

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

UNSTARRED QUESTION NO:753

ANSWERED ON:27.02.2015

FOOD SUPPLEMENTS

Karunakaran Shri P.;Kushwaha Shri Ram Kumar Sharma

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

- (a) whether the Food Safety and Standards Authority of India (FSSAI) has advised the Advertisement Standard Council of India (ASCI) to ask its members to refrain from making tall claims about their food supplements on television without adequate scientific justification;
- (b) if so, the details thereof and the response of ASCI in this regard;
- (c) whether large quantity of raw material for manufacturing fake powder has been seized from Ghaziabad;
- (d) if so, the details thereof and the action taken by the Government thereon;
- (e) whether the Government proposes to penalise those companies whose claims on food supplements are not supported by adequate scientific justification; and
- (f) if so, the details thereof and if not, the reasons therefor?

Answer

THE MINISTER OF HEALTH AND FAMILY WELFARE (SHRI JAGAT PRAKASH NADDA)

(a) & (b): The Food Safety and Standards Authority of India (FSSAI) has requested the Advertisement Standards Council of India (ASCI):

(i) to undertake comprehensive monitoring of advertisements appearing with respect to food & beverages (F&B) across various media segments i.e. print media, electronic, internet, social media etc.;

(ii) to bring to FSSAI's notice any F&B advertisement that violates the Food Safety and Standards (FSS) Act and regulations, making unsubstantiated claims and misleading the consumers, action taken by ASCI and further action required to be taken by the FSSAI;

(iii) to examine the advertisements concerning F&B products (most of which are scientifically unsubstantiated) being endorsed by celebrities, with a view to requesting the celebrities to restrain from endorsing such products; and

(iv) provide information to FSSAI in the prescribed format about Media Segment carrying the advertisement (Print, Electronic, internet, Social Media, etc.), product's name, Company's name, claim and Name of the Celebrity endorsing the Product.

The ASCI has accepted FSSAI's request in principle.

(c): As per information received from the Government of Uttar Pradesh, raw material was seized from the premises of M/s German Nutrition, Mainapur Industrial Area, Meerut Road, Ghaziabad and M/s Mexico Nutrition, Hindan Vihar, Ghaziabad by the Food and Drug Administration, Government of Uttar Pradesh.

(d): The aforesaid firms were running food business without License under FSS Act, 2006. 27,568 Kg raw material was seized from both the firms. 12 samples of raw material were drawn and sent to the laboratory for analysis, of which 11 were found misbranded and misleading and 01 sample was found adulterated. On the basis of laboratory analysis report, action was initiated as per the provisions laid down under the FSS Act and a First Information Report (FIR) has been registered by the Police authorities

(e) & (f): Section 24 of Food Safety and Standards Act, 2006 prohibits advertisement of any food that is misleading or deceiving or contravenes the provisions of the Act or Rules and the Regulations made thereunder. Section 53 of the FSS Act contains penalty provisions for misleading advertisements. Action is required under the Act is initiated/taken against companies infringing the provisions of the FSS Act and Regulations made thereunder.