

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

UNSTARRED QUESTION NO:1192

ANSWERED ON:30.11.2012

MISLEADING ADVERTISEMENTS OF FOOD BEVERAGE PRODUCTS

Mahato Shri Narahari; Roy Shri Nripendra Nath; Tirkey Shri Manohar

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

- (a) whether the Government has taken note of certain food and beverage products, particularly milk supplements being popularized by their manufacturers through aggressive and misleading publicity in print and electronic media;
- (b) if so, the details thereof indicating the existing mechanism to examine the claims of the companies on their food and beverage products in the country;
- (c) the number of such claims verified along with the action taken against the manufacturers/companies whose claims have been found misleading during the last three years and the current year;
- (d) whether the Government proposes a stronger mechanism to put a check/ban on the misleading advertisements of food and beverage products, as has been done in certain countries; and
- (e) if so, the details thereof and if not, the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI ABU HASEM KHAN CHOUDHURY)

(a) & (b): Yes. The Food Safety Standards & Authority of India (FSSAI) under the Ministry of Health and Family Welfare, monitors labels on various food items and claims advertised for food items by different companies in print and electronic media. Such findings and complaints received from stake holders are analysed in FSSAI and show-cause notices are issued to the manufacturers. Their replies are examined at FSSAI by a 3 member Committee constituted for this purpose. As per recommendations of this Committee, actions including prosecution are initiated by Designated Officers at the regional level.

(c): So far, 38 food items have been identified with misleading claims. Manufacturers of these articles have been served with show-cause notices and the replies received, examined at FSSAI by a 3 member Committee constituted for this purpose. As per recommendations of this Committee, prosecutions have been launched in 19 cases by Designated Officers at regional levels.

(d) & (e): Under Food Safety and Standards Act, 2006, the Food Safety and Standards Regulations have been notified on 1st August 2011. Implementation of provisions of the Act and various Regulations made thereunder is already in progress in the country. Food Safety and Standards (Packaging and Labelling) Regulations, 2011 envisage labelling and packaging rules on food items. Actions on misleading label declarations and misleading claims through advertisements through print and electronic media are taken as per Section 24 and 53 of Food Safety and Standards Act, 2006 and as per provisions of Food Safety and Standards (Packaging and Labelling) Regulations, 2011.

There is no proposal to change there regulations at present.