



## A DRIVE AGAINST MALNUTRITION

Press release

Patna

Dated: 03/07/2015

Zonal Seminar on Food Fortification organized by CII-FACE; GAIN; and Consumer VOICE

### **War on malnutrition can be won through food fortification**

Need to involve masses through local communication mediums and take the message to remote corners of Bihar – It being the rare such initiative in Bihar--Shri Arun Kumar Sinha, MLA

Patna July 03: 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 Patna in collaboration with Mr. Paliwal.

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 MLA, Shri Arun Kumar Sinha who gave his valuable time and lead the way for this public interest campaign.

Er. Ajay raised the issue of Bihar being left behind in the race for healthy living through Fortified Food.

Smt. Nirupa Kumari, Head of Dept. at Teacher’s Training Institute-Mahendru shared her experience in food fortification in Bihar- once again highlighting extreme lack of awareness in general public of Bihar.

Mr. R Paliwal of Citizen Awareness Group 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.