

GOVERNMENT OF INDIA  
MINISTRY OF FOOD PROCESSING INDUSTRIES  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 5403**  
TO BE ANSWERED ON 03<sup>RD</sup> APRIL, 2025

**FAKE ADVERTISEMENTS OF PROCESSED FOOD PRODUCTS IN CHHATTISGARH**

**5403. SHRI BRIJMOHAN AGRAWAL**

Will the Minister of **FOOD PROCESSING INDUSTRIES** be pleased to state:

- (a) whether any special committee has been constituted by the Government to monitor misleading advertisements related to processed food products in Chhattisgarh and if so, the details thereof;
- (b) whether the recommendations of the said committee are likely to be made publicly available, if so, the details thereof along with the time by which its report is likely to be submitted;
- (c) whether the Government is implementing any effective mechanism to ensure that the rights of consumers of Chhattisgarh are protected and they get the right information;
- (d) if so, the details of new rules made in this regard;
- (e) whether the Government proposed to conduct stringent monitoring of misleading food product advertisements aired on digital and social media platforms in Chhattisgarh and if so, the details thereof;
- (f) whether the Government is planning to launch any campaign to increase food safety awareness and prevent fake advertisements in Chhattisgarh; and
- (g) if so, the timeline likely to be fixed for the implementation of said plan?

**ANSWER**

THE MINISTER OF STATE FOR FOOD PROCESSING INDUSTRIES  
(SHRI RAVNEET SINGH)

**(a) to (d):** Ministry has not constituted any special committee to monitor misleading advertisements related to processed food products specifically in Chhattisgarh. However, Ministry of Food Processing Industries vide circular dated 12.12.2024 has constituted a committee under the Chairmanship of Hon'ble Minister of Food Processing Industries to address misleading publicity of the processed food. The objective of the committee is to address misleading publicity of processed foods, ensuring accurate information for consumers and fostering ethical advertising practices in the processed food industry. The Committee is of advisory in nature and it will provide its recommendations from time to time for appropriate action by all concerned authorities.

**(e) to (g):** Section 24(1) of the Food Safety and Standards Act, 2006 specifies that '*no advertisement shall be made of any food which is misleading or deceiving or contravenes the provisions of this Act, the rules and regulations made thereunder*'. Food Safety and Standards Authority of India (FSSAI) has notified the Food Safety and Standards (Labelling and Display) Regulations, 2020 pertaining the requirements specified for labelling of Pre-packaged foods. The regulation specifies various labelling requirements to be displayed on the label of all the food products. All the Food business operators have to comply the provisions specified under these regulations.

FSSAI has also notified the Food Safety and Standards (Advertising and Claims) Regulations, 2018 pertaining to claims and advertisements by Food Business Operators in respect of their food products. These regulations are aimed to establish fairness in claims and advertisements of food products and make food businesses accountable for such claims/advertisements so as to protect consumer interests. Any contravention of these regulations may lead to appropriate actions in accordance with the provisions of the Food Safety and Standards Act, 2006, and its subsequent regulations made thereafter.

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