



पुण्य सलिला श्रीवास्तव, भा.प्र.से.
सचिव

PUNYA SALILA SRIVASTAVA, IAS
Secretary



सत्यमेव जयते



भारत सरकार

स्वास्थ्य एवं परिवार कल्याण विभाग
स्वास्थ्य एवं परिवार कल्याण मंत्रालय

Government of India

Department of Health and Family Welfare

Ministry of Health and Family Welfare

D.O. No. T-20014/65/2025-SAS-I

21.06.2025

Subject : Display of "Oil and Sugar Board" in Ministry / Department / Offices to promote Healthy Lifestyles and Combat Obesity and Non-Communicable Diseases (NCDs)

Dear Colleague,

As we are aware, India is witnessing a sharp rise in obesity among both adults and children. As per NFHS-5 (2019-21), over one in five adults in urban areas are overweight or obese. Prevalence of childhood obesity is impacted by poor dietary habits and reduced physical activity. As per *The Lancet* GBD 2021 obesity forecasting study, published in **2025**, the number of overweight and obese adults in India is projected to rise from **18 crores in 2021** to **44.9 crores by 2050**, making it the country with the **second-highest global burden**.

2. Obesity significantly raises the risk of Non-Communicable Diseases such as diabetes, hypertension, heart disease, and certain cancers. It also affects mental health, mobility, and quality of life, and imposes a heavy economic burden through increased healthcare costs and productivity losses. Early prevention and health promotion are critical to reversing these trends.

3. Hon'ble Prime Minister Shri Narendra Modi ji has given a clarion call to combat obesity through lifestyle changes. At the Opening Ceremony of the 38th National Games in Dehradun on 28th January 2025, Hon'ble Prime Minister invoked the Fit India Campaign and urged citizens to adopt active, healthy lifestyles as part of the broader vision of a Swasth Bharat. In his *Mann Ki Baat*, he called for a 10% reduction in oil consumption.

4. In response to this national appeal, and as part of the Ministry's flagship initiatives under the National Programme for Prevention and Control of Non-Communicable Diseases (NP-NCD), it is imperative to promote sustainable behavioural changes in our workplaces. These include reducing excessive consumption of oil and sugar, both of which are key contributors to rising rates of obesity, diabetes, hypertension, and other lifestyle-related disorders.

5. We are proposing display of Sugar and Oil Boards as an initiative to promote healthier dietary habits in various settings. These boards serve as visual behavioural nudges in schools, offices, public institutions etc. displaying key information about hidden fats and sugars in everyday foods.

6. In the same spirit, I request you to kindly **issue directions** to all

टीबी हारेगा देश जीतेगा / TB Harega Desh Jeetega

Departments/Offices/autonomous bodies and other public institutions/organizations under your Ministry to:

- i) Install Oil and Sugar Board displays (Digital/ Static posters etc) in common areas (cafeterias, lobbies, meeting rooms and other public spaces) to raise awareness on harmful consumption.
- ii) Print health messages on all official stationery (letterheads, envelopes, notepads, folders, etc.) and publications to reinforce daily reminders on fighting obesity.
- iii) Promote healthy meals and physical activity in offices through nutritious, healthier food options (more fruits, vegetables, and low-fat options, and by limiting availability of sugary drinks and high-fat snacks) and active workplace initiatives (such as encouraging use of stairs, organizing short exercise breaks, and facilitating walking routes).

7. These visual cues and practical tips are part of a larger national movement to reduce the burden of NCDs, and your Ministry's leadership in this regard can serve as an inspiration for wider behavioural transformation across government systems. A few prototypes of such boards are enclosed. However, you may like to customize these as per your requirements. I would also encourage you to visit the https://youtube.com/playlist?list=PLe_cE1UOQ6EYEmiIGQl44zapIH3k2ki04&feature=shared of Food Safety and Standards Authority of India for relevant IEC material including posters, videos etc. For more details regarding the initiative may email at iec@fssai.gov.in

8. Together, let us lead the way in turning the Hon'ble Prime Minister's vision of a Healthy India into a mass movement, starting right from our workplaces.

With regards,

Yours sincerely,

Encl : as above

Punya Salila
(Punya Salila Srivastava)

Secretary, All Ministries & Departments, Govt. of India

Recommended limit
One should consume only
27-30 gms of fat/day

Which food contains how much oil?



1 Samosa (100 g)
17 gms of fat.



2 kachoris (40 g)
10 gms of fat.



1 Vadapav (127 g)
10 gms of fat.



1 Vada (71 g)
10 gms of fat.



10 Pakoras (130 g)
14 gms of fat.



Banana Chips (28 g)
14 gms of fat.



French Fries (117 g)
17 gms of fat.



1 Burger (247 g)
31 gms of fat.



4 Slices Pizza (428g)
40 gms of fat.



SUGAR BOARD

Which food contains how much Sugar?

Recommended limit

Sugar intake should not exceed
25g/person/day for adults and
20g/day for children



1 Gulabjamun (62 g; 203 kcal)

32 g of Sugar



1 tsp Jaggery (5 g; 22 Kcal)

4 g of Sugar



Soft Drink (300 ml; 132 Kcal)

32 g of Sugar



Flavored Juice (300 ml; 171 Kcal)

36 g of Sugar



Chocolate (45 g; 240 Kcal)

25 g of Sugar



Chocolate Pastry (87g; 212 Kcal)

20 g of Sugar

Less Sugar, More Life



OIL BOARD

Which food contains how much oil?

Recommended limit
One should consume only
27-30 gms of fat/day



1 Samosa
(100 g; 362 Kcal)

28 g of fat



kachoris
(40 g; 166 Kcal)

10 g of fat



1 Vadapav
(127 g; 263 Kcal)

9.5 g of fat



6 Slices Pizza
(471g; 1377 Kcal)

40 g of fat



10 Pakoras
(130 g; 351 Kcal)

26 g of fat



Banana Chips
(28 g; 147 Kcal)

9.5 g of fat



French Fries
(117 g; 342 Kcal)

17 g of fat



1 Burger
(247 g; 590 Kcal)

20.5 g of fat

Less Oil, More Life

आज से 10% कम








Sugar Facts

Sugar Board



SUGAR IS MORE FOR TASTE, SERVES NO NUTRITION...
less sugar, more life

MAXIMUM SUGAR INTAKE PER DAY - 25g =  x5 =     tsp

सेहत है तो सब कुछ है

Do you know?

पता है क्या ?

- ☐ All packaged foods have information on sugar; read labels
- ☐ Sugar can be disguised as sucralose, mannitol, erythritol, xylitol, sorbitol
- ☐ Jaggery, honey, date syrup, maple syrup, brown sugar, caramel, molasses are equally bad



Sugar consumption is linked to overweight and obesity

Sugar? No Please!

Sugar Showdown!

किसमें कितनी है चीनी ?



x6



x2



x11



x8



x4

Per Serving



x1



x11



x3



x5



x2



x2

Today's canteen snack(s)

इसमें इतनी है चीनी



X



X

“चीनी खाने में नहीं,
बस बातों में होनी चाहिए”



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Tooth decay

Faster ageing

Affects mood

Poor heart health

Obesity

Diabetes

Effect of excess sugar on your body



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x3



x5



x2



x2

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X

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Effect of excess sugar on your body

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