

# NUTRITION ADVOCACY IN PUBLIC INTEREST-India (NAP*i*)

March 18, 2024

To,  
Smt. Justice Ranjana Prakash Desai,  
Chairperson,  
Press Council of India,  
7, Teen Murti Marg,  
New Delhi-110011

## CONVENER

Dr. Arun Gupta  
Child Health & Nutrition  
Advocate  
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Mobile: 9899676306

**Sub: Follow up of the letter sent on 14 February 2024 seeking Intervention and Amendment to the Press Council Act 1978.**

Dear Justice Desai,

## MEMBERS

Prof. HPS Sachdev  
Senior Pediatrician &  
Epidemiologist

We are writing further to our earlier letter dated 14 February 2024 and 5 March 2024 seeking intervention and amendment to the Press Council Act 1978.

Dr. Vandana Prasad  
Community Pediatrician

We came across repeated advertisement in Indian print media for "Americana Coconut cookies" dated 17 March 2024, Delhi Times, Times of India Newspaper.

Prof. KP Kushwaha  
Pediatrician & Former  
Principal, BRD Medical  
College Gorakhpur

As mentioned in our previous communication, these cookies contain high levels of Total Sugar (35.45 grams/100 grams), Total Fat (12.10 grams/100 grams), and Sodium (279 mg/100 grams). These values significantly surpass the WHO SEARO Thresholds (Nutrition Profile Model) 2017 for fine bakery wares, which prescribe the following thresholds to restrict marketing/promotion:

Dr Prasanta Tripathy  
Co Founder Ekjut

- Total sugar: Not more than 6 grams/100 grams
- Fat: Not more than 8 grams/100 grams
- Sodium: Not more than 250 mg/100 grams

Prof. Umesh Kapil  
Professor, Dept of  
Epidemiology,  
Biostatistics And Clinical  
Research, I LBS

We are witnessing rampant promotion of such high sugar, sodium and fat pre-packaged food products in print media these days. Given the rising cases of obesity, diabetes, and hypertension in India, it is concerning to witness such aggressive promotion of products that contribute to these health issues.

Dr. J.P. Dadhich  
Child Health & Nutrition  
Advocate

Since the newspaper advertising is controlled by the Norms of Journalistic Conduct 2010 under Press Council Act 1978, we would like to emphasize that the Press Council of India should take immediate steps to halt such misleading advertising.

Ms. Nupur Bidla  
Social Work Professional

We have earlier requested an appointment to explain our appeal in person and request for it again.

Ms. Reema Dutta  
Public Health and Nutrition  
professional

With regards,

Sincerely,

Dr. Vandana Prasad,  
Community  
Pediatrician,  
PHRN, and Jan  
Swasthya Abhiyan

Prof. HPS Sachdev  
Senior Pediatrician &  
Epidemiologist

Dr. Arun Gupta  
Child Health & Nutrition  
Advocate

Dr. Umesh Kapil  
Prof. Dept of Epidemiology,  
Biostatistics and Clinical  
Research, Institute of Liver  
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## ADDRESS

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Pediatrician & Former  
Principal, BRD Medical  
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Co Founder Ekjut

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