

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

**LOK SABHA
UNSTARRED QUESTION NO. 5549
TO BE ANSWERED ON 27TH MARCH, 2026**

GROWTH RATE OF ULTRA PROCESSED FOODS

5549. DR. SAMBIT PATRA:

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

- (a) whether the Government has undertaken or proposes to undertake any study to ascertain the increasing consumption growth rate of ultra processed foods in the Country, if so, details thereof;
- (b) whether the Government proposes to conduct a study to identify the relationship between increasing consumption of such foods and the increase in obesity and other non-communicable diseases, if so, the details thereof;
- (c) the steps taken/proposed to be taken by the Government to create awareness amongst the masses against consumption of ultra processed foods and in favour of healthy food habits; and
- (d) whether the Government is likely to formulate a policy in consultation with all stakeholders to ensure that access to and availability of ultra processed food are regulated at public places such as educational institutions, railway stations, airports, hospitals etc. to protect the health of the countrymen, if so, the details thereof?

ANSWER

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

(a) to (d): Indian Council of Medical Research (ICMR) has informed that no specific study has been conducted to ascertain the growth in consumption of ultra-processed foods (UPFs) in the country. However, available evidence from sources such as the Household Consumption Expenditure Survey (HCES) 2022–23 and 2023–24 of the Ministry of Statistics and Programme Implementation (MoSPI), the ICRIER–WHO (2023) report, and published scientific literature indicate increasing trends in the consumption of processed and ultra-processed food items in India. The Government continues to address these risks through nutrition, health promotion, and regulatory measures. The Government has taken several initiatives some of which are outlined below:

- i. ICMR-NIN Dietary Guidelines for Indians (2024) (<https://www.nin.res.in/dietaryguidelines2024.html>), specifically have dedicated Guidelines

- 15 and 17 to restrict consumption of UPFs and High Fat, Sugar and Salt (HFSS) foods and read food labels.
- ii. In order to enable consumers to make informed choices while selecting the food articles, Food Safety and Standards Authority of India (FSSAI) has directed the mention of nutritional information on the labels w.r.t salt, sugar and fat through the Food Safety and Standards (Labelling and Display) Regulations, 2020
 - iii. Development of Front-of-Pack Labeling (FOPL) to provide clear warning signs on unhealthy packaged foods is being actively pursued by FSSAI.
 - iv. FSSAI has notified the Food Safety and Standards (Safe Food and Balanced Diets for Children in School) Regulations, 2020 outlining the responsibilities of school authorities to ensure the availability of safe and nutritious food on school premises while also promoting balanced diets in and around school campuses.
 - v. Eat Right certificates are awarded to ensure food safety and hygiene in the establishments where food is prepared or served, so far over 12,000 certifications have been awarded for schools, railway stations, campus, street food hubs etc. under Eat Right India movement
 - vi. 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.
 - vii. The FSSAI has carried out an awareness campaign across its social media platforms to raise awareness. As a part of this campaign, a wide range of creative, videos, and reels have been disseminated to engage audiences and convey critical messages on health in a relatable and impactful manner. These informational and awareness videos are also available on FSSAI's YouTube channel to ensure wider accessibility.
 - viii. The NCERT, UGC, and MOHFW have advised schools, educational institutes and work places to display sugar and fat boards to increase awareness.
