

## Launch of the Report

### "The JUNK PUSH *Rising Ultra-processed Food Consumption in India -Policy, Politics and Reality*

#### National Consultation for an Effective Policy Response

**Date:** Friday 22<sup>nd</sup> September 2023 Time: 9 am -5 pm

**Venue:** Seminar Hall-1, Kamladevi Complex, India International Centre,  
40, Max Mueller Marg, New Delhi – 110003.

#### TENTATIVE PROGRAMME

Time	Topic	Resource Person/s
09.00-9.30 am	Registration	
<b>Session 1: Launch of the Report</b>		
9:30-9:40	Welcome/Introduction /Objectives	<b>Ms Nupur Bidla</b> , National Coordinator BPNI, member NAPI
9:40-9:55	<b>Key Note Address:</b> Unhealthy Food Systems: <i>Filled with Ultra-Processed Food Products</i>	<b>Dr. Vandana Shiva</b> Scientist, Ecologist, Food Sovereignty Advocate, Author, and Founder, Navdanya, India.
9:55-10:20	Findings of the report “The <b>JUNK PUSH</b> <i>Rising Ultra-processed Food Consumption in India - Policy, Politics and Reality</i> ”	<b>Dr. Arun Gupta</b> Convenor, Nutrition Advocacy in Public Interest(NAPi)
10:20-10:40	Launch of the ‘Report’ by the Chief Guest and all dignitaries followed by  Address by the Chief Guest	<b>Sh. B. Kalita</b> , Hon’ble Member of Parliament (Rajya Sabha), Chairman Parliamentary Committee on Health, Government of India.
10:40-10:50	Remarks by	<b>Dr. Bharati Kulkarni</b> , MBBS, DCH, MPH, PhD Scientist G & Head, Division of Reproductive & Child Health & Nutrition, Indian Council of Medical Research, Government of India.
11:00-11:30	Tea Break	
<b>Session 2: Effective Policy Response</b> <b>Chairperson:</b> Dr. SubbaRao M Gavaravarap, Scientist F & Head, Nutrition Information, Communication & Health Education (NICHE) Division, ICMR-NIN		
11:30-11:50	Rising Consumption of Ultra-processed Food Products in India	<b>Prof. Arpita Mukherjee</b> Indian Council for Research on International Economic Relations (ICRIER).
11:50-12:10	Effective Policy Response to Reduce Junk Food Consumption and Best Practices	<b>Ms Nupur Bidla</b> , PhD Scholar and Member NAPI
12:10-12:20	Recorded video message by the global expert, Author: “Ultra Processed People-Why do we eat all stuff that it is not food...and why can’t we stop?”	<b>Dr Chris Van Tulleken</b> , Associate Professor, University College London
12:20-13:00	<b>Questions &amp; Answers, Comments</b>	

<b>13:00-14:00</b>	<b>Lunch Break</b>	
<b>Chairperson: Prof. HPS Sachdev</b> , Consultant in Pediatrics and Clinical Epidemiology Sita Ram Bhartia Institute of Science and Research, New Delhi. <b>Co-Chair Dr. Vandana Prasad</b> , Advisor, Community Processes NHSRC, Government of India		
14:00-14:15	Experience of Youth : How do we get trapped by claims on the labels and advertisements of junk foods?	Youth Ambassadors <b>Ms Saburi Chopra</b> , Jesus and Mary College, Delhi University <b>Ms Neti Verma</b> , Class: 12, Bal Bharti School, Noida Let Us Fix Our Food (LFOF)
14:15-14:30	Voices of Patients' Groups on how they feel about junk food misleading advertisements and labelling	<b>Sumeer Kumar</b> , Patient Advocate for Prevention of Chronic Renal Diseases Chennai  <b>Rohan Arora</b> , Diabetes Foundation
14:30-14:45	Can a Parliamentary Law help?	<b>Mr. Chander Uday Singh</b> Sr. Lawyer Supreme Court of India.
14:45-15:20	Panel Discussion with Members of Parliament	<b>Panel Discussants : Members of Parliament</b> *Invited MPs : Sh.Manish Tewari, Ms.Supriya Sule, Ms. Kanimozhi Karunanidhi, Dr Sanjay Jaiswal
15:20-15:30	Summing Up of findings and recommendations of the consultation	<b>Prof. HPS Sachdev</b> , Consultant in pediatrics and Clinical Epidemiology Sita Ram Bhartia Institute of Science and Research.
<b>15:30 - 16:00</b>	<b>Tea Break</b>	
16:00-17:00	<b>Press Conference</b>	Addressed by Dr. Arun Gupta, Dr. HPS Sachdev and Ms Nupur Bidla  Presentation on the findings followed by QA/interactions.

September 20, 2023. \*To be confirmed