

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

UNSTARRED QUESTION NO:3049
ANSWERED ON:19.08.2011
HYGIENE AND SAFETY OF FOOD ITEMS
Singh Shri Radhey Mohan

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

- (a) whether the Government has taken measures to spread awareness among the people about hygiene and safety relating to food items and their areas of availability;
- (b) if so, the details thereof;
- (c) whether the Government has conducted any study to find out how far the consumers of food items have been benefited due to the awareness about hygiene and safety of food items; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF STATE FOR HEALTH & FAMILY WELFARE (SHRI SUDIP BANDYOPADHYAY)

- (a) & (b): Pan India awareness programme was launched by the Food Safety and Standards Authority of India (FSSAI) involving Print and Electronic Media about Hygiene and Safety related to food items. The Doordarshan 'KALYANI' programme of the Ministry of Health & F.W. has helped in generating awareness about food, quality of water, storage and transportation of food. Handouts, pamphlets, and Brochures, have been printed in multi lingual format and distributed to various States.
- (c): No.
- (d): Does not arise.