



A DRIVE AGAINST MALNUTRITION

Press release

Kolkata

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

War on malnutrition can be won through food fortification

August 21: 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 and Training of Trainers (TOT) at Hotel Pipal Tree, Hatiara Kolkata with local support of Mr.Himangshu Das.

Dr. D.J.Sinha, Health Department, Kolkata Municipal Corporation was among the speakers and he emphasized on the need of fortification in the present scenario. Dr.S.Sen Gupta from Biodiverse Farms gave an informative presentation on the subject matter. Mr.Ashim Sanyal Chief Operating Officer Consumer VOICE explained why food fortification for micronutrient deficiencies is the need of the hour, how it is done and which staple foods are targeted.

He also told about various initiatives across the globe on fortification and also in India.

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 from specially Consumers, Retired IAS officers, Teachers who provided their whole hearted support to this initiative. We request all our Media Friends to spread the message across.