

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

February 5, 2024

## CONVENER

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To,  
**Shri. Apurva Chandra  
Secretary,  
Ministry of Health and Family Welfare,  
Government of India,  
Room No- 156-A,  
Nirman. Bhavan,  
Delhi -110011**

Dear Shri. Chandra,

Greetings from Nutrition Advocacy in Public Interest (NAP*i*)

At the outset, I like to congratulate you on being appointed as Secretary to Government of India, MOHFW.

I am pleased to share an article titled "**Why There is a Need to Prioritise Regulation of Ultra-processed Foods and HFSS Foods in India**" published in the 'Preventive Medicine Research & Reviews', January, 2024. I authored this review article upon request by the journal to delve into the rising consumption of ultra-processed foods (UPFs) and foods high in fats, sugars, and salt (HFSS) in India.

It is so apparent that regulations for labelling and marketing of such food products be prioritised in India. The regulatory approach, which is part of the existing National Multi-sectoral Action Plan on NCDs, may be really effective to reduce exposure and power of advertisements of UPFs/HFSS foods to halt their rising consumption. Two advertisements from 4<sup>th</sup> Feb newspapers are attached for your quick reference.

MOHFW may like to call for a 'Public Health Consultation', chaired by your good self, in order to effectively and urgently implement these actions.

I seek an appointment with you as per your convenience, to brief you and discuss future actions.

With kind regards,



**Dr. Arun Gupta  
Convener, NAP*i***

**Encl. AA**

## ADDRESS

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