

Consumer Workshop on Food Fortification - A Drive against Malnutrition

12th August 2015

Today micronutrient malnutrition in India is putting a significant section of the population, particularly women and children at the risk of under-nutrition and poor health outcomes. Over the years, the harmful effects of these vitamin and mineral deficiencies have been realized and are seen as a pressing public health challenge. Recognizing these, State Governments in India have identified 'Fortification' of selected food items as an effective mechanism to improve micro nutrient intake through our regular diet and have included it as a part of their mission to curtail malnutrition.

In support of this initiative, the Global Alliance for Improved Nutrition (GAIN), an international organization having the vision of a world without malnutrition, in partnership with Confederation of Indian Industries - Food and



Agriculture Center of Excellence (CII-FACE), and Consumer VOICE have jointly launched a Nationwide campaign to building consensus around fortification of edible oil to offset nutrient deficiency in our diet. A series of workshops in the major cities of India are being organized to meet the campaign objectives. The workshop in Bhopal was organized by National Centre for Human Settlements & Environment (NCHSE) with support from Consumer VOICE on 12th August 2015.

This workshop is very important for Madhya Pradesh, which has the worst nutritional indicators in India, with 88 % children in the age group of 1 to 5 years having subclinical vitamin A levels; overall dietary intake less than 50 percent of the recommended daily allowance (RDA); and 80 percent of the urban population having vitamin D deficiency.



Mr. Pramod Shukla, Joint Controller ,Food & Safety ,Government of Madhya Pradesh; Mr. Vishnu Gupta, Scientist-F & Chief, Bureau of Indian Standards-MP Chapter; Dr. Nilima Verma, Head, Food & Nutrition

Department, Sarojini Naidu Girls PG College; Ms. Fehmida Khan, Dietician; Dr. Anjum Insaf and Dr.A.K Gupta, Director General, NCHSE addressed the participants. The speakers highlighted the need for Food Fortification and its importance for attacking malnutrition as well as life style related health issues. Mr. Pramod Shukla, while explaining the government regulations regarding



food safety, strongly supported MP Government Initiative for mass fortification of many products. Mr. Vishnu Gupta made a presentation on 'Bureau of Indian Standards for Consumer'. Dr Verma, Dr Insaf and Ms Khan highlighted the importance of balanced diets to offset the micronutrient deficiencies. Quoting from recent publications on the magnitude of malnutrition among children globally and in India, Dr A. K. Gupta highlighted the need to meet the challenges through implementation of an integrated action plan. 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.

About 60 participants comprising government officials, consumers, consumers' association, and students of Home science and Nutrition from various colleges, house wife wives attended the workshop.

Mr Ramesh Chandra, Director (Consumer Affairs), NCHSE, highlighted the activities of the Centre pertaining to consumer grievances redressal in the State of Madhya Pradesh. He further explained about the District Consumer Information Centre (DCIC) of NCHSE. At the end he gave vote of thanks.