

Jammu Smart City Ltd conducted a workshop cum orientation programme on “Save Food, Share Food Campaign”

Jammu Smart City Ltd conducted a workshop cum orientation programme on “Save Food, Share Food Campaign” in alignment with one of the Sustainable development goals of the Nation i.e. to "To End Hunger, Achieve Food Security and improved Nutrition" under the Eat Right Initiatives, Jammu Smart City Ltd (JSCL) has targeted to collect leftover food on various occasions from Food Business Operators, Religious Places and distribute it to the needy & hungry people in hygienic condition to cater to their food and nutrition requirements.

In this context, a workshop cum orientation programme was organized for the hoteliers, restaurants, caterers, dhabawallas, NGOs and reputed food business operators from various parts of Jammu City at Country Inn Suites, Bahu Plaza Jammu, where Chief Guest, Hon’ble Mayor Jammu, Sh. Ravinder Sharma launched and flag off the "Save Food, Share Food and Share Joy" Campaign, while addressing this, he said that this is such a noble cause which also aligning with the vision of Hon’ble Prime Minister, Sh. Narendra Modi to achieve ‘zero hunger’ by minimizing food waste and curbing hunger amongst the poor and needy in the country. Sh. Baldev Billawaria, Hon’ble Dy. Mayor, Jammu was the guest of honour, who also appreciated the initiative and further said that JMC will provide full support in the initiative as much as possible to identify the spots where leftover food can be distributed.

The programme was organized under the guidelines of Sh. Rahul Yadav, CEO Jammu smart city and Sh. Rakesh Kumar Gupta, Additional CEO, JSCL enlightened the audience about Jammu Smart city's role in pursuing such activities and shared his vision to carry forward this mission. Sh. Kulbushan Khajuria, Joint Commissioner (Health and Sanitation), JMC and Dr. Divya Sharma, Veterinary Officer, JMC were also present.



Dr. Parvesh Kumar, Eat Right Initiative Programme coordinator from JSCL along with Sh. Satish Kumar (Mavis Food Tech, New Delhi) presented a detailed presentation on this initiative and highlighted the plan of action to implement in Jammu City.

Later, the vote of thanks was presented by Dr Sushil Kumar Sharma, Nodal Officer Eat Right Initiatives, JSCL and the workshop concluded with the food distribution vehicle flag-off by honorable Mayor Jammu.



9th March 2023

Jammu Smart City Ltd, organized a workshop cum demonstration on Food Fortification

In alignment with the Honorable Prime Minister Sh. Narendra Modi's vision for Food Fortification to reduce malnutrition, Jammu Smart City Ltd has organized a workshop cum demonstration on Food Fortification, which is a scientifically proven, cost-effective, scalable, and sustainable global intervention that addresses the issue of micronutrient deficiencies.

FSSAI operationalized for fortifying staples namely Wheat Flour and Rice (with Iron, Vitamin B12 and Folic Acid), Milk and Edible Oil (with Vitamins A and D) and Double Fortified Salt (with Iodine and Iron) to reduce the high burden of micronutrient malnutrition in India.

This workshop cum demonstration on Food Fortification was organized under the Eat Right Initiatives of Jammu Smart City Ltd (JSCL) which is also among the top 11 smart cities in India in the recently concluded Eat Right Smart City Challenge, a Nationwide campaign by FSSAI.

The Workshop was organized at Conference Hall, Convention Centre, Canal Road, Jammu where Chief Guest, Worthy DC Jammu, Ms. Avny Lavasa launched the workshop and while addressing, she said that this is such an important topic for which stakeholders and the public in general needs to sensitize at mass level and take this movement to every household.

CEO Smart City Jammu and Commissioner, JMC, Sh. Rahul Yadav has highlighted the importance of this programme and explained in detail the steps JSCL have been taking for this purpose, Guest of Honor, Mission Director, JKTDC Sh. Minga Sherpa shared facts about the impact of malnutrition on health and other related concerns due to nutritional deficiencies. Project Director, Samagra Shiksha Abhiyan, J&K Er. Deep Raj Kanethia ensures to implementation of the structure of Food Fortification in the schools and also assures to do as many awareness activities regarding the Food Fortifications at school levels.

The programme was designed to highlight the essentials of food fortification and what further steps can be taken to sensitize the general public at the mass level and to take this movement to every household, the programme was introduced by Dr. Parvesh Kumar, Programme Coordinator and Dr. Sushil Kumar Sharma, Nodal Officer, Eat Right Initiatives, Jammu Smart City Ltd.

Mr. Satish Kumar, an IEC consultant from Mavis IT Services Pvt Ltd, New Delhi presented a detailed presentation on the “Role of IEC in Food Fortification awareness” which highlights how information and communication technology is leading the way in this by demonstrating the relevant examples and media content. Associate Prof Ashwani Khajuria, Dr. Bharat Bhushan Sharma, and Dr. Divya Sharma delivered presentations on various facts of food fortification practices, nutrition values etc. The programme was attended by stakeholders from various concerned departments, Mid-Day Meal teachers, CDPOs, Fortified food manufacturers, FBOs, NGOs and Students from Bharat Public High School, Satwari.

Students from Bharat Public High School, Satwari shared their thoughts on food fortification and explained what activities they are doing in school to implement this topic in true spirit. Later, the function was concluded with a vote of thanks.



25th March 2023