

Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs

LOK SABHA

STARRED QUESTION NO. *54

TO BE ANSWERED ON 03.12.2025

"JAAGO GRAHAK JAAGO" CAMPAIGN

*54. SHRI RAO RAJENDRA SINGH:

Will the Minister of **CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION** be pleased to state:

- (a) the details of the initiatives undertaken by the Government through the "Jaago Grahak Jaago" campaign or other platforms to educate consumers on interpreting sugar-related information on packaged food labels during the last five years;
- (b) whether the Government has evaluated the reach and effectiveness of its current social media-based awareness efforts in comparison to the earlier multi-platform "Jaago Grahak Jaago" campaign which employed television, radio and print media extensively and if so, the details thereof;
- (c) whether the Government acknowledges that engagement on official digital platforms, remains relatively low despite increased digitalization and if so, the steps being taken by the Government to enhance outreach and impact across diverse consumer segments including rural and semi-urban areas;
- (d) whether the Government proposes to revive or redesign large-scale multimedia consumer awareness campaigns to effectively communicate issues related to nutrition labelling and sugar consumption among the public; and
- (e) if so, the details thereof?

ANSWER

THE MINISTER OF
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI PRALHAD JOSHI)

(a) to (e) : A Statement is laid on the Table of the House.

**STATEMENT REFERRED IN REPLY TO PARTS (a) TO (e) OF LOK SABHA
STARRED QUESTION NO.*54 FOR 03.12.2025 REGARDING "JAAGO GRAHAK
JAAGO" CAMPAIGN.**

The FSS (Labelling and Display) Regulations, 2020 sub-regulation 5(3)(a) provides the description/definition of sugar, added sugar, fat, dietary fibre and nutrients. Further the sub-regulation 5(3)(b) prescribes that Nutritional Information per 100g or 100ml or per single consumption pack of the product and per serve percentage (%) contribution to Recommended Dietary Allowance shall be given on the label as an informed choice to the consumer including Carbohydrate (g) and **Total Sugars (g), added sugars (g)**. It also specifies that the class title Sugar to be used for Sucrose for ingredients in the list of ingredients

In order to raise awareness among the consumers on interpreting food labels, FSSAI is carrying out an awareness campaign called "#HarLabelKuchKahtaHai" (Every Label Speaks). This initiative strategically utilizes digital platforms to reach a wide audience, breaking down the intricacies of food labels into easily understandable information.

Through engaging posts, infographics, and videos, the social media posts educate consumers on key elements like nutritional information (calories, fats, sugars, protein), ingredient lists, allergen warnings, and date markings.

Apart from social media platforms, label awareness activities are also carried out in various Exhibitions, Fairs (Like Food Festival, Eat Right Mela, etc).

Besides, creating awareness on reading label, FSSAI has other initiatives as well, to address the adverse effects of consuming foods high in fat, salt, and sugar. One such initiative is the campaign called 'Aaj se Thoda Kam' which encourages consumers to gradually reduce their intake of fat, salt, and sugar through dietary modifications.

FSSAI has developed a series of short videos in English, Hindi, and 12 regional languages, accompanied by flyers, banners, and audio clips which are displayed in different exhibitions, like International Trade Fair, AAHAR, Eat Right Mela etc. and on different social media platforms, like Facebook, Instagram and Twitter.

FSSAI, under the Eat Right India movement is conducting different awareness campaigns and activities related to Food Safety and Hygiene.

In a strategic collaboration with the 'Jago Grahak Jago', FSSAI has engaged campaign to enhance consumer empowerment with respect to food safety. The core objective of this initiative was to promote awareness content related to food labelling and packaged food standards, translating complex regulatory requirements into public knowledge.
