



**Punjab Association's
Anna Adarsh College for Women**

THE RISE

Together we rise



The Official Newsletter

of

Citizen Consumer Club AACW

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Know your rights.
before buying the
products.

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EDITORIAL BOARD

With great joy The Citizen Consumer Club once again brings out the next informative bundle of awareness to its readers. This issue presents to you two new columns- "Quick tests to detect adulteration" and "Doc Says". We hope this issue will not only create awareness among the readers but would also bring a positive change in their attitudes as a "socially & environmentally aware consumers".

Happy Reading!!!

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FOOD ADULTERATION

Adulteration is a legal term, Meaning that a food product fails to meet legal standards. Adulteration is an addition of another food substance to food item in order to increase the quantity of the food item in raw form or prepared form which may result in the loss of actual quality of food items

REASONS FOR FOOD ADULTERATION

- Practiced as a part of the business strategy.
- An imitation of some other food substance.
- Lack of knowledge of proper food consumption.
- To increase the quantity of food production and sales.
- Increased food demand for a rapidly growing population.
- To make maximum profit from food items by fewer investments



Even though there are multiple reasons behind food adulteration, the prominent reason for it is the fact that it is done by the traders to maximize their profits which ultimately will reduce the value of nutrients in the food that we consume on a day-to-day basis.

LAWS RELATING TO FOOD INDUSTRY IN INDIA

The Prevention of Food Adulteration Act (PFA) 1954 was the first legislation in India passed to prevent food adulteration. The PFA had been in existence for over 50 years. Due to the changing requirements of our food industry the PFA 1954 was repealed and replaced by Food Safety and Standards Act 2006 (FSSA). The Act provided for the establishment of National Regulatory body, the Food Safety and Standards Authority of India (FSSAI) to regulate and monitor the manufacture, processing, storage, Distribution, sale and import of food so as to guarantee the accessibility of and wholesome food for human feeding

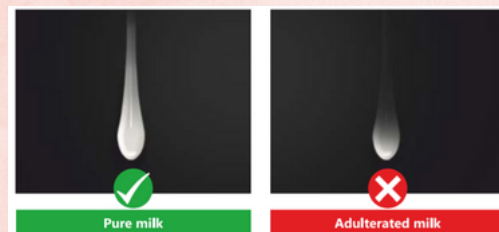
LANDMARK JUDGEMENTS

Central Consumer Protection Authority (CCPA), a regulatory body set up to enforce the rights of consumers, has slapped a fine of ₹1 lakh each on Paytm Mall and Snapdeal for sale of substandard pressure cookers on their platforms. Both the ecommerce websites have been selling pressure cookers that do not conform to the quality norms of Bureau of India Standards (BIS).The fine was imposed after serving a notice and giving them a chance of fair hearing. Snapdeal argued it is just a technology platform and it is not liable for any third-party information of data hosted by it. CCPA, in its order, however, said, "Snapdeal collects 'platform fee' from sellers for each sale completed on its platform. The company commercially gains and profits from the purchase made by consumers on its platform. Therefore, the company cannot divorce from its role and responsibility in case of issues arising from sale of goods on its platform." This is an instrumental case for consumers as huge platforms like this especially online platforms are rarely held accountable .

QUICK TESTS TO DETECT ADULTERATION AT HOME FOR MILK

DETECTION OF WATER IN MILK

- Put a drop of milk on a polished slanting surface
- Pure milk either stays or flows leaving a white trail behind
- Milk adulterated with water will flow immediately without leaving a mark



DETECTION OF DETERGENT IN MILK

- Take 5 to 10ml of sample with an equal amount of water
- Shake the contents thoroughly
- If milk is adulterated with detergent, it forms a dense lather
- Pure milk will form a very thin foam layer due to agitation

DETECTION OF STARCH IN MILK AND MILK PRODUCTS

- Boil 2-3 ml of sample with 5ml of water
- Cool and add 2-3 drops of tincture of iodine
- Formation of blue color indicates the presence of starch



DETECTION OF MASHED POTATOES, SWEET POTATOES & OTHER STARCHES IN GHEE/BUTTER

- Take 1/2 teaspoon of ghee/butter in a transparent glass bowl
- Add 2-3 drops of tincture of iodine
- Formation of blue colour indicates the presence of mashed potatoes, sweet potatoes and other starches

DETECTION OF TOCP (TRIO-ORTHO-CRESYL-PHOSPHATE) IN OILS AND FATS

- Take a 2ml of sample of oil
- Add on a little amount of yellow butter
- Immediate formation of red colour indicates the presence of TOCP

DETECTION OF OTHER OILS IN COCONUT OIL

- Take coconut oil in a transparent glass
- Place this glass in refrigerator for 30 minutes
- After refrigeration, coconut oil solidifies
- If coconut oil is adulterated, then other oils remain as a separate layer.



DOC SAYS

Process involved in the preparation of the fruit juice concentrate and the packing

REASONS TO AVOID JUICES AVAILABLE IN TETRA PACKS

The process begins with flash heating the fruit and boiling it to mild temperature and then cooling down. The contents in a fruit juice includes Sugar (Approx. 6 spoons sugar per 200ml of the juice), Artificial Flavours, Stabilizing Agents and Acid Regulators are added to it. A few chemicals, the so called preservatives are also added to increase the shelf life of the fruit juice ranging from 3 months to 6 months..

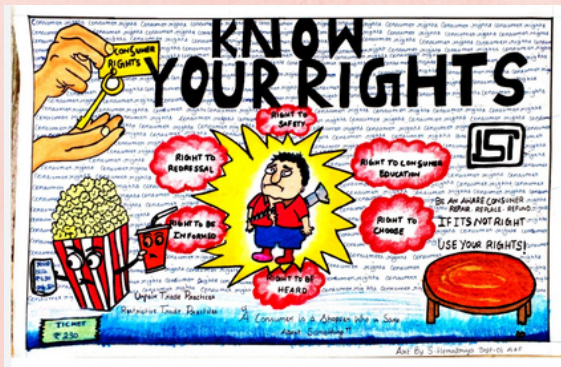
After heating the fruit juice, fruit pulp is prepared and stored for future usage. At the time of preparation of the fruit juice, the pulp already prepared is added with corn syrup, stabilizing agents natural identical substances and acid regulators. These are added to have the pulpiness in the juice. Then the juice is packed in tetra packets and sold in the market.

Harmful effects of juices in tetra packs

Fruits are considered to be rich in fiber and vitamins. When fruit is made into juice all the fiber content will be removed or destroyed. In the process of preparation of fruit juice (flash heating) 90% of the vitamins get destroyed and leads to absence of vitamins in the juice.

Moreover tetra packs are made of 75% paper 20% poly ethylene with some plastics and 5 percentage of aluminium which together are heated and compressed to form the tetra packs. These chemicals interact with the juice and in a few weeks the composition of the juice will have a different effect. These juices will not help in quenching one's thirst. Further, the high carbohydrate content in the juice results in weight gain. Most of the acid regulators used in the juices are carcinogenic agents and are harmful for the stomach. It destroys the good bacteria in the stomach and disturbs the digestion capacity by interacting with the stomach enzymes ending up with gastritis ulcer and cancer in longer duration.

ART TANK



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This segment is for the students to exhibit their talent. The Citizen Consumer Club invites all the interested students to submit their posters or any creative piece of yours for the subsequent issues relating to the broad theme on CONSUMERS RIGHTS & DUTIES, PROTECTION OF CONSUMERS AGAINST MARKET FRAUDS etc. The work must be original. Students can mail their work at cclub@annaadarsh.edu.in. Kindly specify your name and class in the mail.