

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

**LOK SABHA  
UNSTARRED QUESTION NO. 2781  
TO BE ANSWERED ON 28<sup>TH</sup> DECEMBER, 2018**

**DELUSIONARY INFORMATION THROUGH ADVERTISEMENTS**

**2781. SHRI AJAY MISRA TENI:**

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

- (a) whether some domestic and foreign food processing companies cheat consumers by providing delusionary information through advertisements that their products are natural and if so, the details thereof; and
- (b) the action being taken/proposed to be taken by the Government to stop such advertisements?

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

(a) & (b): Sections 23,24,52 and 53 of the Food Safety and Standards (FSS) Act, 2006 lay down the provisions regarding packaging and labelling of foods; restrictions on advertisements and prohibition as to unfair trade practices; penalty for misbranded food and penalty for misleading advertisement respectively. The Food Safety and Standards (Packaging and Labelling) Regulations, 2011 contain the labelling and packaging requirements of food items.

Instances of violation of FSS Act, 2006 and Rules and Regulations made thereunder have come to the notice of the Food Safety and Standards Authority of India (FSSAI). As implementation and enforcement of FSS Act, 2006 primarily lies with State/UT Governments, the State/UT Food Authorities have been advised from time to time to keep a strict vigil through regular surveillance, monitoring, inspection and take strict action against the offenders under the penal provisions of FSS Act, 2006 .

FSSAI has notified the Food Safety and Standards (Advertising and Claims) Regulations in the Gazette of India on 19.11.2018. These regulations are aimed at establishing fairness in claims and advertisements of food products and make food businesses accountable for such claims/advertisements so as to protect consumer interests. These regulations have come into force on the date of their publication in the official Gazette and Food Business Operator shall comply with all the provisions of these regulations by 1<sup>st</sup> July, 2019.

.....