

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

**LOK SABHA
STARRED QUESTION NO. 493*
TO BE ANSWERED ON THE 27TH MARCH, 2026**

RISE IN OBESITY AND NCDs

***493. SMT. SHAMBHAVI:
SHRI ARUN BHARTI:**

Will the **MINISTER OF HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) whether the Government has taken note of the Economic Survey 2025-26 highlighting the alarming rise in obesity and Non-Communicable Diseases (NCDs) driven by Ultra-Processed Foods (UPFs) in the country, particularly in Andhra Pradesh, Bihar and Madhya Pradesh;
- (b) if so, the details thereof along with the steps taken/proposed to be taken by the Government to introduce stricter marketing regulations or the proposed 'health tax' on UPFs;
- (c) the estimated prevalence of diabetes and hypertension among rural population in the said States during the last three years; and
- (d) the steps taken/proposed to be taken by the Government to promote traditional diets, local nutrition and preventive healthcare awareness among school-going children?

**ANSWER
THE MINISTER OF HEALTH AND FAMILY WELFARE
(SHRI JAGAT PRAKASH NADDA)**

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

**STATEMENT REFERRED TO IN REPLY TO LOK SABHA
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(a) to (d) Health being a State subject, the primary responsibility of providing healthcare services is that of the State Governments. However, to mitigate the challenges posed by Non-communicable Diseases (NCDs) in India, Ministry of Health and Family Welfare (MoHFW) provides technical and financial support to States and Union Territories across the country.

As per the National Family Health Survey (NFHS)-5 (2019-21), nearly 24% of women and 23% of men aged 15 to 49 and 3.4% of children under 5 years are overweight.

The estimated prevalence of diabetes and hypertension among rural population in Andhra Pradesh, Bihar and Madhya Pradesh as per NFHS -5 are as under:

(i) Prevalance of Diabetes

S.No.	State	Diabetes among rural women	Diabetes among rural men
1	Andhra Pradesh	17.9%	20.5%
2	Bihar	12.0%	15.4%
3	Madhya Pradesh	9.4%	11.9%

(ii) Prevalance of Hypertension

S.No.	State	Hypertension among rural women	Hypertension among rural men
1	Andhra Pradesh	24.3%	27.6%
2	Bihar	15.8%	18.1%
3	Madhya Pradesh	19.9%	21.5%

The ICMR-National Institute of Nutrition (ICMR-NIN) has issued the *Dietary Guidelines for Indians 2024*, which provide flexible and practical recommendations promoting a balanced and diverse diet suited to India's varied cultural and regional food practices, including specific guidance for different age and gender groups. In collaboration with the Food Safety and Standards Authority of India (FSSAI), it has also recommended labeling of High Fat, Salt and Sugar (HFSS) foods on ready-to-eat products to encourage moderated consumption.

Food Safety and Standards (Safe Food and Balanced Diets for Children in School) Regulations, 2020 restrict the sale and advertisement of high fat, salt and sugar (HFSS) foods in and around school premises to promote healthier environments. FSSAI is also running nationwide awareness initiatives such as Eat Right India, Aaj Se Thoda Kam, Har Label Kuch Kehta Hai, Fight Obesity, and Stop Obesity to encourage reduction in fat, salt and sugar intake and to promote preventive and promotive healthcare through social and behavioural change. Additionally, ICMR-NIN has proposed incorporating a new syllabus on healthy food habits and nutrition into NCERT school textbooks as part of a broader nutrition education and communication strategy.

The Ministry of Health and Family Welfare implements a life-cycle based RMNCAH+N (Reproductive, Maternal, Newborn, Child, Adolescent Health and Nutrition) strategy under the National Health Mission to address child nutrition, including obesity, along with the Rashtriya Bal Swasthya Karyakram for early identification and management of health issues among children. The PM POSHAN (Pradhan Mantri Poshan Shakti Nirman) Scheme provides nutritious mid-day meals to school children to improve health and learning outcomes. Additionally, initiatives like the Fit India Movement and population based screening at Ayushman Arogya Mandirs (AAMs) under the National Programme for Prevention and Control of Non-Communicable Diseases (NP-NCD) promote healthy lifestyles, awareness, and preventive healthcare through community-based interventions.
