

0861 786 111 – OUR CALL OF DUTY

Halaal is no laughing matter. The injunction of the Noble Quran is very specific wherein it is stated ***“O! Mankind! Eat of that which is lawful and wholesome in the earth, and follow not the footsteps of the devil. Lo! He is an open enemy for you.”*** (Surah 2 Verse 168).

Consumption of Haraam affects one’s ibadaah and Imaan. For the acceptance of one’s duas Halaal food is an essential requirement. Today’s consumer who is more technologically - orientated and conscious of Halaal than ever before, faces an astonishing choice of foods from all over the country and the world. Restaurants too, offer diverse menus and constantly cook up ways to attract your custom.

The consumer requires ***“instant”*** information to make important choices; after all it is one’s Imaan that could be in jeopardy. It’s the ***“now era”*** of everything instant, be it instant dinner, instant coffee, processed foods, medication, clothing, services or news. The user wants information and news as it unfolds delivered to him instantly at home, work or even while he is mobile. Delayed information is history. The field of Halaal regulation with its constant challenges of catering for the halaal conscious consumer is not exempted from this phenomenon and displays a voracious appetite for information from all quarters

SANHA recognised this trend several years ago and established the first dedicated

Halaal Helpline in the country. Utilised by the public, from housewives to students, the food industry and even the occasional calls from other Halaal bodies locally and abroad, it fields about 26 000 e-mails and voice calls each year. Manned by trained Ulama it is centralised in Gauteng and operates during business hours. Use is made of Voice, Internet, Twitter and Facebook platforms.

E-mail: helpline@sanha.org.za

Twitter: [@SANHA_Halaal](https://twitter.com/SANHA_Halaal)

Facebook: [southafricannationalhalaalauthority](https://www.facebook.com/southafricannationalhalaalauthority)

To know more about its operation, other departments and the financial status of SANHA directly from the officials in charge we extend a personal invitation to you to our AGM on the *10 November 2013*.

[Click here for your personal invite and details.](#)