direct Sellers, DSE will have the option to get bulk registration of its Direct Sellers done on its own by using facility of Common Service Centre(CSC).
3. This issues with the approval of the Competent Authority.


(Garima Singh)
Director (Regulatory Compliance)
Tel. No. 011-23220990

To,

- (i) All Commissioner of Food Safety of all States/UTs
- (ii) Asstt Vice President, CSC e-Governance Services India Ltd.
- (iii) All Stakeholders

Copy to:

- (i) CITO - For necessary action and uploading on FSSAI website.