

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

**LOK SABHA
UNSTARRED QUESTION NO.3677
TO BE ANSWERED ON 13TH MARCH, 2026**

HEALTH DRINKS LABELLING

†3677. **SHRI ASHOK KUMAR YADAV:**

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

- (a) whether the Food Safety and Standards Authority of India (FSSAI) has issued directives to e-commerce platforms to refrain themselves from categorizing the said products as 'Health Drinks', given the fact that this term is not defined under the Food Safety and Standards Act, 2006 and if so, the details thereof;
- (b) whether the Government is aware of the rise in Non-Communicable Diseases (NCDs) and the increasing trend of diabetes and obesity among the youth and if so, the details thereof;
- (c) whether the Government has reviewed the recommendations of the World Health Organization (WHO) regarding 'Free Sugar' limits and if so, the details thereof;
- (d) whether an increase in childhood obesity has been recorded in the National Family Health Survey-5 (NFHS-5) and if so, the details thereof; and
- (e) whether the Government is considering measures relating to FPO Labelling, scientific claims, sugar limits and public awareness initiatives and if so, the details thereof?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY
WELFARE
(SHRI PRATAPRAO JADHAV)**

(a) to (e): Food Safety and Standards Authority of India (FSSAI) is mandated to lay down science based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import to ensure availability of safe and wholesome food for human consumption. The implementation and enforcement of the Food Safety and Standards (FSS) Act, 2006 is a shared responsibility between the Central and State Governments.

FSSAI vide advisory dated 28.03.2024 has clarified that 'Health Drink' is not defined/ standardized anywhere under the FSS Act, 2006 or rules and regulations made thereunder. Therefore, the food products licensed under 'Proprietary Food' with the nearest category- Dairy Based Beverage Mix or Cereal Based Beverage Mix or Malt Based Beverage being sold in the e-commerce website under the category 'Health Drink', 'Energy Drink' have been advised to remove / de-link such drinks / beverages from the category of 'Health Drinks / Energy Drinks' on their website and place such products in the appropriate category as provided under the extant law.

As per the National Family Health Survey (NFHS-5, 2019–21), 24 % of women, 23% of men and 3% of children are overweight or obese.

Unhealthy diets, sedentary lifestyles and environmental factors are key contributors to the rising prevalence of obesity. The increasing consumption of processed foods, reduced physical activity, and lifestyle changes have further intensified this growing crisis, affecting both urban and rural populations.

In order to inculcate a healthy eating habit among the consumers especially youth, FSSAI undertakes following awareness and regulatory measures:-

- FSSAI has launched "Stop Obesity" & "Fight Obesity" campaign on social media under which a range of educational and awareness contents on obesity are shared. Testimonial clips featuring School Children, Youth, and Self-Help Group (SHG) members are posted on social media on fighting obesity and reducing oil usage. Child-friendly animated videos are developed and published on social media to educate kids about the dangers of obesity and the value of healthy eating and regular physical activity.
- The quiz named 'Eat Right Quiz on Obesity' in Collaboration with MyGov has been launched in April 2025 to engage people in a fun & interactive way while educating them on different aspects of obesity and healthy living.
- Nation-wide campaign 'Eat Right India' movement with a focuses on preventive and promotive healthcare through social and behavioural change. This initiative is built on three core pillars - Eat Safe, Eat Healthy and Eat Sustainable. It is a

collective effort, of all stakeholders, led by FSSAI, to transform the food ecosystem of the country with a tagline 'Sahi Bhojan Behtar Jeevan'.

- To address the adverse effects of consuming foods high in fat, salt, and sugar, FSSAI has undertaken the campaign called 'Aaj se Thoda Kam' to promote moderate consumption. It encourages consumers to gradually reduce their intake of fat, salt, and sugar through dietary modifications.
- FSSAI has notified the Food Safety and Standards (Foods for Infant Nutrition) Regulations, 2020 which prescribes the standards for different categories of Infant food and formulae. The limits specified for sugars in infant food products under the FSS (Foods for Infant Nutrition) Regulations, 2020 is in alignment with the global standards like Codex and World Health Organization (WHO).
- FSSAI has notified the Food Safety and Standards (Labelling and Display) Regulations, 2020 mandates the mention of nutritional information on the labels w.r.t salt, sugar and fat for consumer to make informed choices while selecting the food articles. "Har Label Kuch Kehta Hai" campaign on social media promotes food safety consciousness and healthy eating habits across India. This national initiative focuses on empowering consumers to make informed dietary choices by enhancing their understanding of food labels.
