FSSAI launches ‘Project Dhoop’ to address VDD amongst youngsters

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New Delhi, Apr 9(UNI) In order to address rising incidence of Vitamin D deficiencies (VDD), particularly amongst the young people, Food Safety and Standards Authority of India (FSSAI) on Monday launched a unique initiative, ‘Project Dhoop’ in association with NCERT, NDMC and North MCD Schools.

Supported by Kwality and conceptualized by McCann Health, ‘Project Dhoop’ is a unique initiative that urges schools to shift their morning assembly to noon time mainly between 1100 hrs to 1300 hrs to ensure maximum absorption of Vitamin D in students through natural sunlight.’

At the launch event of ‘Project Dhoop’, organized at National Bal Bhavan here, Pawan Agarwal, CEO, FSSAI said,“Despite the fact that most children suffer from Vitamin D deficiency in India, most of us are not aware of its serious consequences. FSSAI has always endeavored to educate the community about such pressing issues.”