

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 281
TO BE ANSWERED ON 19TH July, 2022**

RISING CONSUMPTION OF ULTRA-PROCESSED FOODS.

281 SHRI A. A. RAHIM:

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

- (a) whether Government is aware of the rising consumption of ultra-processed foods with high sugar and high salt;
- (b) if so, the data of consumption in the country;
- (c) whether Government is aware of the aggressive marketing through television, endorsed by celebrities for the unhealthy foods;
- (d) if so, the details thereof and what action Government is contemplating to curb such marketing practices; and
- (e) whether there is a plan to bring legislation for the above matters?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY
WELFARE
(DR. BHARATI PRAVIN PAWAR)**

(a) to (e): Some studies have indicated that there is a rise in the consumption of foods high in fat, sugar, and salt as per Indian Council of Medical Research (ICMR).

As per a Report of 2021 of National Institute of Nutrition (ICMR-NIN), which analyzed the food intake data from 2012 and 2016, on an average, about 4% of total energy and 11% of energy in daily diet is contributed by these ultra processed foods in rural and urban areas respectively.

The Ministry of Information & Broadcasting has intimated that the ministry is concerned with the telecast of advertisement on private satellite TV channels. As per existing regulatory framework, all advertisements telecast on private satellite TV channels are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Networks Rules, 1994 framed there under.

The Consumer Protection Act, 2019 also provides for imposition of penalty by the Central Consumer Protection Authority (CCPA) on a manufacturer or endorser or publisher and imprisonment and penalty by a competent court on any manufacturer or service provider, who is found responsible for a false or misleading advertisement.
