



DEPARTMENT OF CONSUMER AFFAIRS
(Ministry of Consumer Affairs, Food & Public Distribution,
Krishi Bhawan, New Delhi, Government of India)



PRESS RELEASE

FSSAI pushes for an enhanced consumer grievance redress system through integration with 'Smart Consumer' app

Leverages the enhanced technology features for better consumer connect

New Delhi, Sep, 12 2017: In an attempt to provide better consumer access particularly towards quick & satisfactory resolution of the grievances, Food Safety & Standards Authority of India has established a network integration with 'Smart Consumer' app for a robust, effective and efficient system of redressing consumer complaints relating to food apart from providing information about smart buying tips and claim busters.

With the said objective, a National Conference under the broad theme "*Enabling Regulatory Compliance and Connecting with Consumers*" was jointly organized by the Ministry of Consumer Affairs, Food and Public Distribution, Food Safety and Standards Authority of India and GS1 India.

The 'Smart Consumer' app was developed in 2016 by the Ministry of Consumer Affairs; Food and Public Distribution in association with GS1 India - A standard body set up by Ministry of Commerce & Industry, Govt. of India, along with BIS, ASSOCHAM, CII, FICCI, APEDA, FIEO, IIP, IMC and Spices Board.

During his keynote session, Shri Pawan Agarwal, CEO FSSAI, addressed the need of enhancing the usability of channels as to provide an effective mechanism for grievance redress. "*We want to make sure that no complaint goes unresolved and hence, integration with appropriate channels is relevant. The integration will enable consumers to get more visibility to FSSAI License numbers/ certificates, product recall alerts and customer complaint module for reporting food quality and safety related issues directly to FSSAI through scanning of barcodes (which use GTIN – Global Trade Item Number) on consumer products through the 'Smart Consumer' mobile app*", he said.

These new features through integration with 'Smart Consumer' app would greatly benefit consumers in confirming that food products being purchased by them are from FSSAI registered/licensed manufacturing units.

During the conference, FSSAI also sensitised food manufacturing units, retailers and eCommerce platforms/ online food portals on the product recall and e-commerce guidelines which need to be complied with from food safety perspective.



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The mobile app connects consumers digitally with manufacturers/suppliers using their customer care contact details for speeding redressal of complaints. The app would also enable consumers to access all marking/labelling information of products, effortlessly, which in several instances is difficult to read on the product label. When a product's barcode is scanned or its barcode number (GTIN) is entered, it displays all product related information on the Smart Consumer App. This Smart Consumer app is powered by the National Product Repository called (DataKart) which is used by many of these FBOs.

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