



A DRIVE AGAINST MALNUTRITION

Press release

Bhopal

Dated: 12/08/2015

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

War on malnutrition can be won through food fortification

Strongly support MP Government Initiative for mass fortification of many products- Mr.Pramod Shukla,Joint Controller ,Food & Safety ,Government of Madhya Pradesh

June 30: 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 Consumer Workshop at Bhopal with local support from National Center for Human Settlements & Environment(NCHSE) at AICUF Ashram .Dr.Pradip Nandi-Senior Fellow & Head of Projects Division,NCHSE welcomed the audience in the workshop.

Mr.Pramod Shukla,Joint Controller ,Food & Safety ,Government of Madhya Pradesh was the main speaker in the workshop.Mr.Vishnu Gupta ,Scientist,Bureau of Indian Standards MP gave an informative presentation.Dr.Nilima Verma-Head Food & Nutrition Department,Sarojini Naidu Girls PG College ,Ms.Fehmida Khan Dietician,Dr.Anjum Insaf and Dr.A.K Gupta –DG ,NCHSE were among the speakers.

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 VOICE 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 from Consumers', Consumers Association, Students from department of Nutrition, Institutes, Academics, Government Departments-Food and Safety ,Health, Bureau of Indian Standards etc.

We request all our Media Friends to spread the message across.