

No.P. 13015/16/05-Nut.&IDD
Directorate General of Health Services
Nutrition & IDD Cell

Nirman Bhavan, New Delhi
Dt: 19.3.08

To
Sh. Bejon Misra
Consumer Activist
Voluntary Organisation in Intrest of Consumer
Education (VOICE)
New Delhi- 110014

Subject :- Global dump soft drinks campaign in India

Sir,

Please refer to your letter dated 21.12.07 addressed to Hon'ble Prime Minister on the subject cited above.

It is to inform that considering the increased consumption of junk food/fast food and its ill effects on health about increasing chronic diet related non communicable diseases in the country, this Directorate has been making efforts to advocate healthy habits, consumption of nutritious balanced diets, creating awareness about healthy life styles in the community.

Further, Hon'ble Health & Family Welfare Minister has requested Health Ministers of all State/UTs and Minister Human Resource Development to consider issuing withdrawal of beverages and Junk/fast foods from school/ colleges. Also letters were written to Chief Ministers of all States to consider issuing instructions Vice Chancellors of Universities including Medical and agricultural Universities for withdrawing Junk foods from educational institutions. National and Regional workshops have been organized to generate awareness amongst policy makers on the above.

Yours faithfully,
(Dr. B.K. Tiwary)
Adviser (N)