

# NUTRITION ADVOCACY IN PUBLIC INTEREST-India (NAPi)

5<sup>th</sup> June 2023

## CONVENER

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

## MEMBERS

Prof. HPS Sachdev  
Senior Pediatrician &  
Epidemiologist

Dr. Vandana Prasad  
Community Pediatrician

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

Dr Prasanta Tripathy  
Co Founder Ekjut

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

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

Ms. Nupur Bidla  
Social Worker

## ADDRESS

NAPi  
BP-33, PITAMPURA,  
DELHI-110034  
CONTACT NO- 42683059

[napiindia.in@gmail.com](mailto:napiindia.in@gmail.com)  
[www.napiindia.in](http://www.napiindia.in)

To,  
**Dr. Bharati Pravin Pawar**  
**Minister of State**  
**Ministry of Health & Family Welfare**  
**Government of India**  
**Room No. 201-D**  
**Nirman Bhawan**  
**Delhi - 110011**

**Subject** - Request to take action against promotion of misleading advertisement.

Dear Madam,

We are writing in behalf of The 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; has come together to advocate on nutrition policy in public interest.

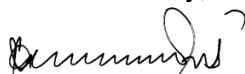
We appreciate your response to the Parliament question on Ultra-Processed High Fat Sugar and Sodium (HFSS) Foods that "Regular Consumption of Ultra-Processed High Fat Sugar and Sodium (HFSS) foods has adverse effects on the Health of individuals. Review of Scientific literature suggests a strong association between higher consumption of processed foods high in fat sugar and sodium with obesity markers such as greater Body Mass Index (BMI) and waist circumference and many non-communicable diseases".

In this context the advertisements of Ultra-Processed High Fat Sugar and Sodium (HFSS) Foods are misleading. We draw your attention to one of the complaints filed before the Consumer Protection Authority, in which a particular brand of biscuit advertisement fails to provide information on sugar/salt or fats. The Act defines such ads as misleading.

We therefore request you to initiate strict action against promotion of misleading advertisement of such High Fat Sugar and Sodium (HFSS) Foods and use your good offices to ensure that action is taken swiftly.

With regards,

Yours Sincerely,



**Dr. Arun Gupta MD (Ped) FIAP**  
**Convener, Nutrition Advocacy for Public Interest (NAPi)**  
**Former Member, PM's Council on India's Nutrition Challenges**  
**Mobile 9899676306**  
**Email Id- [arun.ibfan@gmail.com](mailto:arun.ibfan@gmail.com)**