

Media Compendium



National Stakeholder Consultation on
**Comprehensive analysis of Regulatory
Framework on Food Labelling, Advertise
ment and Claims**

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Stakeholder consultation by FSSAI charts roadmap for transparent, responsible food labelling in India

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New Delhi [India], August 13 (ANI): The Food Safety and Standards Authority of India (FSSAI) convened a high-level National Stakeholder Consultation on Food Labelling, Advertisement and Claims here in the national capital, bringing together over 700 participants from government, industry,

academia, consumer bodies, and regulatory authorities. According to a statement from the

Ministry of Health and Family Welfare, the consultation aimed to review existing regulations, address implementation challenges, and align India's standards with global best practices to boost consumer protection, public health, and industry innovation.

In her inaugural address, Health Secretary Punya Salila Srivastava stressed the importance of ethical and truthful practices in the rapidly evolving food sector.

"We are now exposed to the entire world, which means we must adopt positive changes and scrutinise food products more closely," she noted, adding that such consultations are "vital" in shaping future policy.

Nidhi Khare, Secretary, Department of Consumer Affairs, called for an end to misleading advertising and urged manufacturers to treat labelling as a "factor of trust" rather than merely a marketing tool.

"Consumers should be left to make the final choice based on truthful and honest declarations," she emphasised, urging collective responsibility to ensure accuracy and transparency in product information.

Sanjeev Sanyal, Member, Economic Advisory Council to the Prime Minister, underscored the need for external validation of scientific claims in advertisements.

He welcomed FSSAI's decision to implement all label changes annually on July 1, reducing uncertainty for the labelling industry.



Additional Secretary, Ministry of Information and Broadcasting, Prabhat, warned against false health and nutrition claims, highlighting their potential to erode public trust and harm health.

The event featured technical sessions on global and Indian regulatory frameworks, enforcement case studies, and interactive discussions. Stakeholders exchanged insights on industry accountability, consumer rights, and collaborative enforcement strategies, resulting in actionable recommendations to enhance transparency and trust in food labelling and advertising.

This consultation is part of FSSAI's ongoing national dialogue series aimed at building practical, health-aligned policies through close collaboration with industry, academia, and consumer organizations. (ANI)

FSSAI holds national meet to review food labelling rules; experts propose front-of-pack warning labels

According to FSSAI, the consultation aimed to evaluate the effectiveness of existing regulations, address implementation challenges, and explore ways to align with global standards to ensure consumer health.



Updated on: 13 Aug 2025, 9:30 pm 3 min read

NEW DELHI: To strengthen India's regulatory framework on food labelling, advertisement, and claims, the Food Safety and Standards Authority of India (FSSAI) on Wednesday convened a national stakeholder consultation to review the effectiveness of existing regulations, to address implementation challenges, and explore ways

to align with global standards. This is to strengthen consumer protection.

The national consultation, which involved various ministries, was conducted following the Supreme Court's order last month, which gave the FSSAI three months to make its recommendations on the proposed move to introduce mandatory warning labels on the front of packaged food items.

The meeting came a day after 29 public health organisations issued a consensus statement proposing that the FSSAI implement front-of-pack nutrition labelling (FOPL) warning labels (WLs) on food products found high in fats/sugars or salt (HFSS).

The consensus statement, published in the Journal of Preventive Medicine Research and Reviews, proposes that the government replace the proposed Indian Nutrition Rating (or Health Star Rating) system with front-of-pack warning labels, restrict marketing to children, and ensure that trade agreements do not undermine public health policy.

According to FSSAI, the national consultation aimed to evaluate the effectiveness of existing regulations, address implementation challenges, and explore ways to align with global standards to strengthen consumer protection, foster public health, and support innovation in the food industry.

Punya Salila Srivastava, Secretary, Ministry of Health and Family Welfare, stressed the importance of ethical and truthful practices in labelling and advertising in the food sector and said the sector's ecosystem needs to evolve.

She said, "Things are changing rapidly today. We are now exposed to the entire world, which means we must adopt many positive changes and best practices while scrutinising food products more closely. In this fast-moving world, consultations like this are vital."

Highlighting the need for honest and truthful declarations in the food industry, Nidhi Khare, Secretary, Department of Consumer Affairs, urged the industry to make sincere and honest declarations, voluntarily disclose what the product contains, and desist from misleading advertisements and manipulative practices.

She said, "Food labelling should not just be a marketing tool, but it should also be treated as the most essential trust factor between a manufacturer and a consumer. We want a truthful and honest declaration of whatever is contained in the food product, and the consumer should be left to make the final choice."

She also underlined the collective responsibility to ensure this information is accurate, transparent, and truthful, enabling consumers to make informed, safe, and healthy choices with absolute confidence.

Sanjeev Sanyal, Member, Economic Advisory Council to the Prime Minister, noted that "the issue of claims in advertisements also needs deeper scrutiny because even if there is supposedly scientific evidence supporting them, it needs to be validated externally."

He said that FSSAI had earlier announced that all label changes and related rules and regulations will be implemented only once a year, on July 1.

"This is a major step, because it removes a big problem and uncertainty for the labelling industry."

Highlighting the seriousness of false claims in the food sector, Prabhat, Additional Secretary, Ministry of Information and Broadcasting, emphasised the need for accountability and accurate communication. "There is an increasing need to ensure advertisements are ethical, truthful, and not misleading, particularly regarding health and nutrition claims.

He said that false claims in this sector undermine consumer trust and pose serious public health risks, he said.

The consultation 'Comprehensive analysis of Regulatory Framework on Food Labelling, Advertisement and Claims' brought together around 700 representatives from various government departments, scientific experts, food businesses, state food safety authorities, industry associations, consumer organisations, and academic institutions.

The event formed part of an ongoing series of national-level stakeholder dialogues designed to address key regulatory issues requiring multi-stakeholder engagement.

By working closely with industry, academia, consumer groups, farmer organisations, and regulatory bodies, FSSAI aims to integrate sector-specific perspectives and ground-level insights into its regulatory framework, ensuring that policies remain practical and aligned with public health priorities, according to a statement issued by the food regulatory body.

अमर उजाला

भ्रामक वज्ञापनों पर नकेल: अब खाद्य
साम ग्र्यों की गहन जांच कराएगी सरकार,
हितधारक परामर्श में **FSSAI** की भी अपील

Updated Thu, 14 Aug 2025 01:52 AM IST

भारतीय खाद्य सुरक्षा एवं मानक प्रा धकरण ने खाद्य लेब लंग (एफएसएसएआई), वज्ञापन और दावों के नियमों पर चर्चा करने के लए उच्चस्तरीय राष्ट्रीय हितधारक परामर्श का आयोजन किया। इस दौरान केंद्र ने उद्योगों से कहा क वे खाद्य उत्पादों की लेब लंग और वज्ञापनों में ईमानदार और नैतिक तरीके अपनाएं, ता क लोगों की सेहत सुर क्षत रहे और ग्राहकों का भरोसा भी बना रहे।



भारतीय खाद्य सुरक्षा एवं मानक प्रा धकरण ने दिल्ली में (एफएसएसएआई) खाद्य लेब लंग, वज्ञापन और दावों पर उच्चस्तरीय राष्ट्रीय हितधारक परामर्श

का आयोजन किया। उपभोक्ता मामलों के विभाग की सचिव निधि खरे ने भ्रामक वज्ञापनों को समाप्त करने का आह्वान किया। उन्होंने निर्माताओं से आग्रह किया कि वे लेबलिंग को केवल वपणन उपकरण के बजाय विश्वास का कारक मानें।

स्वास्थ्य एवं परिवार कल्याण मंत्रालय के एक बयान के अनुसार, परामर्श का उद्देश्य नियमों की समीक्षा, कार्यान्वयन की चुनौतियों का समाधान करना और उपभोक्ता संरक्षण, जन स्वास्थ्य और उद्योग नवाचार को बढ़ावा देने के लिए भारत के मानकों को वैश्विक सर्वोत्तम प्रथाओं के अनुरूप बनाना था।

हमें खाद्य उत्पादों की अधिक बारीकी से करनी होगी जांच: स्वास्थ्य सचिव स्वास्थ्य सचिव पुण्य सल्ला श्रीवास्तव ने खाद्य क्षेत्र में लेबलिंग और वज्ञापन में नैतिक और सत्यनिष्ठ प्रथाओं के महत्व पर जोर दिया। उन्होंने कहा, 'आज चीजें तेजी से बदल रही हैं। अब हम पूरी दुनिया के संपर्क में हैं। इसका मतलब है कि हमें खाद्य उत्पादों की अधिक बारीकी से जांच करनी होगी।'

झूठे स्वास्थ्य और पोषण संबंधी दावों के खिलाफ दी चेतावनी प्रधानमंत्री की आर्थिक सलाहकार परिषद के सदस्य संजीव सान्याल ने वज्ञापनों में वैज्ञानिक दावों के बाहरी सत्यापन की जरूरत पर जोर दिया। सूचना और प्रसारण मंत्रालय के अतिरिक्त सचिव प्रभात ने झूठे स्वास्थ्य और पोषण संबंधी दावों के खिलाफ चेतावनी दी और बताया कि इनसे जनता का विश्वास कम हो सकता है और स्वास्थ्य को नुकसान पहुंच सकता है।

हितधारक परामर्श में **700** प्रतिनिधियों ने लिया भाग इस हितधारक परामर्श में केंद्र और राज्य सरकारों, वैज्ञानिक विशेषज्ञों, खाद्य व्यवसायों, उद्योग संघों, उपभोक्ता संगठनों और शैक्षणिक संस्थानों के लगभग 700 प्रतिनिधियों ने भाग लिया।



Stakeholder consultation by FSSAI charts roadmap for transparent, responsible food labelling in India

The Food Safety and Standards Authority of India (FSSAI) convened a high-level National Stakeholder Consultation on Food Labelling, Advertisement and Claims here in the national capital, bringing together over 700 participants from government, industry, academia, consumer bodies, and regulatory authorities.

Published 13 Aug 2025, 07:06 PM IST



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According to a statement from the Ministry of Health and Family Welfare, the consultation aimed to review existing regulations, address implementation challenges, and align India's standards with global best practices to boost consumer protection, public health, and industry innovation.

In her inaugural address, Health Secretary Punya Salila Srivastava stressed the importance of ethical and truthful practices in the rapidly evolving food sector.

"We are now exposed to the entire world, which means we must adopt positive changes and scrutinise food products more closely," she noted, adding that such consultations are "vital" in shaping future policy.

Nidhi Khare, Secretary, Department of Consumer Affairs, called for an end to misleading advertising and urged manufacturers to treat labelling as a "factor of trust" rather than merely a marketing tool.

"Consumers should be left to make the final choice based on truthful and honest declarations," she emphasised, urging collective responsibility to ensure accuracy and transparency in product information.

Sanjeev Sanyal, Member, Economic Advisory Council to the Prime Minister, underscored the need for external validation of scientific claims in advertisements.

He welcomed FSSAI's decision to implement all label changes annually on July 1, reducing uncertainty for the labelling industry.

Additional Secretary, Ministry of Information and Broadcasting, Prabhat, warned against false health and nutrition claims, highlighting their potential to erode public trust and harm health.

The event featured technical sessions on global and Indian regulatory frameworks, enforcement case studies, and interactive discussions. Stakeholders exchanged insights on industry accountability, consumer rights, and collaborative enforcement strategies, resulting in actionable recommendations to enhance transparency and trust in food labelling and advertising.

This consultation is part of FSSAI's ongoing national dialogue series aimed at building practical, health-aligned policies through close collaboration with industry, academia, and consumer organizations. (ANI)

Centre urges food industry to ensure ethical labelling, honest ads to safeguard consumer health

At an FSSAI-led national consultation, senior officials from the Health and Consumer Affairs ministries call for truthful declarations and responsible marketing to build public trust.

By **STORYBOARD18** | Aug 14, 2025 9:54 AM



The FSSAI-led consultation drew participation from nearly 700 representatives, including officials from central and state governments.

The Centre on August 13 called on the food industry to adopt ethical practices in labelling and advertising to protect public health and uphold consumer rights.

The appeal came during a National Stakeholder Consultation on “Comprehensive Analysis of Regulatory Framework on Food Labelling, Advertisement and Claims,” organised by the Food Safety and Standards Authority of India (FSSAI) under the Ministry of Health and Family Welfare (MHFW).

Highlighting the growing importance of transparency in the sector, MHFW Secretary Punya Salila Srivastava stressed the need for integrity in communication.

"Things are changing rapidly today. We are now exposed to the entire world, which means we must adopt many positive changes and best practices, while also scrutinizing food products more closely," she said.

Echoing the sentiment, Nidhi Khare, Secretary, Department of Consumer Affairs, urged manufacturers to refrain from misleading claims.

"Food labelling should not just be a marketing tool, but it should also be treated as the most essential factor of trust between a manufacturer and a consumer. We want truthful and honest declaration of whatever is contained in the food product, and the consumer should be left to make the final choice," she said.

The consultation drew participation from nearly 700 representatives, including officials from central and state governments, scientific



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FSSAI Hosts National Consultation to Strengthen Food Labelling, Ads, and Claims Rules

The consultation aimed to ensure that India's food labelling and advertising rules not only protect consumers but also support fair competition and innovation in the food sector.

[Devdiscourse News Desk](#) | New Delhi | Updated: 13-08-2025 19:11 IST | Created: 13-08-2025 19:11 IST



FSSAI emphasised that this dialogue is part of a series of national-level consultations aimed at refining sector-specific policies with ground-level insights. Image Credit: Twitter(@PIB_India)

In a major push to bolster India's food safety regulations, the Food Safety and Standards Authority of India (FSSAI), under the Ministry of Health and Family Welfare, convened a National Stakeholder Consultation on “*Comprehensive Analysis of Regulatory Framework on Food Labelling, Advertisement and Claims*” at Vigyan Bhawan. The event gathered around 700 participants from government bodies, industry, academia, consumer groups, and state food safety authorities to assess

current rules, address challenges in enforcement, and explore alignment with global best practices.

Focus on Consumer Protection, Public Health, and Industry Innovation

The consultation aimed to ensure that India's food labelling and advertising rules not only protect consumers but also support fair competition and innovation in the food sector. By bringing together diverse stakeholders—ranging from line ministries to industry associations and farmer groups—FSSAI sought to create a regulatory framework that is both practical and public health-oriented.

Smt. Punya Salila Srivastava, Secretary, Ministry of Health and Family Welfare, inaugurated the event, stressing that in a rapidly evolving globalised food market, India must adopt ethical, truthful, and transparent practices.

“We are now exposed to the entire world, which means we must adopt positive changes and best practices, while scrutinising food products more closely. In this fast-moving world, consultations like this are vital,” she said.

Call for Honest Declarations and Ethical Advertising

Smt. Nidhi Khare, Secretary, Department of Consumer Affairs, urged industry leaders to ensure that food labels serve as trust-building tools, not just marketing devices.

“Food labelling should be treated as the most essential factor of trust between a manufacturer and a consumer. We want truthful and honest declarations of whatever is contained in the product, leaving the consumer to make the final choice,” she emphasised.

She cautioned against misleading advertisements and manipulative marketing practices, calling for a collective responsibility to safeguard consumer interests.

Need for Stronger Scrutiny of Claims

Shri Sanjeev Sanyal, Member of the Economic Advisory Council to the Prime Minister, stressed that health and nutrition claims in food advertising require rigorous, independent validation.

He praised FSSAI's decision to implement all label changes and related regulations only once a year—on 1 July—calling it a “major step” towards predictability and reduced uncertainty for the industry.

Shri Prabhat, Additional Secretary, Ministry of Information and Broadcasting, highlighted the public health risks of false claims and called for strict accountability mechanisms in advertising.

Technical Sessions and Case Studies

The event featured:

- Session 1: *Overview of Global and Indian Regulatory Framework on Food Labelling, Advertisement and Claims* – examining how India's rules compare with international standards from bodies like Codex Alimentarius.
- Session 2: *From Claims to Compliance* – FSSAI-led enforcement case studies showing the transition from identifying misleading claims to achieving compliance.

These sessions were followed by an interactive dialogue, enabling industry representatives, regulators, and experts to brainstorm solutions for challenges such as:

- Monitoring digital and social media food advertisements.
- Standardising health and nutrition claims.
- Strengthening enforcement at state and district levels.

Actionable Outcomes and Next Steps

The consultation resulted in recommendations for:

- Enhancing truthfulness and clarity in labels and advertisements.
- Creating industry guidelines for responsible marketing.

- Increasing consumer awareness campaigns.
- Introducing technology-driven monitoring of online and offline claims.
- Strengthening collaboration between central and state authorities.

FSSAI emphasised that this dialogue is part of a series of national-level consultations aimed at refining sector-specific policies with ground-level insights.

Leadership Presence

The event was attended by senior FSSAI officials, including Shri G. Kamala Vardhana Rao (CEO), Dr. Alka Rao (Advisor – S&S&R), Shri U. S. Dhyani (Executive Director), and Shri Satyen Kumar Panda (Advisor – QA), along with Ministry officials.

By aligning with international norms, strengthening domestic enforcement, and promoting transparent practices, FSSAI aims to make India's food labelling framework a model that ensures consumer trust, public health, and fair market practices.

Indian food industry urged to make 'truthful, honest declarations' on packaging labels

IANSAugust 13, 2025

The Food Safety and Standards Authority of India (FSSAI) has called for greater transparency in food packaging labels. Government officials emphasized the critical need for honest and accurate product declarations during a national consultation. Representatives from various sectors discussed ways to improve regulatory frameworks and consumer trust. The initiative aims to empower consumers with clear, reliable information about food products.

"Food labelling should not just be a marketing tool" - Nidhi Khare, Consumer Affairs Secretary

New Delhi, Aug 13: The Food Safety and Standards Authority of India (FSSAI), on Wednesday, urged the food manufacturing industry to make "truthful and honest declarations" on food labels and packages.

Key Points

- 1 FSSAI calls for truthful food packaging declarations
- 2 700 industry experts discuss regulatory framework
- 3 Government seeks enhanced consumer protection
- 4 Transparency prioritized in food product information

At the National Stakeholder Consultation on 'Comprehensive analysis of Regulatory Framework on Food Labelling, Advertisement and Claims', held at the Vigyan Bhawan, here, the FSSAI underlined the collective responsibility to ensure that the information on food packages are accurate, transparent, and truthful, enabling consumers to make informed, safe, and healthy choices with absolute confidence.

In her inaugural address, Health and Family Welfare Secretary Punya Salila Srivastava emphasised the importance of ethical and truthful practices in labelling and advertising in the food sector.

"Things are changing rapidly today. We are now exposed to the entire world, which means we must adopt many positive changes and best practices, while also scrutinising food products more closely. In this fast-moving world, consultations like this are vital," Srivastava added.

Consumer Affairs Secretary Nidhi Khare urged the industry to "make truthful and honest declarations and voluntarily come out and say what the product contains and desist from misleading advertisements and manipulative practices".

"Food labelling should not just be a marketing tool, but it should also be treated as the most essential factor of trust between a manufacturer and a consumer. We want a truthful and honest declaration of whatever is contained in the food product, and the consumer should be left to make the final choice," she added.

The consultation brought together around 700 representatives from government departments, scientific experts, and food businesses, aimed to evaluate the effectiveness of existing regulations.

The experts also addressed implementation challenges and explored ways to align with global standards to strengthen consumer protection, foster public health.

The event formed part of an ongoing series of national-level stakeholder dialogues designed to address key regulatory issues requiring multi-stakeholder engagement.

FSSAI's National Stakeholder Consultation Charts Roadmap for Transparent and Accountable Food Labelling in India: August 2025

By Manan Malhotra | 14/08/2025



New Delhi: On **August 13, 2025**, the **Food Safety and Standards Authority of India (FSSAI)**, under the Ministry of Health and Family Welfare, hosted a **National Stakeholder Consultation** at Vigyan Bhawan, New Delhi, with the theme "*Comprehensive Analysis of Regulatory Framework on Food Labelling, Advertisement and Claims.*"

The event brought together **around 700 delegates** from ministries, regulatory bodies, the food industry, academic institutions, consumer organizations, and scientific communities. The primary focus was to enhance **truth, transparency, and accountability** in food labelling and advertising — aligning with global best practices, safeguarding **consumer trust and public health**, and fostering **innovation in the food industry**.

Why Focus on Food Labelling?

Food labelling serves as the most direct point of communication between manufacturers and consumers. The consultation emphasized that labels and advertisements should not merely be marketing tools but **essential instruments of trust**, empowering consumers to make informed choices.

Participants' Common Objective

The discussions aimed to:

- Review **current regulations**
- Address **implementation challenges**
- Align with **international standards**
- Curb **false claims** in advertising
- Boost **consumer confidence**

Leadership Voices at the Consultation

Ethical and Truthful Practices Crucial

Smt. **Punya Salila Srivastava**, Secretary, Ministry of Health and Family Welfare, stressed the need to adopt **positive changes and best practices** from around the world, backed by closer scrutiny of food products:

"Things are changing rapidly. We must adopt many positive changes while scrutinizing food products more closely. In this fast-moving world, consultations like this are vital."

Food Labelling as a Trust Factor

Smt. **Nidhi Khare**, Secretary, Department of Consumer Affairs, called for **honest and transparent declarations**:

"Food labelling should not just be a marketing tool, but the most essential factor of trust between manufacturer and consumer. We want truthful declaration of whatever is contained in the food product, leaving the consumer to make the final choice."

She further urged the industry to avoid **manipulative advertising** and uphold **collective responsibility** for consumer safety.

External Validation of Scientific Claims

Shri **Sanjeev Sanyal**, Member, Economic Advisory Council to the Prime Minister, underscored the need for **external validation** of scientific claims made in advertisements. He welcomed FSSAI's move to **implement all label changes once annually from July 1** to reduce uncertainty for the labelling industry.

Accountability in Food Advertising

Shri **Prabhat**, Additional Secretary, Ministry of Information and Broadcasting, highlighted public health risks associated with **false claims**:

"There is an increasing need to ensure advertisements are ethical, truthful, and not misleading, particularly in the context of health and nutrition claims."

Technical and Interactive Sessions

- **Session 1:** *Global and Indian Regulatory Framework on Food Labelling, Advertisement, and Claims* – Providing cross-country insights.
- **Session 2:** *From Claims to Compliance* – FSSAI-led enforcement case studies.
- **Interactive Discussions:** Stakeholders exchanged perspectives on **industry responsibilities, enforcement challenges, and collaborative solutions**.

Key Outcomes and Actionable Recommendations

1. **Annual implementation schedule** for label changes to ensure industry preparedness.
2. **Mandatory external scientific validation** of health and nutrition claims.
3. Increased **pre-approval scrutiny** for advertisements to curb misleading promotions.

4. **Capacity-building programmes** for state food safety authorities.
5. Development of a **centralized digital registry** of verified product claims for public access.

Conclusion

The National Stakeholder Consultation reinforced the need for **ethical and responsible food labelling** as a public health imperative. By bridging regulatory intent and industry practice, FSSAI is paving the way for a **consumer-first approach** in the food sector. The collaborative effort across ministries, industry, scientific experts, and consumer groups marks a decisive step towards a **transparent, trustworthy, and standardised regulatory environment** in India's rapidly evolving food industry.

पारदर्शी और ज़िम्मेदार खाद्य लेबलिंग के लिए रोडमैप तैयार करने की राह पर एफएसएसएआई, परामर्श बैठक का आयोजन

By [Livevns.news Desk](https://livevns.news) Aug 13, 2025, 19:29 IST



नई दिल्ली, 13 अगस्त (हि.स.)। खाद्य लेबलिंग, विज्ञापन और दावों पर भारत के नियामक ढांचे को मज़बूत करने के मकसद से बुधवार को स्वास्थ्य एवं परिवार कल्याण मंत्रालय के तहत आने वाले भारतीय खाद्य सुरक्षा एवं मानक प्राधिकरण (एफएसएसएआई) ने राष्ट्रीय परामर्श बैठक का आयोजन किया।

विज्ञान भवन में आयोजित राष्ट्रीय हितधारक परामर्श में 'खाद्य लेबलिंग, विज्ञापन और दावों पर नियामक ढांचे का व्यापक विश्लेषण' विषय पर चर्चा की गई। इस परामर्श में संबंधित मंत्रालयों, सरकारी विभागों, वैज्ञानिक विशेषज्ञों, खाद्य व्यवसायों, राज्य खाद्य सुरक्षा प्राधिकरणों, उद्योग संघों, उपभोक्ता संगठनों और शैक्षणिक संस्थानों के लगभग 700 प्रतिनिधि शामिल हुए।

इस मौके पर स्वास्थ्य एवं परिवार कल्याण मंत्रालय की सचिव पुण्य सलिला श्रीवास्तव ने खाद्य क्षेत्र में लेबलिंग और विज्ञापन में नैतिक और सत्यनिष्ठ प्रथाओं के महत्व पर जोर दिया। खाद्य क्षेत्र के विकसित होते परिवेश की ओर इशारा करते हुए श्रीवास्तव ने कहा कि आज चीज़ें तेज़ी से बदल रही हैं। डिजिटल युग में अब एक क्लिक में पूरी दुनिया के साथ संपर्क किया जा सकता है, जिसका अर्थ है कि हमें कई सकारात्मक बदलावों और सर्वोत्तम प्रथाओं को अपनाना होगा, साथ ही खाद्य उत्पादों की और भी बारीकी से जांच करनी होगी। इस तेज़ी से बदलती दुनिया में, इस तरह के परामर्श बेहद ज़रूरी हैं।

उपभोक्ता मामलों के विभाग की सचिव निधि खरे ने कहा कि खाद्य लेबलिंग केवल एक विपणन उपकरण नहीं होनी चाहिए, बल्कि इसे निर्माता और उपभोक्ता के बीच विश्वास का सबसे आवश्यक कारक भी माना जाना चाहिए। हम खाद्य उत्पाद में निहित सभी चीज़ों की सत्य और ईमानदार घोषणा चाहते हैं और अंतिम निर्णय उपभोक्ता पर छोड़ दिया जाना चाहिए। प्रधानमंत्री की आर्थिक सलाहकार परिषद के सदस्य संजीव सान्याल ने विज्ञापनों में वैज्ञानिक दावों के बाहरी सत्यापन की आवश्यकता पर जोर दिया। लेबलिंग उद्योग के लिए अनिश्चितता को कम करने के लिए लेबल में सभी परिवर्तनों को वर्ष में एक बार लागू करने के एफएसएसआई के निर्णय की सराहना की।

Health and Family Welfare: फूड लेबलिंग में पारदर्शिता और जवाबदेही की जरूरत



भारत में पारदर्शी, जिम्मेदार खाद्य लेबलिंग के लिए भारतीय खाद्य सुरक्षा एवं मानक प्राधिकरणकी राष्ट्रीय स्टैक होल्डर परामर्श बैठक में मौजूदा नियमों (एफएसएसआई) की समीक्षा, क्रियान्वयन चुनौतियों का समाधान और वैश्विक मानकों के साथ तालमेल स्थापित करने पर जोर दिया गया जिससे उपभोक्ता संरक्षण, सार्वजनिक स्वास्थ्य और खाद्य उद्योग में इनोवेशन को बढ़ावा मिले.

Health and Family Welfare: भारत में खाद्य लेबलिंग, विज्ञापन और दावों पर नियामक ढांचे को मजबूत करने के लिए, स्वास्थ्य और परिवार कल्याण मंत्रालय के अंतर्गत भारतीय खाद्य सुरक्षा एवं मानक

प्राधिकरण (एफएसएसएआई) ने बुधवार को विज्ञान भवन में “खाद्य लेबलिंग, विज्ञापन और दावों पर नियामक ढांचे का व्यापक विश्लेषण” विषय पर राष्ट्रीय हितधारक परामर्श बैठक का आयोजन किया। इस परामर्श बैठक में लगभग 700 प्रतिनिधियों ने भाग लिया, जिनमें संबंधित मंत्रालयों, सरकारी विभागों, वैज्ञानिक विशेषज्ञों, खाद्य व्यवसायों, राज्य खाद्य सुरक्षा प्राधिकरणों, उद्योग संघों, उपभोक्ता संगठनों और शैक्षणिक संस्थानों के प्रतिनिधि शामिल थे।

इस बैठक का मुख्य उद्देश्य मौजूदा विनियमों की प्रभावशीलता का मूल्यांकन करना, क्रियान्वयन से जुड़ी चुनौतियों का समाधान करना और उपभोक्ता संरक्षण, सार्वजनिक स्वास्थ्य को सुदृढ़ करने तथा खाद्य उद्योग में इनोवेशन को समर्थन देने के लिए वैश्विक मानकों के साथ सामंजस्य स्थापित करने के तरीकों की खोज करना रहा।

खाद्य उत्पादों को और अधिक बारीकी से जांच जरूरी

स्वास्थ्य और परिवार कल्याण मंत्रालय की सचिव, पुण्य सलिला श्रीवास्तव ने बदलते खाद्य क्षेत्र में नैतिक और सच्ची लेबलिंग एवं विज्ञापन की आवश्यकता पर जोर देते हुए सर्वोत्तम प्रथाओं को अपनाने, खाद्य उत्पादों की गहन जांच करने और ऐसे महत्वपूर्ण परामर्श आयोजित करने का आग्रह किया। खाद्य क्षेत्र में नैतिक और सच्ची लेबलिंग और विज्ञापन प्रथाओं के महत्व पर जोर देते हुए खाद्य क्षेत्र के बदलते परिवेश की ओर संकेत करते हुए उन्होंने कहा कि हम अब पूरी दुनिया से जुड़े हैं, जिसका मतलब है कि हमें कई सकारात्मक बदलाव और सर्वोत्तम प्रथाएं अपनानी होंगी, साथ ही खाद्य उत्पादों की और अधिक बारीकी से जांच करनी होगी।

उत्पाद में मौजूद तत्वों की सच्ची घोषणा जरूरी

खाद्य उद्योग में ईमानदार और सच्ची घोषणाओं की आवश्यकता पर जोर देते हुए, उपभोक्ता मामले विभाग की सचिव निधि खरे ने उद्योग से आग्रह किया कि वे उत्पाद में मौजूद तत्वों की सच्ची और ईमानदार घोषणा करें, भ्रामक विज्ञापन और छलपूर्ण प्रथाओं से बचें। उन्होंने कहा कि फूड लेबलिंग केवल एक मार्केटिंग टूल नहीं होना चाहिए, बल्कि इसे निर्माता और उपभोक्ता के बीच विश्वास के सबसे आवश्यक कारक के रूप में माना जाना चाहिए। उन्होंने कहा कि जो भी खाद्य उत्पाद में हो उसकी सच्ची और ईमानदार घोषणा की जाए और अंतिम निर्णय उपभोक्ता पर छोड़ दिया जाये। वहीं प्रधानमंत्री के आर्थिक सलाहकार परिषद के सदस्य संजीव सान्याल ने कहा कि विज्ञापनों में किए गए दावों की और गहराई से जांच की आवश्यकता है, क्योंकि भले ही उनके समर्थन में कथित वैज्ञानिक साक्ष्य मौजूद हों, उन्हें बाहरी रूप से सत्यापित करना आवश्यक है।

व्यावहारिक नीतियां बनाने की जरूरत

इस परामर्श ने हितधारकों के बीच ज्ञान और अनुभव के आदान-प्रदान की सुविधा प्रदान की, जिसके परिणामस्वरूप नियामक ढांचे में सुधार, उभरती चुनौतियों का समाधान और उपभोक्ता विश्वास तथा

सार्वजनिक स्वास्थ्य को बढ़ाने के लिए सहयोग को प्रोत्साहित करने के लिए ठोस सिफारिशें सामने आईं.

यह आयोजन उन राष्ट्रीय-स्तरीय हितधारक संवाद श्रृंखलाओं का हिस्सा था, जिन्हें बहु-हितधारक भागीदारी की आवश्यकता वाले प्रमुख नियामक मुद्दों को संबोधित करने के लिए डिज़ाइन किया गया है. उद्योग, अकादमिक जगत, उपभोक्ता समूहों, किसान संगठनों और नियामक निकायों के साथ मिलकर कार्य करते हुए, FSSAI का उद्देश्य अपने नियामक ढांचे में क्षेत्र-विशिष्ट दृष्टिकोण और जमीनी अनुभव को शामिल करना है, जिससे यह सुनिश्चित हो सके कि नीतियां व्यावहारिक और सार्वजनिक स्वास्थ्य प्राथमिकताओं के अनुरूप बनी रहें.



भारतीय खाद्य सुरक्षा और मानक प्राधिकरण
Food Safety and Standards Authority of India



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