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Q11

Case study. A Reputed food product company based in India developed a food product for the international market and started exporting the same after getting necessary approvals. The company announced this achievement and also indicated that soon the product will be made available for domestic consumers with almost same quality and health benefits. Accordingly, the company got its product approved by the domestic competent authority and launched the product in the Indian market. The company could increase its market share over a period of time and earned substantial profit both domestically and internationally. However, the random sample test conducted by the inspecting team found the product being sold domestically in variance with the approval obtained from the competent authority. On further investigation, it was also discovered that the food company was not only selling products that were not meeting the health standard of the country but also selling the rejected export products in the domestic market. This episode adversely affected the reputation and profitability of the food company. - What action do you visualize should be taken by the competent authority against the food company for violating the laid down domestic food standard and selling rejected export products in domestic market? - What course of action is available with the food company to resolve the crisis and bring back its lost reputation? - Examine the ethical dilemma involved in the case.

UPSC Civil Services Mains 2021 · GS IV · 20 marks · Ethics Case Studies

Case Studies on above issues.

Facts & figures for this PYQ only.

Numbers move. Confirm the latest Budget, Economic Survey or census round. This sheet is for revision, not a substitute for the model answer.

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Food Safety and Standards Act, 2006

The Union statute for unsafe food, misbranding, recall, penalties and criminal liability of companies and persons in charge.

FSSAI

The Food Safety and Standards Authority of India; the competent domestic approver whose variance finding starts this case.

Consumer Protection Act, 2019

Misleading advertisements and product liability for a 'same quality' claim that was false.

Export inspection versus domestic dump

A foreign reject is information about risk; diverting it inland is a knowing two-tier market, not a logistics leftover.

Right to health

Article 21 jurisprudence and public-health ethics treat unsafe food as an injury to the poorer consumer who cannot buy an import-grade SKU.

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