

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

**LOK SABHA  
UNSTARRED QUESTION NO.944  
TO BE ANSWERED ON 8<sup>th</sup> DECEMBER, 2023**

**QR CODE ON FOOD PRODUCTS FOR VISUALLY IMPAIRED PERSONS**

**944. SHRI DEVJI M. PATEL:  
SHRI DILIP SAIKIA:  
SHRI RANJEETSINGH NAIK NIMBALKAR:**

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

- (a) whether the Government has taken any measures to implement the FSSAI's recommendation to include QR codes on food products for enhancing accessibility for visually impaired individuals;
- (b) if so, the details thereof and if not, the reasons therefor;
- (c) whether the Government has decided on a fixed timeline for the implementation of this initiative and if so, the details thereof; and
- (d) the steps taken/proposed to be taken by the Government so far to implement this recommendation?

**ANSWER**

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

(a) to (d): In order to enhance the accessibility of information by Visually impaired individuals, Food Safety and Standards Authority of India (FSSAI) has issued an advisory on 12.10.2023 wherein Food Business Operators (FBOs) are encouraged to incorporate provisions that facilitate easy access to nutritional information for visually impaired individuals. One effective means to achieve this is by incorporating Quick Response (QR) codes on product labels.

Use of QR codes to enhance accessibility of information is voluntary in nature and above mentioned advisory was issued to encourage FBOs to adopt inclusive approach while designing their food labels.

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