

National Stakeholder Consultation by FSSAI Charts Roadmap for Transparent, Responsible Food Labelling in India; emphasizes trust and accountability in Food Labelling and Advertising

The Consultation reviews current regulations, tackles implementation challenges, and seeks alignment with global standards to enhance consumer protection, public health, and food industry innovation

Union Health Secretary emphasizes the need for ethical and truthful labeling and advertising in the evolving food sector; urges to adopt best practices, closely scrutinize food products, and hold such vital consultations

Food labelling should not just be a marketing tool, but it should also be treated as the most essential factor of trust between a manufacturer and a consumer. We want truthful and honest declaration of whatever is contained in the food product, and the consumer should be left to make the final choice:

Smt. Nidhi Khare

Shri Sanjeev Sanyal emphasizes the need for external validation of scientific claims in

advertisements; praises FSSAI's decision to implement all label changes once annually to reduce uncertainty for the labelling industry

Posted On: 13 AUG 2025 5:51PM by PIB Delhi

In a concerted effort to strengthen India's regulatory framework on food labelling, advertisement, and claims, the Food Safety and Standards Authority of India (FSSAI), under the Ministry of Health and Family Welfare, convened the National Stakeholder Consultation on 'Comprehensive analysis of Regulatory Framework on Food Labelling, Advertisement and Claims', at Vigyan Bhawan, here today. The consultation brought together around 700 representatives from line ministries, government departments, scientific experts, food businesses, state food safety authorities, industry associations, consumer organizations, and academic institutions. The aim was to evaluate the effectiveness of existing regulations, address implementation challenges, and explore ways to align with global standards to strengthen consumer protection, foster public health, and support innovation in the food industry.



In her inaugural address, Smt. Punya Salila Srivastava, Secretary, Ministry of Health and Family Welfare, emphasized the importance of ethical and truthful practices in labelling and advertising in the food sector. Pointing at the evolving ecosphere of the food sector, Smt. Srivastava stated that “things are changing rapidly today. We are now exposed to the entire world, which means we must adopt many positive changes and best practices, while also scrutinizing food products more closely. In this fast-moving world, consultations like this are vital.”



Highlighting the need for honest and truthful declarations in the food industry, Smt. Nidhi Khare, Secretary, Department of Consumer Affairs, urged the industry to make truthful and honest declarations and to voluntarily come out and say what the product contains and desist from misleading advertisements and manipulative practices. She stated that “food labelling should not just be a marketing tool, but it should also be treated as the most essential factor of trust between a manufacturer and a consumer. We want truthful and honest declaration of whatever is contained in the food product, and the consumer should be left to make the final choice.” She also underlined the collective responsibility to ensure that this information is accurate,

transparent, and truthful, enabling consumers to make informed, safe, and healthy choices with absolute confidence.



In his special address during the inauguration session, Shri Sanjeev Sanyal, Member, Economic Advisory Council to the Prime Minister, noted that “the issue of claims in advertisements also needs deeper scrutiny because even if there is supposedly scientific evidence supporting them, it needs to be validated externally.” Lauding FSSAI’s contribution in this regard, Shri Sanyal stated that “an announcement was made by FSSAI earlier this year that all label changes and related rules and regulations will now be implemented only once a year, on the 1st of July. This is actually a major step, because it removes a big problem and uncertainty for the labelling industry.”



Highlighting the seriousness of false claims in the food sector, Shri Prabhat, Additional Secretary, Ministry of Information and Broadcasting, emphasized the need for accountability and accurate communication. “There is an increasing need to ensure advertisements are ethical, truthful, and not misleading, particularly in the context of health and nutrition claims. False claims in this sector not only undermine consumer trust but also pose serious public health risks,” he said.

An insightful technical session on “An Overview of Global and Indian Regulatory Framework on Food Labelling, Advertisement and Claims” was conducted, followed by a session on Enforcement Case Studies by FSSAI titled “From Claims to Compliance.” The sessions concluded with an interactive discussion involving various stakeholders, fostering dialogue on key challenges, industry responsibilities, and collaborative approaches toward effective implementation of food labelling and advertising regulations.



The consultation facilitated the exchange of knowledge and experiences among stakeholders, resulting in actionable recommendations for improving the regulatory framework, addressing emerging challenges, and fostering collaboration to enhance consumer trust and public health.

The event formed part of an ongoing series of national-level stakeholder dialogues designed to address key regulatory issues requiring multi-stakeholder engagement. By working closely with industry, academia, consumer groups, farmer organizations, and regulatory bodies, FSSAI aims to integrate sector-specific perspectives and ground-level insights into its regulatory framework, ensuring that policies remain both practical and aligned with public health priorities.

Shri G. Kamala Vardhana Rao, Chief Executive Officer, FSSAI, Dr. Alka Rao, Advisor (S&S&R) FSSAI, Shri U. S. Dhyani, Executive Director, FSSAI, Shri Satyen Kumar Panda, Advisor (QA), FSSAI and senior officials from the Ministry were also present at the event.

MV

HFW/FSSAI-National Stakeholder Consultation on Food Labelling and Advertising/13August2025/1

