



## **A DRIVE AGAINST MALNUTRITION**

Press release

Puducherry

Dated: 08/07/2015

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

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

This social message should be promoted through Brand Ambassador for a wider reach-Dr.V Rangrajan, Rani Hospital

Food Fortification is need of the hour in fighting Micronutrient deficiency specially for BPL community.-Mrs. Machidha, Chief Dietician-Pondicherry Institute of Medical Sciences

July 08: 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 Hotel Annamalai International, Puducherry with local support from Citizen Consumer and Citizen Action Group (CAG) and Federation of Consumer Organisation of Tamilnadu ( FEDCOT).

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 and Consumers who provided their whole hearted support to this initiative. Media Representatives also attended this workshop in the large number. Ms.Saroja of CAG gave vote of thanks

and appealed to all the consumers of Tamilnadu to become messengers of this initiative to fight against malnutrition.

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