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(Press Release)

### **IDSA Thanks FSSAI for Bringing FBO Registration Order**

**New Delhi, Delhi, India**

Food Safety and Standard Authority of India (FSSAI) issued a circular to the Food Safety Commissioners of all states and UTs, informing them about simplification of FBO registration process, bringing huge relief to the Direct Selling Industry, which has been facing difficulties in getting FBO registration done at various parts of the country. FSSAI has mandated that registration of Direct Sellers could be done by respective registration authorities on the basis of personal identity proofs such as PAN, Aadhar, EPIC etc. and identity certificate from Direct Selling Entities. The latest order will also enable the Direct Selling entities to register their Direct Sellers centrally, using the facilities of Common Registration Centers (CSC).

“Indian Direct Selling Association (IDSA) would like to thank Mr. Pawan Agarwal, CEO, FSSAI for simplifying the FBO registration process. His continuous guidance and support has resulted in a vast number of pending issues being sorted out, including that if simplification of FBO registration process. This is a very positive step towards ease of doing business in the country. Not only it will streamline the registration process, the move would also ensure compliance of food safety norms by the Direct Selling industry,” said **Vivek Katoch, IDSA Chairman.**

Under the current FSSAI norms, it is mandatory for all food business operators to have FBO registration / license. The registration process is cumbersome particularly for Direct Sellers who earn commissions and retail margin from the sale of products, majorly Food & Health Supplements. These Direct Sellers face difficulties in getting registration due to different procedure and documentary requirement being adopted by different states registering authorities. The time-consuming process often deters the Direct Sellers some of whom even discontinue Direct Selling. However, with the recent

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FSSAI order in place, the Direct Selling entities will be able to centrally register their Direct Sellers, hence easing out pressure from their salesforce.

“IDSA has been working closely with the Regulatory Compliance team at FSSAI and had sent many representations to simplify the FBO registration process in the interest of ease of doing business. We also take this opportunity to thank the team for understanding the concerns of the Industry and taking appropriate measures just when it mattered the most.” **Vivek** further said.

The latest FSSAI order will also give major boost to the Digital India campaign as Common Service Center (CSC) will centrally grant registration to Direct Sellers using digital data transfer and payment modes. It is also an apt example of the current government commitment towards creating a conducive environment for doing business for all industries.

### About IDSA

Incorporated in 1996 and headquartered in Delhi, IDSA is an autonomous, self-regulatory body for the Direct Selling industry in India. The Association acts as an interface between the industry and policy-making bodies of the Government facilitating the cause of Direct Selling Industry in India. IDSA has played a proactive role in raising the voice for the Direct Selling Industry for policy reforms which can nurture growth and facilitate the trade of Direct Selling Industry in India with the Central and State Governments. It is affiliated to World Federation of Direct Selling Association, which was established in 1978, currently having 63 Direct Selling Associations across the world as its members. WFDSA is a non-government voluntary organization, representing Direct Selling Industry globally as a federation worldwide.