

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

UNSTARRED QUESTION NO:1410
ANSWERED ON:13.12.2013
MISLEADING ADVERTISEMENT
Jakhar Shri Badri Ram

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, 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, manufacturer/company-wise; and
- (d) the corrective steps taken by the Government in this regard?

Answer

THE MINISTER OF HEALTH AND FAMILY WELFARE (SHRI GHULAM NABI AZAD)

- (a) & (b): As and when such cases are brought to the notice of both Food Safety and Standards Authority of India (FSSAI) and the State Food Authorities, necessary action is initiated by the State/UT Governments since the implementation and enforcement of the Food Safety and Standards (FSS) Act and the Regulations made thereunder, rest with the State/UT Governments.
- (c): The details are at Annexure.
- (d): Random Samples of food items are drawn by the State Food Safety Officers and sent to the laboratories recognized by FSSAI for analysis. In case where samples are found to be not conforming to the provisions of the Act and the Rules and Regulations made thereunder, penal action is taken against the offender.