



#AajSeThodaKam

Reduction of Fat, Salt and Sugar

Poor lifestyle and diet along with consumption of trans fats; especially industrially produced (IP) trans fats is a major risk factor for heart diseases. Trans fats are usually found in vanaspati, margarine, bakery shortening, bakery products and fried foods etc. A small amount of trans fats also get generated when the same cooking oil is used for repeated frying. FSSAI has adopted a multifaceted approach to make India 'trans fat free' by 2022 in the 75th year of independence. FSSAI has released Regulations to limit the Trans fatty acids (TFA) content in vegetable fats, vanaspati, bakery shortening and bakery and industrial margarine and various food products and run public awareness campaigns to educate consumers.

Features

01

Aaj Se Thoda Kam campaign for consumers for healthy eating

02

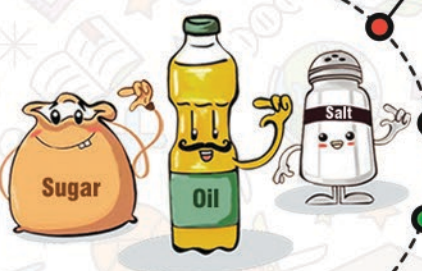
Pledges by food businesses to reduce salt, sugar and fat content

03

Engagement with food professionals for healthy recipes

04

Engagement with scientists for reformulation into healthier products



Resources

The Pink Book for homes

The Yellow Book for schools

Videos



Guidance document

The Orange Book for campuses

TVCs starring Virat Kohli and Rajkumar Rao

Posters

Stakeholders

Food Safety Department of States/UTs

Food Industry/Vendors

Health, Food and Nutrition Associations/Organizations

Civil Society Organizations

Print, electronic and social media

Research Institutes

Funding Partners/Corporates (CSR)

Influencers

Consumers



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