

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

UNSTARRED QUESTION NO:5190

ANSWERED ON:24.04.2015

EFFECTS OF COLD DRINKS AND JUNK FOODS

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

- (a) whether any study/research has been done to co-relate the possibility of triggering sudden heart attacks with the consumption of junk food/energy drinks high on caffeine levels, if so, the details and the outcome thereof;
- (b) whether the Government conducts/ proposes to conduct any awareness programmes/campaign to make people aware of the ill-effects of consuming such foods drinks and if so, the details thereof;
- (c) whether consumption of soft drinks and junk foods is responsible for increasing number of diabetic patients and other lifestyle diseases, if so, the details thereof and the reaction of the Government thereto;
- (d) whether the Government has mandated the manufacturers of soft drinks./ junk foods to imprint health related warnings on their products and if so, the details thereof; and
- (e) if not, the reasons therefor along with the corrective steps proposed to be taken by the Government in this regard?

Answer

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

- (a) : No such study/re search has been undertaken either by the Food Safety and Standards Authority of India or the Indian Council of Medical Research (ICMR). However, a review conducted by the World Health Organization in 2014 highlights that the health risks associated with energy drink consumption are primarily related to their caffeine content. As per this report, a caffeine overdose can cause palpitations, hypertension, diuresis, central nervous system stimulation, nausea, vomiting, marked hypocalcemia, metabolic acidosis, convulsions, and, in rare cases, even death. In adults, there is also an increased risk of arterial hypertension and Type 2 diabetes, as high consumption of caffeine reduces insulin sensitivity.
- (b) : Consumers are educated/made aware about various aspects of 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/F;vents and mass awareness campaigns.
- (c) : "Junk Food" has not been defined under the Food Safety and Standards Act, 2006. As per available medical literature, food high on salt and sugar content are not good for health and hence may indirectly contribute to hypertension and obesity. 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.
- (d) & (e): The Standards for soft drinks have been prescribed under Regulation 2.10.6 of the Food Safety and Standards (Food Products Standards and Food additives) Regulations, 2011. The quantity of the added sugar and the statement "CONTAINS CAFFEINE" (in case of added caffeine) are mandatory to be declared on the label of the container/bottle. The Food Business Operators have to comply with the above mentioned standards and the limits of permitted additives. Samples are drawn regularly by State/ U.T. Governments and action is taken against the offenders in. cases where samples are found to be non- conforming to the provisions of this regulation.