

## Press Release

### **CEO, FSSAI Stresses on More Inspections of High-Risk Food Establishments in Tamil Nadu During Meeting with State Food Safety Officials**

**Launch of Food Import Rejection Alert (FIRA) Portal and Regular Update of Rejected Imported Food Consignments Discussed with Senior Officials of Chennai Customs**

**Chennai, January 22, 2025:** Shri G Kamala Vardhana Rao, CEO, FSSAI stressed upon increasing inspections of high-risk food establishments and periodical review of food testing laboratories in Tamil Nadu in a meeting with Shri Lalvena, IAS, Principal Secretary and Food Safety Commissioner, Tamil Nadu on Wednesday.

Shri Rao also discussed the ongoing work of development of Healthy and Hygienic Food Streets at various locations and urged the work to be expedited so that these hubs can be used by the public at the earliest.



CEO, FSSAI also visited the Southern Regional Office of FSSAI in Chennai and discussed the functioning of various divisions in the Regional office and the National Food Laboratory, Chennai, with senior officials.

Shri Rao also had a meeting with Shri ARS Kumar, IRS, Chief Commissioner, Chennai Customs, and other Customs officials. Highlighting the recent launch of Food Import Rejection Alert (FIRA) portal by FSSAI, Shri Rao focused on the need of regular sharing of final fate of import food consignments rejected by FSSAI.



Shri Rao discussed various issues related to Food Import Clearance while emphasizing on the importance of food import clearance process for ensuring the food safety to the consumers. Capacity building of Custom officials on Food Safety and Standards Rules and Regulations to facilitate the green channel clearance process was also discussed during the meeting.

FIRA is a digital platform designed to provide timely updates and information about food import rejections by regulatory authorities and stated that it serves as a resource for exporters, importers, and other stakeholders in the food industry, helping them understand reasons for rejection and stay informed about regulatory compliance requirements.

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