

WEBINAR ON BUILDING A HEALTHIER FUTURE: SMART & AFFORDABLE NUTRITION

Protein Foods & Nutrition Development Association of India (PFNDAI) organized a Webinar on 'Building a Healthier Future: Smart & Affordable Nutrition' on 14th August 2024. The webinar was part of the Nutritional Awareness Activity (NAA) held in collaboration with Avinashilingam University, Coimbatore. **Dabur India Pvt. Ltd.**, **Marico Ltd.**, and **Nutricircle Ltd.** sponsored the event.

The welcome address of the webinar was given by **Dr. Shashank Bhalkar**, Executive Director at PFNDAI. He welcomed all, thanked the sponsors, and stated that a well-balanced diet is necessary for individuals to have proper nutrition. To address the issue of malnutrition in India, the Government has introduced various programs. Industries too are developing



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supplements and fortifying products to address it. He further appreciated the tremendous response to the contests of the NAA. He thanked the judges and Avinashilingam University for their time and effort invested during the contests.

Dr. Bharathi Ravishankar, Vice Chancellor, of Avinashilingam University delivered the presidential address. She emphasized the value of nutrition and its need to be accessible, inexpensive, and inclusive to all. She further highlighted that Avinashilingam University have had flagship programs to create awareness on nutrition.

Ms. Sanyukta Telange,
Food technologist &



Regulatory support at PFNDAI introduced the speakers for the session, briefly explaining their background, qualifications, and expertise.

Dr. Prashant Verma,
New Product Development, Dabur India Pvt. Ltd.



presented on the topic 'Current trends in fortified foods and beverages.'

He explained fortification and why it is required. According to the National Family Health Survey (NFHS-4), the Indian population is burdened with Vitamin A, Iodine, and Folic acid deficiencies.

He listed the causes of nutrient deficiencies that lead to malnutrition. Food fortification dates back to the 1920s when Europe and North America were the first to iodize salt and it is now the most widely accepted fortified food across the globe. He elaborated on types of food fortification namely Mass fortification, Targeted fortification, and Market driven fortification. FSSAI has introduced regulations and a logo for fortified foods. It has mandated milk and oil fortification with Vitamin A & D along with staple foods like wheat, maida, and rice. Fortification of cereal products, bakery products as well as fruit juices is also mandated. The COVID-19 pandemic has impacted the food and beverage market, leading to fortified products for immunity and energy. New trends focus on bone and joint health, gut health, and healthy breakfast cereals and drinks.

Mr. Mayank Kumar, Deputy General Manager-R&D, Mother Dairy Fruit and Vegetable



Pvt. Ltd. presented on the topic of 'Dairy throughout life stages'. He highlighted the importance of dairy products in human diets, their nutritional composition, and their significance across various life stages. Milk is a complex product containing essential nutrients such as fat, proteins, carbohydrates, minerals, and vitamins. He provided a breakdown of cow, buffalo, goat, sheep, and human milk, listing their composition and nutritional value. Dairy has a cultural significance in Indian diets, with common dairy products like milk, curd, paneer, lassi, butter, and ghee consumed almost every day. He stated the importance of consuming dairy in moderation, addressed common concerns about dairy, such as lactose intolerance and milk allergy, and suggested consuming lactose-free products or using dairy-free alternatives. Dr. Mayank concluded by stating, dairy is a delicious and affordable way to obtain necessary nutrients and prevent diseases.

Dr. Govindarajan, Chief Innovative Officer, Kapiva Ayurveda, gave the talk on 'Hurdles in maintaining Balanced Diet



and the Role of Nutritional Supplements'. He started by discussing the balanced diet and current nutrition scenario of India. Undernutrition, obesity, hypertension, and diabetes are also prevalent among Indians. He used a graph to illustrate India's current dietary intake contrasts with its ideal intake. The deficiencies lead to the global burden of diseases related to the diet. He stated the hurdles in maintaining a balanced diet like sedentary lifestyle, increased stress levels, work demands, and lack of time. He discussed macronutrient and micronutrient deficiencies in urban and rural populations, dietary guidelines, and the food pyramid. Supplements are not drugs, nor do they cure diseases. He emphasized that supplements should be consumed alongside regular diets, not as a replacement. They come in various packaging, sizes, and types, and are not safe for everyone. Self-prescription is not advised for vulnerable populations like older people, pregnant women, and people with disabilities. Dr. Govindarajan concluded by emphasizing the importance of a balanced diet and supplementation when necessary.

After every presentation, Dr. Bhalkar coordinated the questions raised by the attendees. The speakers enthusiastically answered the questions raised.

Dr. S. Amsamani, Dean School of Home Science delivered the greetings. She thanked PFNDAI for the collaboration and appreciated the students for their active participation and innovative ideas. The winners of the recipe competition and product development competition as part of the Nutrition awareness activity were announced by Dr. S. Amsamani and Dr. C.A. Kalpana, Deputy Dean, School of Home Science, Prof. & Dept. of Food Science and Nutrition, Avinashilingam University.

The judges for the recipe competition were Ms. Meenu Yadav from Marico Ltd and Dr. Deepa Sathish, HOD of



Dr. S. Amsamani



Dr. C.A. Kalpana



Ms. Meenu Yadav



Dr. Deepa Sathish

PSGR Krishnakamal College.



Mr. C. S. Jadhav



Ms. Keerthana

The judges for product development were Mr. C. S. Jadhav from Nutricircle Ltd and Ms. Keerthana from Arya Vaidya Pharmacy, Coimbatore.

Dr. Jagdish Pai, Editor at PFNDAI, and Dr. Prabodh Halde Head-Regulatory Affairs, Marico Ltd. interacted with students. Dr. Pai congratulated all the winners. Earlier, nutrition had a smaller role in food product development. Nowadays nutritionists are required in the food industry as processors need to maintain the nutritional quality of food. He advised students to participate in events, reach out to the experts, visit the factories, and do internships. Dr. Halde addressed the students by saying food is an essential part of the daily routine.



Dr. Jagdish Pai



Dr. Prabodh Halde

Students have a huge scope to enter the food industry. They need dedication, determination, and discipline.

At the end of the session, Dr. P. A. Raajeswari, Prof. Dept of Food Science & Nutrition, Avinashilingam University gave a vote of thanks on behalf of Avinashilingam University.



Dr. P.A. Raajeswari

Ms. Samreen Shaikh, Jr. food technologist at PFNDAI gave a vote of thanks to the webinar sponsor, speakers, and judges along with her PFNDAI team members for making the webinar a success. She also thanked the attendees for patiently attending the webinar.



Ms. Samreen Shaikh

The entire webinar recording is available on the following link:
<https://fb.watch/uc7jRH0575/>

