

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."