

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA
STARRED QUESTION No. 81
TO BE ANSWERED ON 08/02/2018**

TV ADVERTISEMENTS ON JUNK FOOD

***81. SHRI CHANDRAKANT KHAIRE:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government is aware of the study according to which the habit of eating more junk food is increasing among people by watching advertisements on television;
- (b) if so, the details thereof ;
- (c) whether the Government proposes to impose a ban on telecast of junk food and cold/soft drinks advertisements on television; and
- (d) if so, the details thereof?

ANSWER

**THE MINISTER OF INFORMATION & BROADCASTING
(SMT. SMRITI ZUBIN IRANI)**

(a) to (d): A Statement is laid on the Table of the House.

**STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA
STARRED QUESTION NO. 81 FOR ANSWER ON 08.02.2018**

(a) & (b) Ministry of Health and Family Welfare has informed that Food Safety and Standards Authority of India (FSSAI) has constituted an Expert Group to address the issue of High Fat, Sugar and Salt foods (HFSS). The expert Group in its report made a recommendation regarding “Ban on foods with High Fat, Sugar and Salt (HFS) advertising on children’s channels or during children shows”. On this recommendation, the remarks of the FSSAI was that the Food businesses could be asked to voluntarily desist from advertising HFSS foods on childrens’ channels. Bodies like food and Beverage Alliance of India (FBIA) have already decided to voluntarily restrict food and beverage advertisements concerning children. Nine major Food Business Operators (FBOs) have joined this campaign and have decided to not to advertise products with high fat, salt or sugar on childrens’ channels.

(c) & (d) Presently there is no such proposal.
