



A DRIVE AGAINST MALNUTRITION

Press release Guwahati Dated: 18/08/2015

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

War on malnutrition can be won through food fortification

“Nutrition is the link between health and Food and fortification is an important step to fulfill the gap of nutrition among masses” - Dr. Unmona Borgohain Saikia Director Nursing, GNRC Hospitals Limited

August 18: 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 Capuchin House, Juripar, Panjabari, Guwahati with local support of Advocate Mr.Amal Dutta.

Dr. Unmona Borgohain Saikia Director Nursing, GNRC Hospitals Limited was among the speakers and she gave an informative presentation. 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.

Mr. Hemant Updhyay also presented about various facts on fortification through an informative presentation.

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 Students from Food and Nutrition Institutes, Academicians, Educational Institutes and Consumers who provided their whole hearted support to this initiative. Media Representatives also attended this workshop in the large number. Ms. Rinki Sharma of Consumer VOICE gave vote of thanks and appealed to all the consumers of Guwahati to become messengers of this initiative to fight against malnutrition.

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

