

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 2990
TO BE ANSWERED ON 19TH AUGUST, 2025**

**RISE IN CONSUMPTION OF HIGH SUGAR, SALT, AND FAT FOOD ITEMS
AMONG CITIZENS**

2990. SHRI A. D. SINGH:

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

- (a) whether Government is aware of the rising consumption of high sugar, salt, and fat food items among citizens, particularly children, and its link to obesity and non-communicable diseases;
- (b) if so, the details thereof; and
- (c) whether Government proposes to introduce stricter regulations on marketing, advertising, and labelling of such food products to protect public health and ensure informed consumer choices?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY
WELFARE
(SHRI PRATAPRAO JADHAV)**

(a) & (b): As per the National Family Health Survey (NFHS-5, 2019–21), 24 % of women, 23% of men and 3% of children are overweight or obese.

Unhealthy diets, sedentary lifestyles and environmental factors are key contributors to the rising prevalence of obesity. The increasing consumption of processed foods, reduced physical activity, and lifestyle changes have further intensified this growing crisis, affecting both urban and rural populations.

Ministry of Health and Family Welfare under the National Programme for Prevention and Control of Non-Communicable Diseases (NP-NCD) provides financial and technical assistance to States and Union Territories to supplement the efforts of states with a focus on strengthening infrastructure, human resources, early diagnosis, referrals, treatment, and awareness including obesity. Government of India promotes following activities for healthy living under (NP-NCD):

- Promotion of wellness activities and targeted communications at the community level are undertaken under the Comprehensive Primary Health Care through Ayushman Aarogya Mandir (AAM).
- Yoga related activities are carried out by the Ministry of AYUSH.
- Financial support for awareness generation activities under Information, Education, and Communication (IEC) through print, electronic and social media under NP-NCD.
- Health Melas are organized at each AAM to generate awareness about healthy lifestyles. Sensitize school teachers and students on reducing sugar and oil intake during health screenings and counselling by Rashtriya Bal Swasthya Karyakram teams.
- Train Peer Educators and healthcare providers at Adolescent Friendly Health Clinics to include these messages in sessions under Rashtriya Kishor Swasthya Karyakram.
- Engage community platforms under National Health Mission (NHM) like Mahila Arogya Samitis and Jan Arogya Samitis for local awareness through home visits, community events, and meetings.
- As part of the NP-NCD, population-based screening is conducted at over 1.77 lakh AAM using the Community-Based Assessment Checklist (CBAC) for individuals aged 30 years and above. A critical parameter recorded through CBAC is waist circumference, which enables early identification of overweight and obese individuals.

(c): The Food Safety and Standards (Labelling and Display) Regulations, 2020 mandated all Food Business Operators to provide nutritional information including added sugar and salt contents on the label of pre-packaged foods.

In addition, FSSAI has notified draft Food Safety and Standards (Labelling and Display) Amendment Regulations, 2025 mentioning that *“The information regarding per serve percentage (%) contribution to Recommended Dietary Allowance (RDA) be given in bold letters with relatively increased font size for added sugar, saturated fat and sodium content.”*
