

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

UNSTARRED QUESTION NO:5523

ANSWERED ON:02.05.2000

EDIBLE OIL BENEFITS

MD ANWARUL HAQUE;RAGHUVANSH PRASAD SINGH;RAM PRASAD SINGH

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether attention of the Government has been drawn to the news item captioned 'edible oil producers cry foul over diktat on ads' appearing in the Business Standard dated September 6, 1999;
- (b) if so, the facts of the matter reported therein;
- (c) the reaction of the government thereto; and
- (d) the steps proposed to be taken to prevent the oil producers from making tall claims and take consumers for a ride?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (INDEPENDENT CHARGE)

(SHRI N.T. SHANMUGAM)

(a) Yes, Sir.

(b) The report expressed the strong concerns voiced by the industry regarding the implementation of the amended provisions under Prevention of Food Adulteration Rules whereby exaggerated claims on the labels or the advertisements of edible oils and fats were restricted w.e.f. 1.11.1999.

(c) & (d): Exaggerated claims on labels or/on advertisements of edible oils and fats are unacceptable as they are against consumer interests. Hence, this is proposed to be curbed through the effective implementation of the provisions under Prevention of Food Adulteration Rules restricting such claims.