



## **A DRIVE AGAINST MALNUTRITION**

Press release

Palakkad

Dated: 10/07/2015

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

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

Food Fortification is such an important need for coming generations that local language for communication should be preferred for wider acceptance – A Palakkad Conumer.

Palakkad July 10: 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 Indraprashta with local support from Consumer Association, Palakkad.

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.

Adv. PA Surendran- General Secretary, Consumer Association, Palakkad welcomed the guests and exhorted all present to work as messengers to spread this important message on Food Fortification to all corners of the State of Kerala.

There was a very active participation by audience specially from Departments of Food & Civil Supplies, Health, Women & Child Development; Chamber of Commerce-Palakkad, Industry, Academicians, Educational Institutes and Consumers who provided their whole hearted support to this initiative. Media Representatives also attended this workshop in the large number.

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