

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

**LOK SABHA
UNSTARRED QUESTION NO. 904
TO BE ANSWERED ON 04.02.2026**

HAR LABEL KUCH KAHTA HAI

904. DR. C M RAMESH:

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

- (a) whether the Government is bringing awareness to consumers through “Har Label Kuch Kahta Hai” on food labels, etc., and if so, the details thereof;
- (b) the difference between “Jago Grahak Jago” and “Har Label Kuch Kahta Hai” ;
- (c) the details of reasons that “Har Label Kuch Kahta Hai” is campaigned only through digital platforms, fairs and exhibitions and not through TV channels which have more reach; and
- (d) the details of the “Aaj se Thoda Kam” campaign and the manner in which the Government taking it to the people?

ANSWER

**THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI B.L.VERMA)**

(a) to (d) : Department of Consumer Affairs has been generating country-wide multimedia consumer awareness campaign under the aegis of “Jago Grahak Jago” through various media including electronic, outdoor and social media. Consumers are made aware of unfair trade practices, grievance redressal mechanisms, Hallmarking, ISI marked products, and various other consumer related issues.

Food Safety and Standards Authority of India introduced the 'Eat Right India (ERI)' movement in 2018 with a focus 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.

“#HarLabelKuchKehtaHai” awareness campaign is being carried out under the ‘Eat Right India’ movement to empower citizens with label literacy for informed choices. It aims to educate consumers on key elements like nutritional information (calories, fats, sugars, protein, serving size), ingredient lists, allergen warnings, and date markings.

Further, a number of campaigns and activities such as –“#AajSeThodaKam”, “#NoToAdulteration”, “#StopObesity”, etc are being conducted to make people aware about food safety and hygiene under Eat Right India movement. These campaigns are run through different platforms, e.g. – Radio Channels, TV Channels, Railway Stations, Cinema Hall, Social Media Platforms, Exhibitions, Melas, etc.

FSSAI has undertaken “**Aaj se Thoda Kam**” campaign to encourage consumers to gradually reduce their intake of fat, salt, and sugar through dietary modifications. Under this campaign, a series of short videos in English, Hindi, and different regional languages, accompanied by flyers, banners, and audio clips have been developed. These provide useful guidance on gradually reducing the consumption of High Fat, Sugar, and Salt (HFSS) foods.

This campaign is also run through different platforms – like – Doordarshan, All India Radio, Social Media Platforms, Exhibitions, etc
