

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

**LOK SABHA  
UNSTARRED QUESTION NO. 1100  
TO BE ANSWERED ON 22/11/2019**

**ADVERTISEMENT ON JUNK FOOD**

**1100. SHRI NAMA NAGESWARA RAO:**

Will the Minister of **INFORMATION AND BROADCASTING**  
be pleased to state:

- (a) whether there is any policy to ensure that advertisements carrying sub-standard or junk food are stopped or streamlined at the Ministry level;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor;
- (d) whether the Ministry has imposed/ban on telecast of certain food items or its advertisement on television during the last two years;
- (e) if so, the details thereof; and
- (f) if not, the reasons therefor?

**ANSWER**

**MINISTER OF ENVIRONMENT, FOREST AND CLIMATE  
CHANGE; MINISTER OF INFORMATION AND BROADCASTING;  
AND MINISTER OF HEAVY INDUSTRIES AND PUBLIC  
ENTERPRISES  
(SHRI PRAKASH JAVADEKAR)**

**(a) to (f): All advertisements telecast on private satellite TV  
channels are regulated in accordance with the Advertising  
Code prescribed in Rule 7 of the Cable Television Networks  
Rules, 1994 enshrined in the Cable Television Networks  
(Regulation) Act, 1995. Appropriate action is taken as per  
Cable Television Networks (Regulation) Act, 1995 in case of  
violation of the said code.**

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**Food Safety and Standards Authority of India (FSSAI) has informed that it has notified draft regulations titled 'Food Safety and Standards (Safe Food and Healthy Diets for School Children) Regulations, 2019 in the Gazette of India on 30<sup>th</sup> October, 2019. The draft regulations inter alia provide that Food Business Operators manufacturing foods high in fat, salt and sugar shall not advertise or offer for free sale of such foods to children in school premises or within 50 meters of the School campus.**

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