

7th November, 2014

To,

Shri B N Dixit,
Director (Legal Metrology),
Department of Consumer Affairs,
Government of India.

SUBJECT: Permitting Pharmacy outlets to sell bathroom Weighing scales and BMI machines.

Dear Sir,

It is my pleasure to write to you from Retailers Association of India (RAI)!

Retailers Association of India (RAI) is the unified voice of Indian retailers. RAI works with all the stakeholders for creating the right environment for the growth of modern retail industry in India. RAI is the body that encourages, develops, facilitates and supports retailers to become modern and adopt best practices that will delight customers. RAI has a three charter aim of Retail Development, Facilitation and Propagation.

We would like to bring to your notice that Pharmacy outlets are not permitted to sell bathroom weighing machine and BMI (Body Mass Index) machine. India is a country where 270 million people live below the 'poverty line', and obesity should be a distant issue, meant for the rich kids of first world. But India is under the siege of junk food, alcohol and sedentary lifestyle which are leading us to silent self-destruction, making one in every five Indian men and women either obese or overweight.

With lifestyle disorders forcing more and more people to reel under excess body weight, even relatively younger people are developing joint disorders and knee pain. Excessive weight is associated with a series of health problems, including blood pressure, diabetes, and cardiovascular ailments. Yet another problem is that obesity puts people at an increased risk of developing osteoarthritis. "Osteoarthritis, a degenerative joint disease, involves degradation of the condition of joints mostly due to loss of cartilage and may cause stiffness, locking or pain. Excess weight makes a person more susceptible to osteoarthritis. Further, obesity among children and adolescents too is rising rapidly.

Thus arises a need to balance one's diet and exercise regularly to keep control of one's weight.

Weighing yourself weekly helps one keep accountable with his/her weight. If you see a one- or two-pound gain, you can cut back on calories slightly for a few weeks to get back to your goal weight before -that number creeps up to a five- or 10-pound gain. Knowing you are going to monitor yourself can also make you more aware when you make food choices during the week.





RETAILERS ASSOCIATION OF INDIA

BMI, or body mass index, is often used as a measure of fitness. A high BMI can indicate being overweight or even being obese. Knowing the BMI is important in assessing fitness. The handheld method gives rapid measurement of the BMI.

Because of changing lifestyle obesity is nowadays a major problem and these products are in great demand. Thus allowing the pharmacy outlets to sell the products would make it convenient to obtain the machines easily and thus keep a check on one fitness level. It is very difficult to procure the bathroom weighing scales and BMI machines and thus permitting the pharmacy outlets to sell the mentioned products. The pharmacy outlets shall declare on the products that the machine is particularly for weighing body weight and should be used for medical purpose.

We therefore request you to allow the pharmacy outlets to sell bathroom weighing scales and BMI machines. We hope that you shall receive our representation positively and would appreciate if you could issue a notification in this regard.

Warm Regards.



Gautam Jain.

Head – Legal & Advocacy.