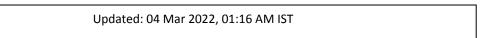


The FSSAI plan to nudge you to eat healthy food



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What is 'front-of-pack labelling' (FoPL)?

FoPL can nudge people towards healthy consumption of packaged food. It can also influence purchasing habits. FSSAI, a body under the ministry of health and family welfare, had asked IIM-A to conduct a large-scale survey to analyse major FoPL models across the world and identify one that is easy to understand and also induces behavioural changes in Indian consumers. The study endorsed the HSR format, which speaks about the proportions of salt, sugar, and fat in food that is most suited for consumers. Countries such as the UK, Mexico, Chile, Peru, Hungary, and Australia have implemented FoPL systems.