

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

**RAJYA SABHA  
UNSTARRED QUESTION NO.2025  
TO BE ANSWERED ON 10<sup>th</sup> MARCH, 2026**

**RISE IN CHILDHOOD OBESITY IN THE COUNTRY**

**2025. SHRI JAGGESH:**

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

- (a) whether Government has taken note of surveys linking junk food advertisements to rising childhood obesity in the country;
- (b) whether any proposal exists to restrict or ban advertisements of high fat, sugar and salt (HFSS) foods, especially those targeting children;
- (c) whether Government plans to introduce mandatory front-of-pack nutrition labelling with health warnings on ultra-processed foods;
- (d) the steps being taken to ensure marketing of infant and toddler foods and trade agreements do not undermine public health policy; and
- (e) if so, the details thereof?

**ANSWER**

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

(a) to (e): Food Safety and Standards Authority of India (FSSAI) is mandated to lay down science based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import to ensure availability of safe and wholesome food for human consumption. The implementation and enforcement of the Food Safety and Standards (FSS) Act, 2006 is a shared responsibility between the Central and State Governments.

In order to regulate advertisements, FSSAI has notified Food Safety and Standards (Advertising and Claims) Regulations, 2018 which specifically mandates that Advertisements shall also not undermine the importance of healthy lifestyles and no advertisement shall be

made for food products which is deceptive to the consumers along with other provisions under the regulations. FSSAI has also notified the Food Safety and Standards (Safe food and balanced diets for children in school) Regulations, 2020. The sub regulation (2) of regulation 4 specifies that the School Authority shall encourage and promote consumption of a safe and balanced diet in the school canteen or mess or kitchen based on guidance from "Dietary guidelines for Indians school".

FSSAI has notified the Food Safety and Standards (Foods for Infant Nutrition) Regulations, 2020 which specifies that Food for infant nutrition shall comply with the requirements of the Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 (42 of 1992) as amended in 2003 including aspect related to advertisement, marketing and promotion of Food products covered under these regulations in accordance with the section 3, 4, 5, 7, 8, 9 and 10 of the Act, 1992.

Moreover, Advertisements and claims of products covered under these regulations shall be in accordance with the Food Safety and Standards (Advertising and Claims) Regulations, 2018.

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