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Union Health Minister launches FSSAI's campaign to stop obesity with multilingual, sign language outreach

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By **Sanjiv Das** | June 9, 2025



Food safety

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On the occasion of World Food Safety Day 2025, Union Minister for Health and Family Welfare, Jagat Prakash Nadda, delivered the keynote address at a programme themed Stop Obesity by Eating Safe and Healthy at the National Institute of Mental Health and Neuro-Sciences (NIMHANS), Bengaluru.

Organised by the Food Safety and Standards Authority of India (FSSAI), Ministry of Health & Family Welfare, Government of India, the programme focussed on the critical role of food safety and nutrition in preventing non-communicable diseases such as obesity.

Minister of Medical Education and Skill Development Department, Government of Karnataka, Dr Sharanprakash R Patil, Members of Parliament, Lahar Singh Siroya and PC Mohan, Union Health Secretary, Punya Salila Srivastava and senior officers of the Government of India also attended the event.

Nadda stated that the awareness initiative to combat obesity is a timely step towards educating people about the health risks associated with poor dietary habits and encouraging them to adopt balanced, nutritious diets.

The Union Health Minister underlined the importance of safe, healthy and nutritious food along with the benefits of a balanced diet that can ensure increased immunity.

Underlining the challenge of unhealthy foods and dietary habits, especially in urban areas, Nadda stressed that children are the most vulnerable group when it comes to adulterated foods as they are attracted towards unhealthy foods and their advertisements. To meet this challenge, he called for ensuring awareness at a young age that will bring forth better impact.

Highlighting the negative impact of ultra-processed foods on health, Nadda urged all to be careful of their food habits and adhere to nutritious food that brings healthy changes to one’s mind and body. He further added that “eating right is a right that one must exercise. Eating right and ensuring awareness about it is a collective responsibility of the government, industry, academia and individuals.”

Nadda urged all stakeholders to respond to the Prime Minister's clarion call and reduce oil consumption by 10 per cent and reduce salt intake which can be ensured through awareness towards right food habits.

Nadda also commended the innovative behavioural change strategy i.e., the widespread promotion of sugar and oil boards across schools, workplaces and public institutions, developed by FSSAI under the aegis of the Union Ministry of Health & Family Welfare that serve as powerful visual advocacy tools, displaying clear, relatable information about hidden sugars and fats in everyday food items. By embedding these messages in common spaces- canteens, corridors, meeting rooms, they subtly nudge individuals to make healthier choices. He also suggested that to make the initiative more effective, calorie intake should also be highlighted along with sugar and urged for incorporating awareness in the curriculum.

Punya Salila Srivastava, Secretary, Ministry of Health and Family Welfare highlighted the efforts for leveraging science, bringing surveillance and risk assessment systems to ensure safe and secure food for all. She also underlined the importance of healthy food habits and urged all the stakeholders to be vigilant and informed about food safety and avoid foods with harmful additives.

Sanjay Kumar, Secretary, Department of School Education and Literacy, Government of India, emphasised the importance of eating right and stopping obesity. He reiterated the Prime Minister's call for reducing oil consumption by 10 per cent while emphasising the need to make children aware of their food choices and stressed the need for community participation to ensure healthy eating habits.

The event featured the launch of the Awareness Initiative to Stop Obesity, under FSSAI’s flagship *Eat Right India* programme.

The ‘Eat Right Activity Book– Your Guide to Eat Right at School’, a key resource under the Eat Right School initiative was also launched during the event.

Read online: https://nuffoodsspectrum.in/news/4/22438/union-health-minister-launches-fssais-campaign-to-stop-obesity-with-multilingual-sign-language-outreach.html
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