



A DRIVE AGAINST MALNUTRITION

Press release

Shimla

Dated: 25/06/2015

Work shop on Food Fortification organized by CII-FACE; GAIN; and Consumer VOICE

War on malnutrition can be won through food fortification

Sensitization among consumers is the key to take this initiative forward – Shri Yunus (IAS)-Add. Dy. Commissioner, Shimla

Shimla June 25: Confederation of Indian Industries - Food and Agriculture Center of Excellence (CII-FACE), Global Alliance for Improved Nutrition (GAIN), and Consumer VOICE jointly launched “A drive against malnutrition” by holding a STAKEHOLDER’s Workshop at Shimla in collaboration with Himachal Upbhokta Sanrakshan Parishad, Shimla .

This workshop was presided by Shri Yunus (IAS)-Add. Dy. Commissioner, Shimla along with Mr. Gyan Sagar Negi- S.D.M. (Shimla Rural). In this well attended workshop speakers highlighted the need for Food Fortification and its importance for attacking malnutrition as well as life style related health issues. Mr. Ashim Sanyal, Chief Operating Officer Consumer VOCE explained why food fortification for micronutrient deficiencies is the need of the hour, how it is done and which staple foods are targeted.

Food fortification is increasingly recognized as an effective complementary strategy to combat malnutrition. Staple food fortification, i.e. through the fortification of commonly consumed staples such as wheat flour, edible oil, milk and salt, offers an ideal mechanism to deliver critical vitamins and minerals, such as iron, folic acid, vitamins A, D, B12 and similar to large populations thereby slowly but surely building resilience resulting in positive health and nutritional outcomes. In India, there are several examples of staple food fortification with Iodised Salt being the most recognized public nutrition initiative of the Government of India.

There was a very active participation by audience including representatives from Departments of Food and Civil Supply, Health, Education, Public Distribution, and Consumer Affairs of Government of Himachal Pradesh as well as from Schools, Consumer Organisations, Medical Profession and Industry.

Dr. Surinder singh, Asst. Prof. Pediatrics who shared his experience about ground situation in Himachal along with Dr. Amit, Dept. of Community Medicine, Shimla discussing details of issues, benefits and need for food fortification.

Mr. Shiv Dutt Bharadwaj of Himachal Upbhokta Sanrakshan Parishad, Shimla welcomed the gathering who was also main support organization for this workshop. Dr. Mamta Mokta- Prof. Public Administration, Himachal Pradesh University & Director Women University gave vote of thanks and made appeal to all consumers to take this initiative forward.

Audience consisted of knowledgeable and committed opinion leaders who participated actively with a commitment to spread the message wider.

Media also actively supported this initiative and is now requested to spread this message for the benefit of general population.

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