



## **A DRIVE AGAINST MALNUTRITION**

Press release

Ahmedabad

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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**

Benefits of Fortification far out way the assumed ill effects-Shri SN Thakar, Dy Commissioner, FDCA, Gujarat

Fortification addresses the satisfaction of Hidden Hunger for micronutrients-Ms Dolly Jani, Sr. Manager-CERC, Ahmedabad

July 15: 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 Seminar Hall, Ahmedabad Management Association, ATIRA Campus, Ahmedabad.

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 specially Departments of Food & Civil Supplies, Health, Women & Child Development; Students from Food and Nutrition Institutes, Academicians, Educational Institutes, Industry and Consumers who provided their whole hearted support to this initiative.

Mr. SN Patadiya - Dy Director, Ministry of Consumer Affairs, Gujarat was convinced and promised to spread this message to all the 2000 schools through consumer clubs. Media Representatives also attended

this workshop in the large number. Shri Uday Mawani, Trustee and CEO, CERC gave vote of thanks and appealed to all the consumers of Gujarat to become messengers of this initiative to fight against malnutrition.

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