

**F No. U-22/106/2024-Promotional Activities**  
Government of India  
Ministry of Food Processing Industries  
Panchsheel Bhawan, August Kranti Marg  
New Delhi -110049.

Dated: 12.12.2024

**Circular**

**Subject: Constitution of Committee to counter misleading publicity of the processed food - reg.**

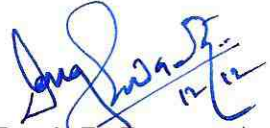
The Ministry of Food Processing industries hereby constitutes a Committee to counter misleading publicity of the processed food with following composition: -

<b>S.No.</b>	<b>Name/Designation/Department</b>	<b>Position</b>
1	Hon'ble Minister of Food Processing Industries	Chairman
2.	Hon'ble Minister of State for Food Processing Industries	Vice Chairman
3.	Secretary, Food Processing Industries, Govt. of India	Member
4.	Secretary, Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Govt. of India	Member
5.	Chairman, FSSAI, Ministry of Health and Family Welfare, Govt. of India	Member
6.	Chairman, APEDA, Ministry of Commerce and Industry, Govt. of India	Member
7.	AS/JS & Financial Advisor, Ministry of Food Processing Industries, Govt. of India	Member
8.	Director, NIFTEM, Kundli, Haryana	Member
9.	Director, NIFTEM, Thanjavur, Tamil Nadu	Member
10.	Representative of CII (to be nominated by CII)	Member
11.	Representative of FICCI (to be nominated by FICCI)	Member
12.	Representative of ASSOCHAM (to be nominated by ASSOCHAM)	Member
13.	Representative of All India Food Processors' Association (to be nominated by AIFPA)	Member
14.	Representative of Federation of Sweets & Namkeen Manufacturers (to be nominated by FSNM)	Member
15.	Representative of Association of Food Scientists and Technologists of India (to be nominated by AFSTI)	Member
16.	Representative of Indian Beverages Association (to be nominated by IBA)	Member

17.	Representative of Plant Based Food Industry Association (to be nominated by PBFIA)	Member
18.	Representative of Advertisement Standards Council of India (to be nominated by ASCI)	Member
19.	Joint Secretary (Promotional Activities), Ministry of Food Processing Industries	Member Secretary

3. The terms of reference of the Committee are attached as Annexure.
4. The Chairman of the Committee may Co-opt additional members on need basis.
5. This issues with the approval of the Competent Authority.

Encl: as above



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To,

- i. Hon'ble Minister of Food Processing Industries
- ii. Hon'ble Minister of State for Food Processing Industries
- iii. Secretary, Ministry of Food Processing Industries, Govt. of India
- iv. Secretary, Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Govt. of India
- v. Chairman, FSSAI, Ministry of Health and Family Welfare, Govt. of India
- vi. Chairman, APEDA, Ministry of Commerce and Industry, Govt. of India
- vii. AS/JS & Financial Advisor, Ministry of Food Processing Industries, Govt. of India
- viii. Director, NIFTEM, Kundli, Haryana
- ix. Director, NIFTEM, Thanjavur, Tamil Nadu
- x. Director General, CII
- xi. Director General, FICCI
- xii. Secretary General, ASSOCHAM
- xiii. President, AIFPA (secretary@aifpa.net)
- xiv. Director, Federation of Sweets & Namkeen Manufacturers (sweetsandnamkeen@gmail.com)
- xv. President, Association of Food Scientists and Technologists of India
- xvi. Secretary General, Indian Beverages Association (info@in-beverage.org)
- xvii. Executive Director, Plant Based Food Industry Association (praveer.srivastava@pbfia.org)
- xviii. CEO & Secretary General, The Advertising Standards Council of India (Manisha@ascionline.in)
- xix. Joint Secretary, Ministry of Food Processing Industries (PA Div)

Copy to:-

- i. PS to Hon'ble Minister, FPI
- ii. PS to Hon'ble MoS, FPI
- iii. PPS to Secretary, FPI
- iv. PS to AS&FA
- v. PPS to JS(DP)
- vi. Director, NIC, MoFPI – with a request to upload this circular on MoFPI Website for wide circulation to all concerned



### **Objective**

To develop and implement a comprehensive strategy to identify, prevent, and address misleading publicity of processed foods, ensuring accurate information for consumers and fostering ethical advertising practices in the processed food industry.

### **Mandate**

The committee will be policy-making body giving overall directions and guidance to counter misleading publicity about the processed food products. The committee shall focus on identifying misleading publicity, recommending regulatory frameworks, and ensuring effective communication to protect consumer rights and promote transparency and positive aspects of the processed food sector.

### **Scope of Work**

- I. **Assessment of Current Practices**
  - Examine existing advertisements, labels, and promotional practices of processed food products.
  - Identify and document instances of misleading claims/ publicity, including exaggerated publicity, unsubstantiated information, on processed food.
- II. **Regulatory and Legal Review**
  - Analyze the adequacy of existing laws and regulations to counter misleading publicity of processed food.
  - Recommend amendments or new frameworks to address gaps in regulation and enforcement.
- III. **Guidelines Development**
  - Formulate ethical guidelines for processed food advertising, emphasizing accuracy, transparency, and scientific validation of claims.
  - Develop a clear set of criteria for what constitutes misleading publicity.
- IV. **Consumer Awareness and Education**
  - Plan and execute public awareness campaigns about common misleading practices and publicity of processed foods.
  - Suggest appropriate multi-media activities to create positive awareness about processed food products.
  - Empower consumers with tools to critically evaluate processed food advertisements, labelling claims on various nutritional benefits.
- V. **Industry Engagement and Collaboration**
  - Engage with stakeholders, including food manufacturers, advertising agencies, and consumer organizations, to promote adherence to ethical standards.
  - Facilitate dialogue between regulatory bodies and industry representatives to align goals.

- To evaluate the technical inputs provided by the industry to counter myths about processed food products.
- Promote generic advertisements on positive aspects of processed foods in collaboration with industry/ industry associations and Ministries.

VI. **Monitoring and Enforcement Mechanisms**

- Recommend mechanisms to continuously monitor processed food publicity.
- Recommend a mechanism for ongoing surveillance of processed food publicity and enforcement of regulations.
- Propose penalties, corrective measures, or incentives to encourage compliance **with guidelines.**

VII. **The committee with approval of the Chairman will take up any other issues related to the matter listed above.**

A handwritten signature in blue ink, appearing to be 'John Smith', with a date '12/12' written below it.