



A STUDY ON AWARENESS LEVEL OF FOOD SAFETY AND REGULATIONS ACT, 2006 AMONG THE CONSUMERS & MANUFACTURERS

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ABSTRACT

Food safety considerations related to hygiene of food, food pesticide residues, policies, import and export rules, certification system etc. are scientific discipline to avoid potentially severe health hazardous issues. Food Safety Act denoted the consumer practices, safe to consume, safe delivery and safely preparation which in the end transmitted to the consumers. Hence, it is important to consider on the awareness level of consumers and manufacturers for the Food safety Act and Regulations while taking all the factors into account in purchasing and manufacturing. This study is an analytical in examining the awareness level of manufacturers with regard to Food Safety Regulations Act, 2006. For this study, 100 consumers and 100 manufacturers were selected and responses were solicited through self-structured questionnaires. Their opinions were measured based on the five point likert scale. The study concluded that Government should organize campaign in disseminating the level of awareness among the consumers and manufacturers of rural and urban areas.

KEYWORDS: Food safety considerations, Awareness level, Quality of Food, safe to consume, safe delivery and safely preparation policies.

INTRODUCTION

In India, intricate standards are mentioned for food safety act, 2006 so that every consumer and manufacturer are motivated to follow the rules and regulations in supplying the hygienic food to consumers. According to world Health Organization, the first five key principles of food hygiene are given:

1. To prevent the contaminated food.
2. The food have two zones separately for raw and cooked.
3. To kill pathogens cooked food will be kept for a particular length of time and at appropriate temperature.
4. At the proper temperature, the food should be stored.
5. To use safe water and raw materials for food must be considered.

FSSAI (The Food Safety & Standards Authority of India)

Under Food Safety & Standards Act, 2006 FSSAI has been established to handle food related issues in consolidating of various acts and orders in the Ministries and Departments. The objective of FSSAI is to regulate the manufacturing process, distribution system, storage, sales, price, import and export policies and human consumption. There are so many sub-acts which come under the Food Safety & Standards Act, 2006 like, Prevention of Food Adulteration Act, 1954, Fruit Products Order, 1955, Meat Food Products Order, 1973, Vegetable Oil Products (Control) Order, 1947, Edible Oils Packaging (Reputation) Order, 1988 and FSS

Act, 2006. FSSAI Act, 2006 is established as an Independent Statutory Authority with its Headquarter at Delhi. This Act is regulated and monitored by some provisions laid in the Act for strictly followed norms.

For performing the following functions, FSSAI has been mandated by the FSS Act, 2006-

1. To lay down the guidelines in enforcing various standards related to food appropriate system
2. To specify the mechanisms in providing the certification of food safety management.
3. To provide guidelines for lay out the procedure in accreditation of laboratories.
4. To suggest issues in reframing the policies related to food safety and nutrition which have direct or indirect bearing.
5. To provide training sessions for updation in making the improvements of food business.
6. To contribute in the development of International Technical Standards.
7. To promote awareness among consumers and manufacturers through organization of campaigns in different locations for food safety and food standards.

LITERATURE REVIEWS

Literature reviews help the study in identifying the factors associated with food safety and standards on the basis of previous studies in order to find out the research gap. These are as follows:

Ansari et al (2011) carried out their study on food safety measures acceptable for human consumption. Food safety is a global issue and if manufacturers do not consider seriously then it will become one of the main reasons in reducing economic productivity. Government worldwide is intensified its efforts by updating food regulatory system to improve food safety. The study concluded that the Food Safety Act should be followed strictly in order to avoid any unparalleled problems. The study suggested that food safety can be described as a voluntary and social approach in all food related items for which monitoring and controlling programmes are to be properly managed.

Idris, Praveen and Sing (2013) conducted a study on trade competitiveness and its impact on Food Safety regulations on Accessibility of Market. The study discussed about the horticulture commodities in the Asian countries which have been the export destinations for Indian market. The country faces many challenges and problems due to the rigid food safety rules stipulate by US and EU. The study found that India has competitive advantage over China in fresh fruits in the Asian Market. If India has to win over other countries globally then country has to put a lot of efforts in monitoring and testing. And or these problems a huge investment, infrastructure development and certification of information standards are required.

Mehta (2014) investigated food safety regulations in industrialized countries so that positive effect should be exerted on processed food to the markets. The study also examined the loopholes in maintaining the International Food safety Standards and its adverse impact of performance. The result indicated that India lacks behind in following the strict rules related to export to other countries. It has been proved that foreign countries are more conscious and feel socially responsible towards food safety regulations compare to other developing countries like India and China.

Ragona and Mazzochhi (2015) proposed a classification of the effects produced by Food safety regulations. The study concluded that there is a need to reframe assessment strategies in Food safety Regulations for balancing the foreign investment through the dynamic effects of regulations and the possibility of endogenous relationships.

Ralston (2016) conducted a study on Government Policies and Regulations directed and affecting the qualities of food, price index, information provide to consumers and proper distribution system. It is observed that today's consumers are educated so they need all the nutritional value labelled on the pack. Hence, the study suggested that the policies and rules framed by the Government should be hitherto to the consumers' awareness level.

OBJECTIVES OF THE STUDY

1. To study about Food Safety Act, 2006.
2. To examine the impact of awareness level of consumers towards Food Safety Act and Regulations.

3. To examine the impact of awareness level of manufacturers towards Food Safety Act and Regulations.
4. To suggest various measures for Food safety and sustaining standards.

HYPOTHESES OF THE STUDY

H₀₁: Socio-demographic wise there is no significant difference in the awareness level of consumers towards Food Safety Act and Regulations.

H₀₂: Socio-demographic wise there is no significant difference in the awareness level of manufacturers towards Food Safety Act and Regulations.

RESEARCH METHODOLOGY

Research Design: For this study descriptive research design has been adopted.

Sample Size: For this study 100 consumers and 100 manufacturers were selected.

Sampling Technique: Random sampling was used.

Sample Area: Indore division was chosen in collecting the data.

Data Collection Tool: Through self-structured questionnaires separately one for consumers and the other one for manufacturers were adopted.

Questionnaire on Consumers: Age, income and education were considered as socio-economic factors and these variables were measured in lieu of the awareness level of consumers towards food safety and regulations. The questions were included like knowledge about food safety regulations, nutritional value, manufacturing and expiry date labelled on the pack, food controversies, price etc.

Questionnaire on Manufacturers: For the study, responses were solicited from manufacturers on the questions of knowledge of FSSAI, sales, price, quality of foods, uncontaminated food and knowledge about consumers' preferences etc.

The secondary data were collected from published National and International Journals, Working papers and Conference Proceedings, Unpublished Documents of Libraries, Dissertations.

Statistical Tools: One Way ANOVA was applied in measuring the socio-demographic wise awareness level of consumers and manufacturers towards food safety and regulations.

RESULTS AND FINDINGS

H₀₁: Socio-demographic (Age and Education) wise there is no significant difference in the awareness level of consumers towards Food Safety Act and Regulations.

H_{01a}: Age wise there is no significant difference in the awareness level of consumers towards Food Safety Act and Regulations.

Table 1: Age wise Mean and Standard Deviation on Consumers

Dimension	Age	N	Mean	Std. Deviation
Awareness level of consumers towards Food Safety Act and Regulations	25-35	28	21.9286	6.16999
	36-45	34	22.0588	5.44917
	46-55	18	18.8889	5.32352
	Above 55	20	21.9500	4.96806
	Total	100	21.4300	5.59627

The table exhibits that those consumers who were between 36-45 they were more aware about food safety and regulations act as their mean value 22.05 was the highest followed by those consumers who were above 55 years, consumers who were between 25-35 years and those who were between 46-55 years.

Table 2: Age wise Analysis of Variance on Consumers

Dimension		Sum of Squares	df	Mean Square	F	*Sig.
Awareness level of consumers towards Food Safety Act and Regulations	Between Groups	142.043	3	47.348	11.536	.010
	Within Groups	2958.467	96	30.817		
	Total	3100.510	99			

The ANOVA table explains that the value of F is 11.536 at $.010 < .05$ means that the alternate hypothesis namely 'age wise there is significant difference in the awareness level of consumers towards Food Safety Act and Regulations' is accepted and found that age wise consumers have differences in awareness level for food safety and regulations.

H_{01b}: Education wise there is no significant difference in the awareness level of consumers towards Food Safety Act and Regulations.

Table 3: Education wise Mean and Standard Deviation on Consumers

Dimension	Qualification	N	Mean	Std. Deviation
Awareness level of consumers towards Food Safety Act and Regulations	10 th	10	21.2000	7.09930
	12 th	12	22.2500	4.99318
	Graduate	46	24.7609	5.58643
	PG	32	25.7188	5.50211
	Total	100	21.4300	5.59627

From the table on mean value, it has been observed that those consumers who were Postgraduate qualified they were more aware about the food safety and regulations compared to those who were graduates, higher secondary and high school passed. It is depicted that education increases the knowledge and also make consumers aware about their rights.

Table 4: Education wise Analysis of Variance on Consumers

Dimension		Sum of Squares	df	Mean Square	F	*Sig.
Awareness level of consumers towards Food Safety Act and Regulations	Between Groups	171.160	3	57.053	5.183	.002
	Within Groups	1056.680	96	11.007		
	Total	1227.840	99			

The ANOVA table explains that the value of F is 5.183 at $.002 < .05$ means that the alternate hypothesis namely 'education wise there is significant difference in the awareness level of consumers towards Food Safety Act and Regulations' is accepted and found that education wise consumers have differences in awareness level for food safety and regulations.

H₀₂: Socio-demographic (Age and Education) wise there is no significant difference in the awareness level of manufacturers towards Food Safety Act and Regulations.

H_{02a}: Age wise there is no significant difference in the awareness level of manufacturers towards Food Safety Act and Regulations.

Table 5: Age wise Mean and Standard Deviation on Manufacturers

Dimension	Age	N	Mean	Std. Deviation
Awareness level of consumers towards Food Safety Act and Regulations	25-35	18	8.6071	2.80660
	36-45	24	9.2353	3.09505
	46-55	28	11.2222	2.69106
	Above 55	30	12.7500	1.20852
	Total	100	10.6800	2.91593

The table exhibits that those manufacturers who were above 55 years they were more aware about food safety and regulations act as their mean value 12.75 was the highest followed by those manufacturers who were above 46-55 years, manufacturers who were between 36-45 years and those who were between 25-35 years.

Table 6: Age wise Analysis of Variance on Manufacturers

Dimension		Sum of Squares	df	Mean Square	F	*Sig.
Awareness level of consumers towards Food Safety Act and Regulations	Between Groups	162.103	3	54.034	7.632	.000
	Within Groups	679.657	96	7.080		
	Total	841.760	99			

The ANOVA table explains that the value of F is 7.632 at $.000 < .05$ means that the alternate hypothesis namely 'age wise there is significant difference in the awareness level of manufacturers towards Food Safety Act and Regulations' is accepted and found that age wise manufacturers have differences in awareness level for food safety and regulations.

H_{02b} : Education wise there is no significant difference in the awareness level of manufacturers towards Food Safety Act and Regulations.

Table 7: Education wise Mean and Standard Deviation on Manufacturers

Dimension	Qualification	N	Mean	Std. Deviation
Awareness level of consumers towards Food Safety Act and Regulations	10 th	16	10.9000	3.84274
	12 th	20	12.8333	3.51188
	Graduate	40	13.9333	3.34664
	PG	24	13.2500	4.60014
	Total	100	13.2727	3.90661

From the table on mean value, it has been observed that those manufacturers who were Postgraduate qualified they were more aware about the food safety and regulations act, 2006 compared to those who were graduates, higher secondary and high school passed. It is depicted that education increases the knowledge and also make manufacturers aware about their duties and compel them to maintain the quality of food.

Table 8: Education wise Analysis of Variance on Manufacturers

Dimension		Sum of Squares	df	Mean Square	F	*Sig.
Awareness level of consumers towards Food Safety Act and Regulations	Between Groups	131.322	3	43.774	5.915	.001
	Within Groups	710.438	96	7.400		
	Total	841.760	99			

The ANOVA table explains that the value of F is 5.915 at $.001 < .05$ means that the alternate hypothesis namely 'education wise there is significant difference in the awareness level of manufacturers towards Food Safety Act and Regulations' is accepted and found that education wise manufacturers have differences in awareness level for food safety and regulations.

CONCLUSION

The study was conducted on consumers and manufacturers for their awareness level towards food safety and regulations. The study found that age and education are the most important parameters in determining the awareness level. Age produce significant impact on consumers and manufacturers for food safety act and also increasing the level of education is denoted the increasing awareness. In this competitive environment, online business are moving rapidly so every manufacturer has to display all the relevant information ad on the other hand, consumers are more comfort in access the websites and read every piece of information about food nutritional value, ingredients, price, expiry date and FASSI mark. To carry out the study two hypotheses were tested through one way ANOVA tool and found that age and educational produces significant effect on the awareness level of consumers and manufacturers towards food safety and regulations act, 2006.

SUGGESTIONS

- ❖ The awareness level of Food safety and Regulations among consumers and manufacturers should be increased.
- ❖ Government should reframe schemes time to time for taking more steps in the improvement of quality of food.
- ❖ The advertisements should be displayed at Railway stations, Bus Depot, Airports so that maximum people would be taught regarding the food safety and regulations.
- ❖ The Government should take stringent actions of those who do not follow these rules and incurred also a punishment so that other can take lessons.
- ❖ Food license should be mandatory to all the manufacturers, retailers and other distributors.
- ❖ In rural areas, the people would be taught by showing some video clippings.

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