

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

UNSTARRED QUESTION NO:2761  
ANSWERED ON:13.03.2015  
EFFECTS OF FAST FOODS  
Rathwa Shri Ramsinh Patalyabhai

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

- (a) whether the Government is aware of the ill effects of fast foods particularly on the youth of the country;
- (b) if so, the details thereof;
- (c) whether the Government has launched/proposes to launch any awareness programme/ campaign in this regard, if so, the details thereof; and
- (d) the corrective steps taken or proposed to be taken by the Government in this regard?

**Answer**

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

(a) & (b): The Government is aware of the reports appearing in the media about the adverse effects of Junk Food. Further, a study conducted by the National Institute of Nutrition (NIN), Indian Council of Medical Research, Hyderabad, on Assessment of ill- effects of consumption of Carbonated Water beverages (CWBs) on health of adolescents and young Adults, showed higher increments of body fat in young consumers.

(c ) & (d): The stakeholders are educated/made aware of the food safety through consumer awareness programmes launched jointly by the Department of Consumer Affairs and the Food Safety and Standards Authority of India (FSSAI). These include advertisements in different media, campaigns launched by the FSSAI on social media such as Face-book, documentary films on YouTube, educational booklets, information on FSSAI website, stalls at Fairs/Melas/Events and mass awareness campaigns.