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NAPi India <napiindia.in@gmail.com>

Mar 5, 2024,
12:15 PM

to secy-pci, asmib.inb, Apurva, Arun, Nupur, chairmanbpp-pci

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

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

Dear Justice Desai,

We are writing to you in follow up of the letter written to you on 14 February 2024 seeking intervention and amendment to the Press Council Act 1978.

We are witnessing rampant promotion of high sugar, sodium and fat pre packaged food products in print media these days. With the rising obesity, diabetes and hypertension cases in India it's alarming to see such aggressive promotion of products that significantly contribute to aforementioned diseases.

WHO SEARO Thresholds(Nutrition Profile Model) 2017, for fine bakery wares i.e. Biscuits prescribes thresholds to restrict marketing/promotion if the products are more than 6 grams /100 grams for Total sugar, 8 grams/100 grams for Fat and 250 mg/100 grams for sodium.

But, ironically Indian print media is full of advertisements of such products and they continue to conceal information about their high sugar, sodium and fat content. This misleads the consumers.

We came across these following products on 24th February (1,2) and 5 March 2024 (3,4) in Times of India.

1.Americana Coconut cookies : Total Sugar 35.45 grams/100 grams, Total Fat 12.10 grams/100 grams and Sodium is 279 mg/100 grams.

2.Parle Coconut Crunchy Cookies: Total Sugars 26.2 grams/100 grams and Total Fat 16.1 grams/100 grams.

3.Britannia Gobbles Red Velvet Marble Cake: Sugars 26 grams/100grams and Total Fat 17.2 grams/100 grams.

4.Britannia Gobbles Vanilla Choco Marble Cake: Sugars 27.2 grams/100 and Total Fat 17.2 grams/100 grams.

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.

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

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
& Biliary Sciences, ND***

***Prof. K P Kushwaha
Pediatrician & Former
Principal, BRD Medical
College Gorakhpur***

***Dr. PrasantaTripathy
Co Founder Ekjut***

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

***Nupur Bidla
PhD Sc PhD Scholar (Social
Work)***

Cc:

Shri Nungsanglemba Ao, Secretary, Press Council of India for Necessary Action
Shri. Apurva Chandra, Secretary, Ministry of Health and Family Welfare
Ms. Neerja Sekhar, Additional Secretary, Ministry of Information & Broadcasting