

Experience Sharing by Amul Group for Implementation of FSSA.



Amul

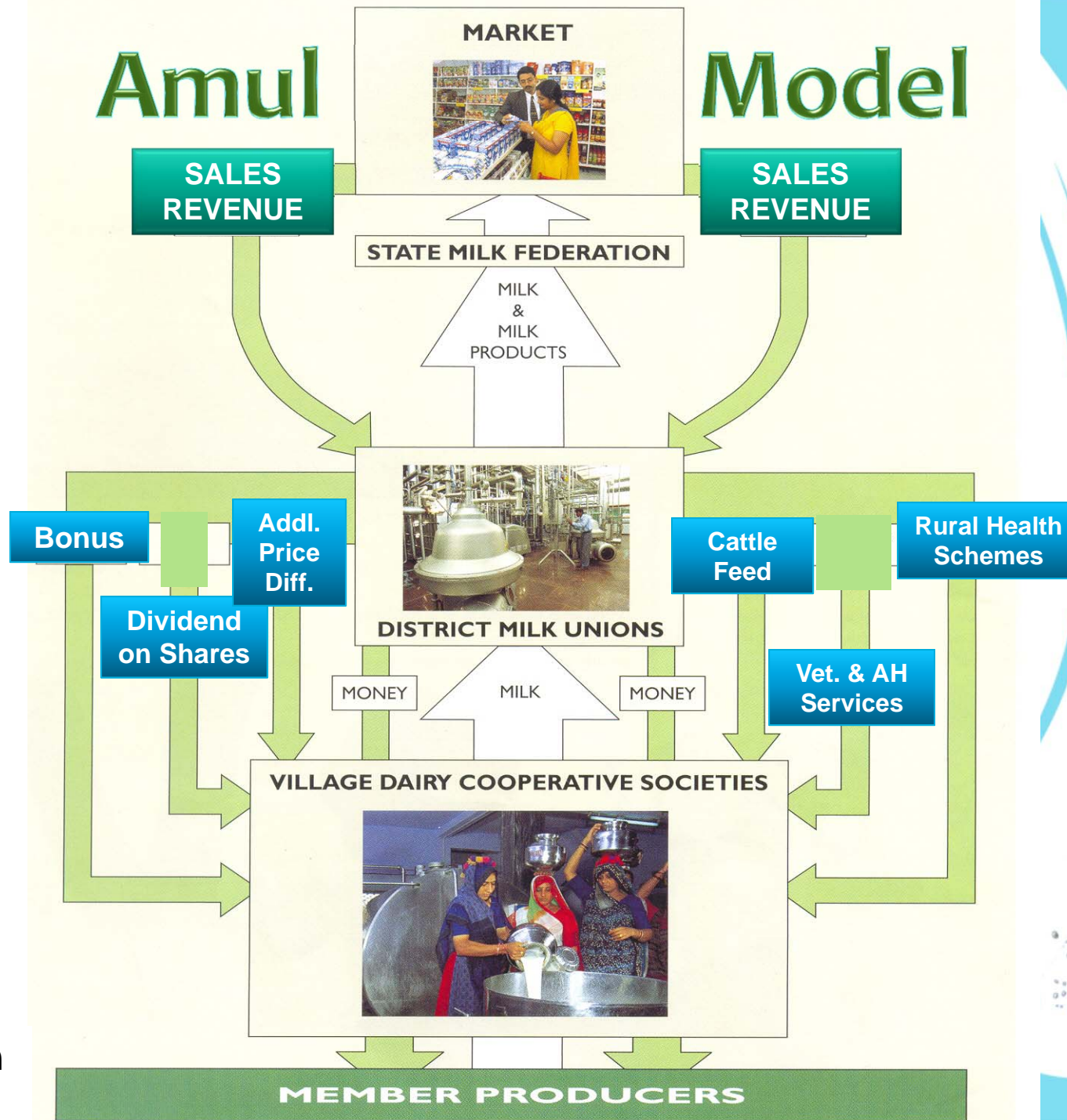
Model

**GCMMF
in
Gujarat**

**17 District
Unions in
Gujarat**

**17,025
VDCs in
Gujarat**

**3.3 million
in Gujarat**



The Amul Model

- Establishment of a direct linkage between milk producers & consumers by eliminating middlemen
- Milk Producers (farmers) controlled procurement, processing & marketing
- Professional management



The Consumer



State Co-op.
Milk Mktg. Fed.



Dist. Milk Co-op.
Union



Vill. Dairy Co-op.



Milk Producer



Supply Chain



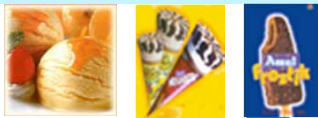
**3.3 Million Families,
17025 Villages**



**49 Dairy Plants
across India**

4 High Traffic Distribution Highways

FROZEN



CHILLED



AMBIENT



FRESH



53 Sales Offices & Stock Points

10,000 Distributors

10,00,000 Retailers across India



Food Safety and Standards Act (FSSA)

- The efforts put forward by the FSSAI for ensuring food safety in the country is commendable.
- Pains taken by FSSAI authorities for enforcing the food law is really appreciable.
- Some suggestions for your perusal.

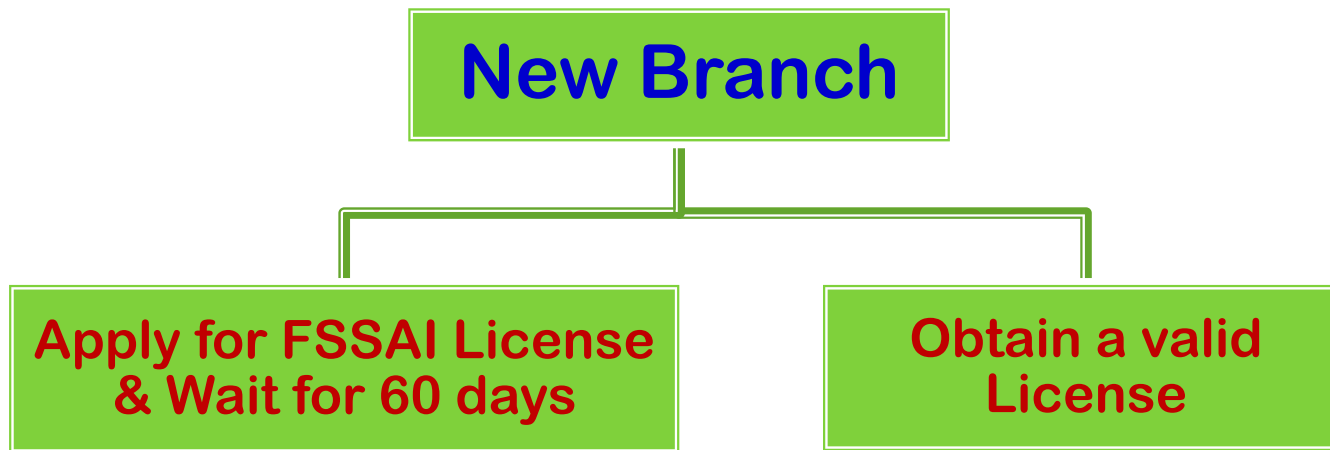


License of Village Cooperative Societies

- **Farmers associated with Cooperatives**
 - ✓ **No FSSAI Registration/License**
- **Big boost for cooperatives**
- **Suggested for license exemption for Village Cooperative Societies**



License of Branches/ Storage Spaces



➤ **Hasten the License Issuance Process
(or)**

➤ **Allow to start the business with Head Office License.**

(or)

➤ **Reduce the lead time of existing 60 days**



License of Branches/ Storage Spaces

**Branch
Office**

**Ambient
Products
Storage**

**Refrigerated
Products
Storage**

**Frozen
Products
Storage**

**Fresh
Products
Storage**



Licensing of Branches/ Storage Spaces

➤ Separate License for all premises

fssai



FORM 'C' - License Format
(See Regulation 2.1.4 (6))
Government of India
Food Safety and Standards Authority of India
License under FSS Act, 2006

License No: 112123140000112

1. Name and Registered Office address of licensee:

PRATIK KUMAR GUPTA
G.C.M.M.F. LTD
NH-4, PUNE - BANGALORE ROAD,
SATTUR, DHARWAD-580004.

2. Address of authorized premises:

G.C.M.M.F. LTD
NH-4, PUNE - BANGALORE ROAD,
SATTUR, DHARWAD-580004.

3. Kind of Business:

Warehouse/Cold Storage of Milk products

4. For dairy business details of location with address and capacity of Milk Chilling Centers (MCC) / Bulk Milk Cooling Centers (BMCs)/Milk Processing Unit/ Milk Packaging Unit owned by the holder of licensee/RC :

5. Category of License: **Renewal**

This license is granted under and is subject to the provisions of FSS Act, 2006 all of which must be complied with by the licensee.

6. The License issued on **13-7 -2012** and valid up to **12-7 -2017**

Place: Dharwad

Date: 13-7-2012

Stamp and signature of Designated Officer

Designated Officer
Food Safety and Standards
Authority of India
K. C. Park Road, DHARWAD.



fssai



FORM 'C' - License Format
(See Regulation 2.1.4 (6))
Government of India
Food Safety and Standards Authority of India
License under FSS Act, 2006

License No: 112123140000113

1. Name and Registered Office address of licensee:

PRATIK KUMAR GUPTA
G.C.M.M.F. LTD
NH-4, PUNE - BANGALORE ROAD,
SATTUR, DHARWAD-580004.

2. Address of authorized premises:

G.C.M.M.F. LTD
C/o, M/S CLASSIC DISTRIBUTORS,
P.NO.83 C,TARHAL INDUSTRIAL ESTATE
HUBLI-580026

3. Kind of Business:

Cold storage

4. For dairy business details of location with address and capacity of Milk Chilling Centers (MCC) / Bulk Milk Cooling Centers (BMCs)/Milk Processing Unit/ Milk Packaging Unit owned by the holder of licensee/RC :

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Food Safety and Standards
Authority of India
K. C. Park Road, DHARWAD.



Licensing of Branches/ Storage Spaces

- Rationalization of Licenses is required.
- Single license for Branch Office with Inclusion of all premises in the same license.

Single License No. of Branch Office

- Ambient Product storage Premises
- Refrigerated Product Storage Premises
- Frozen Product Storage Premises
- Fresh Product Storage Premises



Nomination of Responsible Person

- ❑ Required uniform enforcement of FSSAI Nomination Process.
- ❑ A single person is responsible for conduct of business at different premises as nominee.



FSS (Packaging and Labeling) Regulations, 2011

- Small is big.... The consumer trend
- Small packs / price point packs are in demand
- Packaging & Labeling requirements are very demanding.
- Space is a constraint to incorporate legal requirements.
- We request for rationalization of labeling requirements by FSSAI in line with US FDA and EU guidelines.



300 ml Double Toned milk @Rs. 10/-



Amul
The Taste of India

Amul
Slim 'n' Trim

PASTEURISED
DOUBLE TONED MILK

Net Content : 300 ml

MRP: ₹ 10.00
(inclusive of all taxes)

NUTRITIONAL INFORMATION per 100g approx. value			
Energy kcal	45.5	Total Carbohydrate g	5.0
Total fat g	1.5	Protein g	3.0
Saturated Fat g	1.0	Fat g	3.1
Trans Fat g	0.0	Calcium mg	90.0

Keep Under Refrigeration

10012021000071

FOR BEST RESULTS, STORE
CONTINUOUSLY UNDER REFRIGERATION
BELOW 4°C UNTIL "USE-BY DATE"

For Batch No. & "Use-by date" see seal area/stamp




Packaging Film Plant - Gandhinagar
GPCB Reg. No. GPCB/PWR/GNR/14/2011

PASTEURISED
DOUBLE TONED MILK

Fat 1.5% minimum
SNF 9.0% minimum

Amul
Slim 'n' Trim

अमूल
स्लिम अंड ट्रिम



₹ 10/-

To identify the Manufacturing / Packing unit address, read the first few characters of the Batch No. and see below:

01. MTD. BANWAKANTA DISTRICT CO-OPERATIVE MILK PRODUCERS' UNION LTD., BANWAKANTA, PALANPUR - 384 001
Lic. No. 10102020000001
02. GOSWAMI LTD., GOSWAMI, BANWAKANTA ROAD, KHEMOLA, DIST. BHARUCH - 391 101 (G.P.)
Lic. No. 10102020000002
03. PARI. WADIVAN (MARE) B-1, 8000 BOKSIN, ARSA, BASO, EXTENSION, BASO, DIST. JAMNAR, GUJARAT - 381 201
Lic. No. 10102020000003
04. PROPRIET. PRODUCTS LTD., BHUTANPUR ROAD, N/A NO. 2, KANPUR - 208 005
Lic. No. 10102020000004
05. KANWARPUR COLD STORAGE PVT. LTD. (BAPU DIVISION), KANWARPUR, POST-SACHEND, KANPUR (G.P.) - 208 004
Lic. No. 10102020000005
06. BATA DAIRY PVT. LTD., PLOT NO. 14 TO 16, U.P.S.I.C. INDUSTRIAL AREA, NAZIM, FATEHPUR (G.P.) - 201 004
Lic. No. 10102020000006
07. M/S. SARMA MILK & FOODS PRODUCTS LTD., M/S. CHALUPUR, BHARUCH - 384 001 (GUJARAT)
Lic. No. 10102020000007
08. NAGA DAIRY PVT. LTD., VILLAGE, BHARUCH, P.O. KANWARPUR, DIST. CHANDABAD - 384 001 (G.P.)
Lic. No. 10102020000008
09. S.C. FARM FOODS PRIVATE LIMITED, KANWARPUR, JTL, SAROJ, ROAD, SEKHAR, ROAD, HIGH SCHOOL, PARTHUR, MEERUT (G.P.) - 201 001
Lic. No. 10102020000009
10. A.R. ENTERPRISES (DAIRY PLANT), VILL. PANDHAR, BHARUCH, P.O. BHARUCH, BHARUCH - 384 001 (G.P.)
Lic. No. 10102020000010

MANUFACTURED BY
GUJARAT CO-OPERATIVE MILK
MARKETING FED. LTD., JAMNAR - 384 001
E-mail: milk@amul.com
In case of any complaint/feedback, contact Marketing
Customer Care No: 0186-258-2222 (Toll Free)
Mon-Sat, 7.00 am to 10.00 pm



USA Paneer Label

Amul
PANEER
FRESH

KEEP REFRIGERATED
USE WITHIN 7 DAYS OF OPENING

• 100% VEGETARIAN • NO ANIMAL RENNET • NO STARCH • NO GUMS • GOOD SOURCE OF PROTEIN

Nutrition Facts
Serving Size: 1 oz (28g)
Servings Per Container: 20
Calories 90
Fat Cal. 60

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs

Amount/serving	%DV*	Amount/serving	%DV*
Total Fat 7g	11%	Total Carb. <1g	0%
Saturated Fat 5g	26%	Sugars 0g	
Trans Fat 0g		Dietary Fiber 0g	0%
Cholesterol 25mg	8%	Protein 6g	
Sodium 70mg	3%		
Vitamin A 6% • Vitamin C 0% • Calcium 20% • Iron 0%			

INGREDIENTS: PASTEURIZED MILK & SKIM MILK, LESS THAN 0.5% CITRIC ACID AND/OR ACETIC ACID & POTASSIUM SORBATE (TO MAINTAIN FRESHNESS). **CONTAINS MILK**

MANUFACTURED FOR:
Amul Dairy (Kaira District Co-operative Milk Producers' Union Ltd.), Anand 388001, Gujarat, INDIA

MARKETED BY: Gujarat Co-operative Milk Marketing Federation Ltd., Anand 388001, Gujarat, INDIA
Internet: www.amul.com, Email: usa@amul.coop

DISTRIBUTED BY: RAMONI, INC.
OAK BROOK, IL 60523

PLANT#36-1164
PRODUCT OF U.S.A.

NET WT. 20 OZ (570g)

8 522580 051033



Plant No. & No
Address required

Customer Oriented info.
High lighted on label



FSS (Packaging and Labeling) Regulations, 2011

- Clarity is required on some of P & L Regulations.
- Height of Numerals on the label
 - ✓ Is it applicable only to Net quantity declarations?
 - ✓ Is it applicable to any numerals on the label ?
- If height of all numerals is as per the weight / volume, then it is not possible to incorporate required Labeling regulations on small/price point packs.

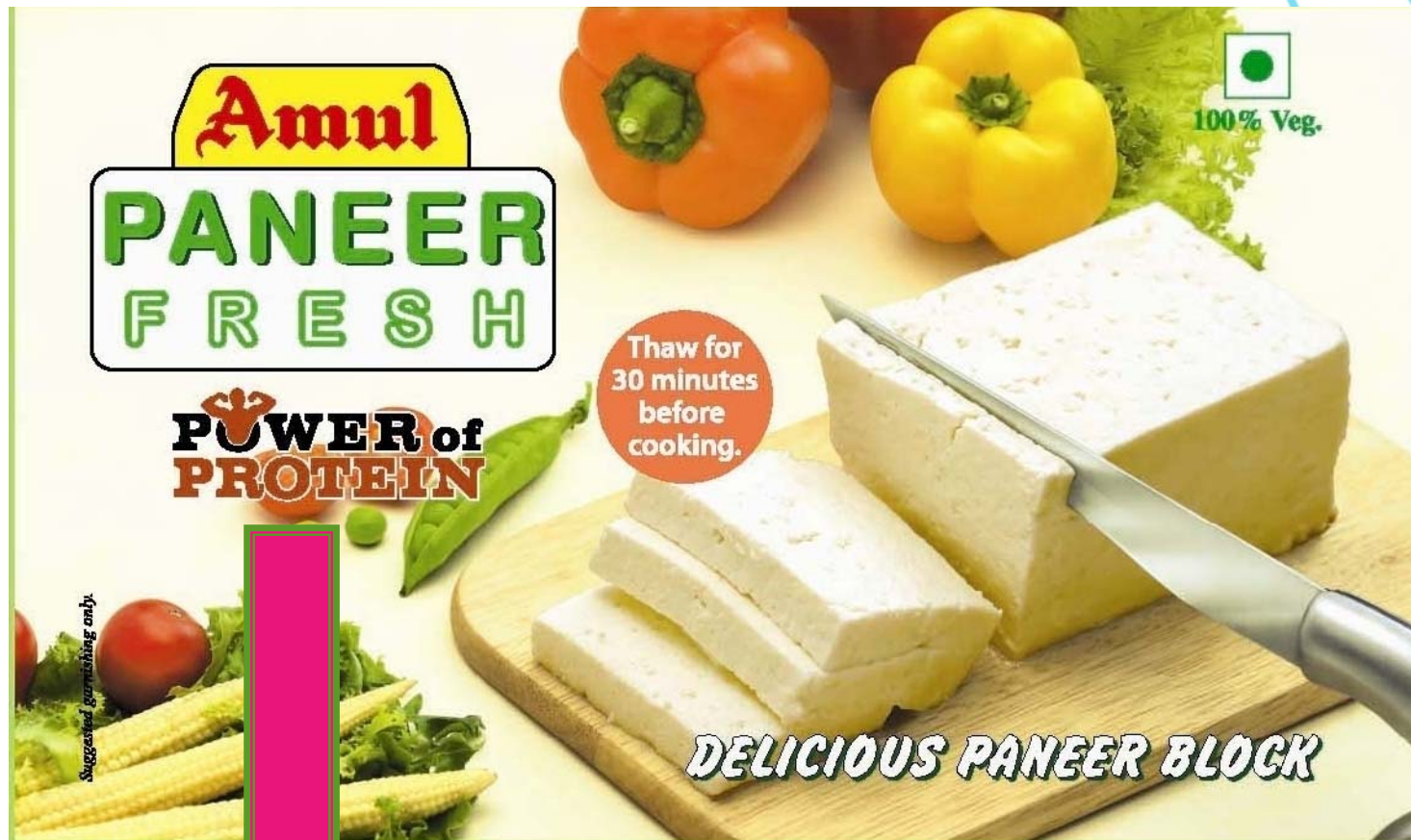


FSS (Packaging and Labeling) Regulations, 2011

- **Clear Guidelines on Health and Nutrition claims is required.**
- **Protein rich products like Paneer & Cheese contains 20% protein.**
- **Protein is nutritious, helps in muscle building and endure power.**
- **Claims like “Power of Protein” is not violation of regulations.**



FSS (Packaging and Labeling) Regulations, 2011



Nutrition Claim



Food Sample Analysis and Prosecution

- ❑ Sub Judicial matters shall not be published in any form of media.
- ❑ Variation in analysis of food between state labs and CFL reports.



Food Sample Analysis and Prosecution

- ❑ The food related cases would be better to prosecute in Chief Judicial Magistrate courts.
- ❑ Food Safety Appellate Tribunal is not yet established in some of the states.



New Products / Product Approvals

- ❑ Suggested to allow GRAS status ingredients in food.
- ❑ Hasten the Process of Product Approvals
- ❑ Food Product Standards needs to be elaborated to include more products which are not defined under FSSAI.



Exports of Milk & Milk Products

Is 68% of milk in India
adulterated?



THANK YOU

