

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

**LOK SABHA
UNSTARRED QUESTION NO.3875
TO BE ANSWERED ON 11TH AUGUST, 2023**

IMPACT OF FOOD ADVERTISEMENTS ON THE HEALTH OF CHILDREN

3875. SHRIMATI KESHARI DEVI PATEL:

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

- (a) whether the impact of food advertisements on the health of children in the country has been assessed;
- (b) if so, whether the diseases in children have increased due to such advertisements of food items according to a recent report;
- (c) if so, the reasons therefor;
- (d) whether such food items have been/are being identified by the Union Government;
- (e) if so, the details thereof along with food items due to which the health of the children is affected, State/UT-wise; and
- (f) the steps being taken by the Union Government in this regard?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY
WELFARE
(DR. BHARATI PRAVIN PAWAR)**

(a) to (f): Indian Council of Medical Research (ICMR) has informed that as per literature review, there are no published studies to demonstrate impact of food advertisements on the health of children in the country.

Ministry of Information & Broadcasting has informed that as per existing regulatory framework, all private satellite TV channels are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules. Action is taken whenever any violation of Advertising Code is found, by way of issuance of Advisories, Warnings, Apology Scroll Orders etc.

Food Safety and Standards Authority of India (FSSAI) has notified Food Safety and Standards (Safe food and balanced diets for children in School) Regulations, 2020, wherein

the responsibilities of school authorities to ensure and to promote safe Food and balanced diets in and around school premises are defined. Further, this regulation also stipulates that no person shall advertise or market or sell or offer for sale including free sale, or permit sale of, food products high in saturated fat or trans-fat or added sugar or sodium in school campus or to school children in an area within fifty meters from the school gate in any direction.
