



05-04-2022

Dear Sir,

We write to you to highlight the importance of a few policy measures that can be taken in the interest of public health - in preventing non-communicable diseases that as you are well aware of as an ever growing concern for the society.

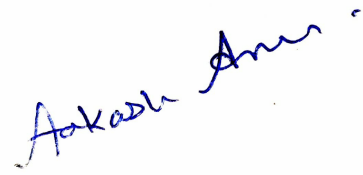
The mindless consumption of packaged food items, which are of high glycemic index- commonly known as junk food - is clearly the foremost reason behind increasing incidence of diabetes in India. Many nations have implemented measures, which forewarn people about the presence of more than dietary allowance of sugar (or fat/salt) in a particular food item by having a 'front-of-the-package-labeling' mandated on all items. We are given to understand that such a measure has been recommended by WHO-SEARO also and that all the statutorily mandated procedures have been completed in this regard.

However, the FSSAI is not coming out with the required guidelines in this regard for reasons best known to them. This is leading to a surmise that the non-implementation of the front-of-the-package-labeling is being engineered by commercial interests which stand to lose if there is an

informed choice regarding their consumption. Many of these products are today masquerading as healthy alternatives. Advertising of the same is being done reaching impressionable minds on prime time TV.

We seek your early intervention to implement the front of the package labeling in right earnest. This would prevent unrestricted advertising of these products and help people take an informed decision regarding consumption.

Warm regards,



Aakash Arun

General Secretary, 3S and Our Health Society

To
Shri Dr. Mansukh Mandaviya
Minister of Health
Government of India
New Delhi - 110001