

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

**LOK SABHA
UNSTARRED QUESTION NO. 4000
TO BE ANSWERED ON 10TH AUGUST, 2018**

ADVERTISEMENT ON FOOD PRODUCTS

4000. SHRIMATI K. MARAGATHAM:

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

(a) whether it is true that the Food Safety and Standards Authority of India (FSSAI) is planning to plug loopholes in food advertising by companies and make them accountable to the claims they make, if so, the details thereof;

(b) whether it is also true that FSSAI has taken steps to push food companies and restaurants for lowering levels of fat, sugar and salt in packaged foods/food served; and

(c) if so, the details thereof?

ANSWER

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

(a): Yes. Food Safety and Standards Authority of India (FSSAI) had notified the draft Food Safety and Standards (Advertising and Claims) Regulations on 13.03.2018. Comments received from stakeholders were examined by the Scientific Panel and Scientific Committee of FSSAI. The Food Authority has approved the draft regulations at its meeting held on 14.06.2018.

(b) & (c): FSSAI has taken following steps, amongst others, in this regard:

- i. FSSAI has launched 'Eat Right Movement' on 10th July, 2018 with an aim to improve public health in India and combat negative nutritional trends to fight lifestyle diseases. On this occasion, major food companies pledged to reformulate packaged foods to reduce the level of salt, sugar and saturated fat. The food services sector promised to provide healthier food options and introduce menu-labelling,
- ii. A guidance document on menu labelling in Food Service Establishments has been prepared. It, inter-alia, provides that restaurants should prepare a booklet on nutritive value of various food products being prepared to enable consumers to make an informed choice.

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