



FSSAI LAUNCHES 'EAT RIGHT INDIA' MOVEMENT IN UT

Friday, 31 August 2018 | PNS | Chandigarh | in [Chandigarh](#)

Food fortification, a safe and cost-effective process is a complementary strategy to fight micronutrient deficiencies such as anaemia.

However, the majority of people in the country are unaware of food fortification and its health benefits and the same remains shrouded in myths and doubts.

This was stated by experts during the first-ever media workshop organized by Food Safety and Standards Authority of India (FSSAI) here on Wednesday to engage and sensitize the local media about the importance of food fortification. Other health and nutrition related interventions such as importance of nutrition during the first 1000 days of life, reducing the consumption of foods high in salt, sugar and fat, and food safety were also covered.

The workshop was followed by the state launch of the 'Eat Right India' movement in Chandigarh.

In an attempt to address widespread micronutrient deficiencies such as anaemia, FSSAI has taken this initiative for boosting efforts towards large-scale fortification of food in Haryana, Punjab and Chandigarh.

As per NHFS – IV, almost 76 percent of the female population in Chandigarh suffer from anaemia – the second highest amongst all states and UTs. Prevalence of anaemia in children (age 6 to 59 months) at 73 percent is highest in Chandigarh amongst all northern states as well.

Pawan Agarwal, CEO FSSAI said, "Chandigarh, like the rest of the country, is fighting a dual burden of malnutrition. Such figures, by no means, serve any justice to the city titled 'The City Beautiful'. Hence, FSSAI has selected Chandigarh to be the first city to launch the 'Eat Right Movement' and to take lead in food fortification related activities."

FSSAI had kick-started a nation-wide public awareness campaign on July 10 called 'Eat Right India' to usher in a 'new food culture' with the right food and dietary choices among citizens.

Notably, Chandigarh has voluntarily started rice fortification through its ICDS and MDM programmes, which caters to approximately one lakh beneficiaries.

Haryana has also introduced fortified wheat flour in its ICDS and PDS programmes as well as fortified vegetable oil in ICDS, MDM and PDS, voluntarily.

On the other hand, Punjab has also geared up to introduce fortified foods in its safety net programmes.