



FSSAI to roll out project ‘Dhoop’ to highlight importance of Vitamin-D

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New Delhi, Mar 31 (KNN) The Food Safety and Standard Authority of India (FSSAI) FSSAI in collaboration with CBSE, NDMC and with support of Kwaliti will be launching a campaign, Project Dhoop to spread awareness around importance of Vitamin D for school going children and role of natural sunlight and fortified food in assuring its good intake.

The authority informed of the upcoming project during a press briefing earlier this week.

During the meeting, FSSAI also facilitated an interaction between domain experts, key stakeholders in fortification and the media, to raise awareness about the large-scale food fortification being carried out. The meeting deliberated on the progress made in food fortification, the challenges and the way forward, from the time the draft Regulations for fortified food.

“Food Safety and Standards (Fortification of Food) Regulations” were operationalized in 2016. In a first of its kind media briefing- the fortification stakeholders, experts and development partners pledged to support and mobilise knowledge partnerships in an attempt to reach out to a larger audience about the benefit of fortification, a release from the authority informed.

Speaking at the event, FSSAI CEO Pawan Agarwal stressed on the need to commit to micronutrient deficiency.

“Public health consequences of micronutrient deficiencies are serious. The message of food fortification therefore needs to go out using various methods, through various means, to various people,” he added. (KNN/DA)