



A DRIVE AGAINST MALNUTRITION

Press release

Ranchi

Dated: 04/07/2015

Stakeholder's Consultation on Food Fortification organized by CII-FACE; GAIN; and Consumer VOICE

War on malnutrition can be won through food fortification

Let us all move this campaign forward in Jharkhand-- Shri Amal Narayan Singh-Retd. Sr. Audit Officer, AG Office

Ranchi July 04: 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 Regional seminar at Ranchi in collaboration with Raj Institute.

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 the LOCAL Amal Narayan Singh-Retd. Sr. Audit Officer, AG Office who gave his valuable time and lead the way for this public interest campaign.

Shri Laxmi Kant, Lokpal-Ranchi, Ramgarh, Hazaribagh raised the issue of Jharkhand being left behind in the race for healthy living through Fortified Food and so to take this message but in Hindi.

Shri Rajesh Singh-Director Raj Institute welcomed the guests.

A keen interest was shown by the local print as well as electronic media with a promise to spread the message in a widest possible manner.