

NUTRITION ADVOCACY IN PUBLIC INTEREST-India (NAPi)

May 29, 2023

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To,
Shri. Priyank Kanoongo
Chairperson
National Commission for Protection of Child Rights (NCPCR)
Government of India
5th Floor, Chanderlok Building, 36 Janpath,
Delhi-110001

Sub: Bournvita Issues

Dear Sir,

We write as Nutrition Advocacy in Public Interest(NAPi), a national think tank on nutrition –consisting of independent experts in epidemiology, human nutrition, community nutrition and pediatrics, medical education, administration and management; having decades of experience in respective fields; and have come together to advocate on nutrition policy in public interest. NAPi was chaired by Late Sh. Keshav Desiraju.

We have been appreciative of the fact that NCPCR stepped into this issue from the point of view of children's rights to nutrition and issued a notice to Bournvita. However, we have been appalled to note the response from Bournvita as disseminated in the press and media¹, which is blatantly disrespectful and facetious. In particular, there is a line saying that the sugar content of the product is within limits "**as long as it is made with 200ml of milk**"!! This response would be laughable if it were not so serious.

'Bournvita' has no control or mandate to ensure how their product will be utilised in people's homes. We hope you are aware of the company selling small pouches of Rs 5 each (Annex-1). Children are free to eat the product as it is and often do so. It is self-evident that any company should only be permitted to speak of their OWN product instead of advising how it should be used and then using some hypothetical situation to project health benefits. Allowing this, for instance, would be tantamount

¹<https://www.thehindu.com/news/national/bournvita-maker-defends-sugar-content-says-marketing-is-legal/article66892613.ece>

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for a salt company to be allowed to recommend that pure salt be used with an egg a day and then claim that salt provides 10 gms. Of protein a day!

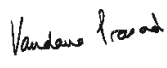
In any case, it is disrespectful of the laws of the land as well as NCPCR's concern.

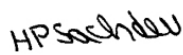
We do hope that you will not accept such a ridiculous response from Bournvita and trust that you will bring them to book for misrepresentation of their product.

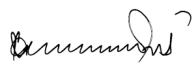
With thanks and kind regards

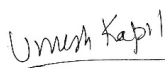
Yours Sincerely,

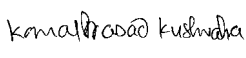
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