

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 881
TO BE ANSWERED ON 18TH DECEMBER, 2018**

EAT RIGHT MOVEMENT

881. SHRI R. VAITHILINGAM:

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

- (a) whether it is a fact that the Food Safety and Standards Authority of India (FSSAI) has recently launched the Eat Right Movement in a bid to encourage food companies to make accurate disclosures of the nutritional values or calorific value of foods;
- (b) whether the movement also aims to make consumers aware of the salt, sugar and sodium levels or fat content in the products they purchase or foods they consume; and
- (c) whether companies are also being advised to take it up themselves to self assess and monitor, if so, the details thereof?

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

(a) to (c): Yes, Food Safety and Standards Authority of India (FSSAI) has launched 'The Eat Right Movement' on 10th July, 2018 so that people eat safe, eat healthy and eat fortified food. As a part of this Movement, food businesses have been nudged to promote healthier food options in several ways which, *inter-alia*, includes reformulation of food products to reduce the content of sugar and salt in packaged food, phasing out trans fats, provisions of healthier food options by food sectors, menu labelling etc. 20 major Food Business Operators namely, Baggrys, Bikano, Britannia, Field Fresh Delmonte, Haldiram, HUL, ITC, Kellogg, Kraft Heinz, Mapro, Marico, MTR, Nestle, Patanjali, Weikfield, Pepsico, Dabur India Ltd. , Jubilant Food Works Ltd., NRAI and Danone have pledged to continuously work towards evaluating their portfolio and reformulating their products to reduce fat, sugar and sodium salt.

FSSAI has recently notified a draft amendment regulation under Food Safety and Standards (Packaging and Labelling) Regulations, 2011 with regard to requirement of display of information in food service establishment relating to calorific value of each food item on their menu cards or boards for FBOs having Central License or 10 or more establishments.

To build consumer awareness, FSSAI has launched an infotainment campaign named 'Aaj se Thoda Kam', which focuses on encouraging people to limit consumption of foods high in fat, sugar and salt. Further, Swasth Bharat Yatra, a pan India relay cyclothon for mass mobilization, Eat Right Mela(s), Eat Right Convention(s) and National level eat right creativity challenge to engage youth are a part of consumer awareness programme under this Movement.

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