

FOOD SAFETY STANDARDS AND ITS GROWING ROLE IN RECENT TIMES IN INDIA

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ABSTRACT

The aim of this study is to understand the significance of food safety, growing demand for the rigorous enactment of regulations to monitor quality food and also the moral responsibility of manufacturers and advertisers to ensure to cater healthier and safe food practices in India. Foodborne diseases are a burden on public health and a challenge to administer healthier food supply which contributes significantly to the expenditure of health care. India, being a signatory to World Trade Organization (WTO) on food trade and therefore has to abide by guidelines. In recent years, the food safety has taken the centre stage as the public are getting aware of their health and the quality of the food they consume. Hence, the standards in food safety are gaining much concern in India these days.

KEYWORDS: *Food Safety Standards, Food Safety Regulations, Public Health, Moral Responsibility*