

**GOVERNMENT OF INDIA
FOOD PROCESSING INDUSTRIES
LOK SABHA**

UNSTARRED QUESTION NO:4277
ANSWERED ON:18.05.2006
MISUSE OF ADVERTISING POWER
Verma Shri Ravi Prakash

Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

- (a) whether the Government is aware of the gross misuse of advertising powers for their substandard products by certain companies to mislead the consumers as reported in the Hindustan Times dated May 2, 2006;
- (b) if so, whether there is any mechanism in place to check such misleading advertisements;
- (c) if so, the details thereof;
- (d) whether there is any plan to clamp down heavily on the companies that resort to misleading advertisement for their products that are substandard; and
- (e) if so, the details thereof?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI SUBODH KANT SAHAI)

(a) to (e): Government has introduced a Food Safety and Standards Bill, 2005 in the Lok Sabha on 25.8.2005 and an enabling provision has been proposed to have a check on advertisements of food which mislead the consumers. However, existing provisions under the Prevention of Food Adulteration Act, 1954 (PFA Act, 1954) and Rules made thereunder administered by Ministry of Health and Family Welfare provides mechanism for checking misleading advertisements of food. Offenders are prosecuted as per the provisions of PFA Act 1954 and Rules made hereunder.