



A DRIVE AGAINST MALNUTRITION

Press release

Cuttack

Dated: 22/08/2015

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

War on malnutrition can be won through food fortification

Fortification is an important and effective initiative to fight with malnutrition but it should reach the poor masses-Justice Bimal Prasad Das ,Member,Krishna Water Dispute Tribunal.

August 22: 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 Zonal Seminar at Hotel Blue Lagoon ,Cuttack with local support from Federation of Consumer Organization of Odisha (FOCCO).

Justice Bimal Prasad Das ,Member,Krishna WaterDispute Tribunal graced the occasion as Chief Guest.

Dr.Bishnuprasad Mohapatra, Joint Director (Health)Govt.of Odisha (Guest of Honour) gave an informative presentation on the need and importance of fortification.Dr.Ashok Kumar Mohapatra,President OHC Bar association ((Guest of Honour) presented Consumers Prospective through an interactive session.Ms.Rinki Sharma,Head Projects,Consumer VOICE gave an informative presentation on various initiatives of Fortification in the State of Rajathan.Mr.Prasantha Panda of (FOCCO)welcomed the audience.

In this well attended Zonal Seminar 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 students, Consumers, Consumer Associations, Civil Society Organisations, Academicians, Government Departments-Health, Law etc.

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