

**GOVERNMENT OF INDIA  
MINISTRY OF HEALTH AND FAMILY WELFARE  
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**RAJYA SABHA  
UNSTARRED QUESTION NO.2173  
TO BE ANSWERED ON 1<sup>ST</sup> JANUARY, 2019**

**BANNING ADVERTISEMENT OF UNHEALTHY FOOD ITEMS**

**2173. DR. KANWAR DEEP SINGH:**

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether Government proposes to ban advertisement of unhealthy food aimed at children on various media platforms and if so, the details thereof;
- (b) the details of banned fast food/food items including alcohol, cigarette, gutkha, etc.; and
- (c) the other measures being taken by Government in this regard?

**ANSWER  
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND  
FAMILY WELFARE  
(SHRI ASHWINI KUMAR CHOUBEY)**

- (a): Presently there is no such proposal.
- (b): There is no ban on alcohol. However, to ensure production and sale of good quality liquor in the country, the Food Safety and Standards Authority of India (FSSAI) has notified standards of Alcoholic beverages on 5.4.2018. Regarding tobacco products, as per regulation 2.3.4 of Food Safety and Standards (Prohibition and Restriction on Sales) Regulations, 2011, Tobacco and Nicotine cannot be used as ingredients in any food products. Further, Cigarette is not a food item. However, there is ban on smoking in public places except designated smoking areas, ban on sale of cigarettes & other tobacco products to and by persons below the age of eighteen years and within 100 yards of educational institutions and ban on promotion/advertisement of cigarettes & other tobacco products, under Cigarettes and Other Tobacco Products (Prohibition of Advertisement, Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA, 2003) & Rules made thereunder.
- (c): FSSAI is leading 'Eat Right India' movement to improve public health in India and combat negative nutritional trends to fight lifestyle diseases. This movement is a collective effort of key stakeholders and citizen and is aligned with Government's recent focus on public health through its three key programmes, namely 'Ayushman Bharat', 'Swachh Bharat mission' and *POSHAN Abhiyaan*

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The Eat Right India movement brings together three ongoing initiatives of FSSAI :

- i. Safe and Nutritious Food Initiative, focused on social and behavioural change around food safety and nutrition at home, school, workplace and on-the-go;
- ii. The Eat Healthy Campaign, focused on reduction of high fat, sugar and salt foods in the diet; and
- iii. Food Fortification , focused on promoting five staple foods-wheat flour, rice, oil, milk and salt that are added with key vitamins and minerals to improve their nutritional content.

Inspired by the Hon'ble Prime Minister's vision of leveraging 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi, various activities under the 'Eat Right India' have been planned. These include 'Swasth Bharat Yatra, a nation-wide cycle relay', 'Eat Right Mela(s)', 'Eat Right Convention(s)', and 'national level Eat Right Creativity Challenge' to engage with the nation and inculcate in them a culture of food safety, hygiene and eating healthy.

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