

**Regarding Need for introduction of graded front of pack nutrition label and ? health tax? on sugary beverages and ultra-processed junk foods-laid**

**SHRIMATI DAGGUBATI PURANDESWARI (RAJAHMUNDRY):** I wish to draw the attention of the Government to the rising incidence of obesity, diabetes, and non-communicable diseases in India, driven largely by high consumption of sugar-sweetened beverages and junk foods. Countries like the UK, Singapore, Thailand, and Malaysia have successfully introduced sugar taxes and front-of-pack labelling systems like Nutri-Grade to curb sugar consumption. For example, Singapore's Nutri-Grade label mandates colour-coded grading (A to D) based on sugar content, and prohibits advertising of drinks with a 'D' grade. Preliminary data from Singapore shows a reduction in the median sugar level of packaged drinks from 7.1% in 2017 to 4.7% in 2021, and an increase in the sale of healthier A and B grade drinks. The UK's sugar levy has reduced sugar levels by 28.8% and is estimated to prevent over 5,000 cases of obesity annually among schoolgirls. India must urgently adopt a similar strategy and I urge the Government to introduce a graded front-of-pack nutrition label, levy a ?health tax? on sugary beverages and ultra-processed junk foods, and set mandatory limits on sugar and salt content in packaged items, as recommended by the Economic Survey. These steps are essential to protect the health of our young population and reduce the burden on public health systems.