



INTERGOVERNMENTAL INSTITUTION FOR THE USE OF MICRO-ALGAE SPIRULINA AGAINST MALNUTRITION

Accredited as an Inter-governmental Observer to the United Nations Economic and Social Council In Accordance with ECOSOC Resolution 2003/212 dated 5th of March 2003.

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PRINCIPAL ADVISER OF THE IIMSAM SG IN INDIA MR VIKK SANDAL IN ASSOCIATION WITH KANWALJIT SANDAL FOUNDATION & IIMSAM STRATEGIC PARTNER HASH BIOTECH LABS LAUNCHES ANAEMIA FREE CITY CHANDIGARH INDIA A HUMANITARIAN INITIATIVE ADVOCACY WITH CONCRETE DEEDS THROUGH THE USAGE OF SPIRULINA.



PRINCIPAL ADVISER OF THE IIMSAM SG IN INDIA MR VIKK SANDAL (PIC FROM LEFT- FIRST-ROW) CHILDREN FROM THE ST. STEPHEN SCHOOL, TOGAN CHANDIGARH AND SCHOOL OFFICIALS.

As part of its continual efforts to serve humanity, Kanwaljit Sandal foundation launches a great humanitarian initiative, 'Anaemia Free City' at St. Stephens School, Togan, in Chandigarh India. With joint efforts and kind sponsorship from Kanwaljit Sandal foundation, its Co- Chairperson, **Principal Adviser of the IIMSAM SG Maradona Mr. Vikrant Sandal** Spirulina Nourishment Doses are given for 200 children belonging to the economically weaker section initially regularly for six months.

The launch has taken place at St. Stephen's School at 10.30 AM on 15th January 2013 in the presence of school authorities, in his brief Mr. Vikrant Sandal emphasized "*Food security is one of the grave problems faced by India today. Malnutrition has disastrous and irreversible effects on the physical and mental development of children, which hampers the development of a healthy nation. With this much needed humanly initiative of eradicating malnutrition, Kanwaljit Sandal Foundation along with our Strategic Partner Hash Bio Tech Labs and IIMSAM among others this pilot project can serve as a beacon, by adopting 200 children of St. Stephan's school, as a first step towards fight to eradication malnutrition and its related effects most importantly being 'Anemia' with the hope to expand to tens of thousands children in coming future.*"

Mr. Vikrant Sandal, founder and chairperson of Kanwaljit Sandal foundation, is one of the most stated and an iconic entrepreneur and philanthropist hailing from Dasuya near Hoshiarpur. His humanitarian approach leads to initiation of studying important microalgae that could prove to be beneficial for human health. He raised a dedicated research and development facility for exploring Spirulina and its usage as a tool to eradicate malnutrition to the farthest of it's to be known limits. With almost more than half a decade of high profiled scientific research inputs, in collaboration with world class scientists and high through put technology, Hash

Biotech Labs an IIMSAM Strategic Partner today is a pioneer in Spirulina production and processing profile where a new dimension to serve humanity is being added every day. Hash Biotech Labs today is an established portfolio of certified and globally acknowledged healthcare support with an accolade of south Asia's one of the biggest Spirulina production plant to its repute.

This initiative from Kanwaljit Sandal foundation in collaboration with Hash Biotech Labs addresses and serves the key point on tagging the city as India's **first Anemia Free city**. The nutritional status of the children in Chandigarh, which states that directly or indirectly more than **70%** of the children are under nourished, certainly makes them prone to anemia. The campaign features on adopting **200 school children** for a dedicated Spirulina dose and help them regain their nutritional status and no anemia identity additionally. School has maintained a special register to maintain record of doses administered.

The goodwill effects following this dosage are hinted at being dedicated to increase and raise the credibility of Spirulina among general masses.

One in three malnourished children in the world lives in India

Source-UNICEF

What is Spirulina:

Spirulina is a blue-green algae (Cyanobacteria) believed to have been evolved 3.6 billion years ago. It was one of the first forms of life that existed at the time of formation of Earth's atmosphere. The blue-green algae fixed the Carbon and Nitrogen present in the atmosphere and released Oxygen; thence making the existence of life possible on earth. *Spirulina* is one of the richest source of protein on the earth and contains bio-chelated Iron (58 times higher than Spinach). It has all essential Vitamins, minerals, amino acids, fatty acids, Phyto-nutrients required for a healthy body. Spirulina, which has been designated as the wonder super food in terms of its unbelievable nutritional and therapeutic profile, has the power to counteract mild to severe malnutrition and related deficiency diseases such as Anemia. The nutritional profile of Spirulina is an array of merits that may range from reviving nutritional status of the body to combating immune failure, fighting against anemia, being neuro protective and improving overall health of an individual. There is an urgent need to increase the awareness of general masses towards this silent nutrition-related problem and towards an unerring solution in the form of 'Spirulina' to end malnutrition.

For more information about Spirulina visit the IIMSAM SPIRULINA RESOURCE CENTRE BAR-MENU IN OUR OFFICIAL WEBSITE: www.iimsam.org

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IIMSAM WORKS WITH CONCRETE DEEDS!

WITH ONLY 3 YEARS LEFT UNTIL THE 2015 TARGET DATE FOR ACHIEVING THE UNITED NATIONS MILLENNIUM DEVELOPMENT GOALS IIMSAM IS LEADING A COLLECTIVE EFFORT TO ACCELERATE PROGRESS TOWARDS THE GOALS AND IN PARTICULAR GOAL#1 TO ERADICATE EXTREME POVERTY AND HUNGER.

SPIRULINA PLATENSIS WHICH WAS DECLARED BY THE UN-WORLD FOOD CONFERENCE OF 1974 AS THE "BEST FOOD FOR THE FUTURE"

IIMSAM may receive funds entirely by the voluntary contributions of individuals.

For more information about IIMSAM and its work visit: www.iimsam.org

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