



Intergovernmental Institution for the use of Micro-algae Spirulina Against Malnutrition
Intergovernmental Observer to the United Nations Economic and Social Council

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“There are people in the world so hungry that God cannot appear to them except in the form of bread”

Mahatma Gandhi

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DIRECTOR-GENERAL
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Special Goodwill Ambassador Event For IIMSAM

Distinguished Ladies and Gentleman,

L.A. is a dear state of mine and it is indeed a great pleasure to be meeting with you here. I am thankful to you for your kind attendance to support the cause of IIMSAM, which is to eradicate mal-nutrition globally through the use of Spirulina.

L.A. is a state that is associated with some of the beautiful aspects of life. It is a state of fashion, good food and drinks, which make us believe that life is “La Dolce Vita”.

But how many of us wonder that over a billion people are on the threshold of hunger and on the verge of death this year; and many million of them shall be consumed by death. In fact, while we interact at this moment, somewhere in the world a little child will be dead.

There are many Goodwill Ambassadors, Politicians, Diplomats, and many Prominent Citizens and Hollywood Stars in International Diplomacy that gathered at international platforms about the plight, but few of them mention the gap between the immense media publicity they get, and their delivery of real substance.

The Media covers only the fancy notions of these personalities gathered at the international platforms than about the plight of the “hungry and the dying” and various initiatives than can be actuated to mitigate their sufferings. A little noise from the lofty platforms subsumes the cries, the agony and tears of the hungry.

Most people hear about malnutrition and hunger and agree to commit themselves to do something about the children and women dying of malnutrition in a far off land, and forget about their “so called” commitments to “make the world a better place”, as soon as they reach the confines and comfort of their respective homes and in the warmth of the presence of the near and dear ones. Ignorance is indeed bliss and there is no place like home.

But I would like to mention colleagues of mine, Dr. Susan Hinton and Mr. Hinton that do not fall in the above category. It is a pleasure to know Dr. Susan Hinton and Mr. Hinton, fellow ambassadors of IIMSAM, who will be instrumental to initiate our Spirulina Nutritional Initiatives in the Republic of Kenya, Haiti and other places around the world.

I can still remember my first meeting with Ambassador Susan Hinton at the IIMSAM Headquarters in New York, when she said that so many people talk about malnutrition, children dying in Africa, famines and drought, but why doesn't the international community take any concrete action?

The same stories of misery and death get repeated year after year at the international platforms and in the media. Human mind and its reasoning are indeed very complex, and I honestly confess that I am not a professional psychologist; therefore I reasoned and said that perhaps it's because "apathy".

"NO MORE" said Ambassador Hinton vividly and continued to say that "my toilet can save lives!" I wondered to myself for a minute about what this woman is talking about; then she began explaining the concept of the "\$1.00 donation per every toilet unit sold". The Idea is great and it shows The Hinton's willingness to do something concrete and not just mere lip-service.

I am glad to say that early last year, The Republic of Kenya declared the "*National Food Emergency*"; IIMSAM with the help of Ambassador Al-Fahim launched its Spirulina Nutritional programmes in the Kisumu region of the country. Our goodwill ambassador from Kenya, Mama Sara Obama and Saidi Obama, the grandmother and uncle of President Barack Obama, along with the IIMSAM team in Kenya, also played a crucial role in the launch.

"Action speaks louder than words" and I am pleased to say that the actions of Ambassador Al-Fahim manifest this. IIMSAM's programme in Kenya is spreading far and wide in the country, providing nutrition through Spirulina to the school children, to HIV/AIDS affected, to mothers, to the diseased and the disabled and to Senior Citizens. Soon, it shall spread to other countries in East and Central Africa as well as to South Asia. Ambassador Al-Fahim's actions are indeed commendable and worthy of emulation across the world.

The Brave, Noble, Kind and the Wise do not wait for an opportune moment to initiate a positive change that adds to intrinsic value of the human life and its richness; but just go for it. I often say that our life as a human being is indeed a sheer waste and amounts to nothing if we do not empathize with the misery of others, wipe a tear, or feed a fellow human being.

I am sure that our interaction here shall give the people gathered an opportunity to contemplate about how to make a difference for the less fortunate fellow human being.

IIMSAM can be the necessary platform that shall connect you with the mal-nutritioned fellow human being where you can not only save a life, but also help enrich it through the use of Spirulina.

Wouldn't be wonderful if our actions can save the life of a little child that can be saved with as little as 3 grams of Spirulina per day? It is possible, can be done and is being done by IIMSAM.

I ask you to help IIMSAM eradicate mal-nutrition and hunger from all over the world. You can help mainstream the use of Spirulina to eradicate malnutrition, achieve food security and bridge the health divide in the Developing and the least Developed Countries as well as secure the United Nations Millennium Development Goals for the peoples of the world; ***“Together We Can, and Together We Shall”***.

I am thankful to our Goodwill Ambassadors, The Hintons, for organising this beautiful event and inviting such distinguished audience that shall spread awareness about IIMSAM. I am sure that this event will go a long in building support for IIMSAM, in the beautiful city of New Orleans, and also help us take a quantum leap from where we are today. It is all a matter of taking notice, opening our eyes and our minds by incorporating new approaches to eradicate sufferings that mar the humankind.

I am confident that each one of us present here shall be an agent of positive change that shall help enhance the beauty of life and add to the bliss and joy that we can all universally share.

I thank you all for lending me a patient ear and may God bless you and your near and dear ones.

Wasalamu alaikum! Shalom!

Que Dios les bendiga y Muchas Gracias !