



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

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

"Hay personas en el mundo tan hambrientas que Díos no puede a parecerles a ellos más que en la forma de pan"

" Il y a des gens dans le monde qui sont si affamés que Dieu ne peut leur apparaitre que sous la forme d'un pain."

"هناك كثير من البشر يتضورون جوعا في العالم، حتى إن رحمة الله لا يمكن أن تظهر لهم إلا في شكل خبز"

Mahatma Gandhi

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IIMSAM OFFICIAL PRESS RELEASE

THE IIMSAM SPIRULINA PLEDGE CAMPAIGN IN SUPPORT OF THE UN MDGs THROUGH THE IIMSAM MANDATE



IIMSAM Pictures from Left to Right: IIMSAM Ambassadors S. Rahimi, DG-R. Maradona, Principal-Adviser & Sr. Adviser to the Director-General: Mr. Vikk Sandal and Ms. Emma Hallberg. Pict-Rt: IIMSAM Spirulina Pledge Campaign MOU being signed.

(IIMSAM New York Headquarters, March 25, 2010) To realize its ambition of a world free of malnutrition and hunger, IIMSAM's Official Working Partner and Technology Facilitator Hash Biotech Labs Private Limited from the Republic of India, shall help the organization carry and secure its mandate in India and South Asia- a region that has the worst malnutrition statistics in the world. Spirulina that was declared as the *best food for the future* by the United Nations World Food Conference in the year 1974 holds tremendous potential to eradicate malnutrition, achieve food security and bridge health divide. IIMSAM in conformity with UN GA Resolution 62/211 in promoting and in support of **UN Global Partnerships** particularly with the private sector to create an environment, at the national and global levels alike, that is conducive to sustainable economic growth, poverty alleviation and sustainable development

IIMSAM was granted an *Observer Status* with the United Nations Economic and Social Council (ECOSOC), in keeping with the Resolution Number E/2003/212, dated 5th of March, 2003. IIMSAM is registered under the United Nations Treaty Series Number 37542-37543 dated 7th of June 2001, in accordance with the Article 102 of the Charter of the United Nations.

IIMSAM has a *De Facto* diplomatic status in U.S. soil.

worldwide. Reaffirming the UN MDGs, IIMSAM has signed an MOU with its Official Working Partner and Technology Facilitator Hash Biotech Labs Private Limited from the Republic of India to initiate “**IIMSAM Spirulina Pledge**” global campaign. IIMSAM will be laying the framework for a groundbreaking, exclusive and first of its kind campaign that will contribute greatly towards meeting the mandate and objectives of IIMSAM worldwide.

IIMSAM together with its official working partner “Hash Biotech Labs” has taken the first step towards the “**IIMSAM Spirulina Pledge**” global campaign, for which IIMSAM’s, Goodwill Ambassadors, Advisors and Network, along with the Diplomatic Community, the Private Sector, IGOs, NGOs, National and Local Governments, Prominent Individuals, Celebrities etc. may pledge certain amounts of Spirulina (in KGs) for the next five years to IIMSAM. Pledges could be as low as 1 KG and as high as 100, 000 KGs.

The Campaign will allow IIMSAM to distribute Spirulina on a Massive scale to create a significant impact on the battle against malnutrition it will also allow IIMSAM to get to the next level in feeding the most vulnerable populations throughout the globe.

This campaign will provide greater force not only in terms of reaching out to each corner of the world but will also give it a new height by involvement of all. By making it readily available worldwide and push it aggressively to make it a part of the food chain in order to eradicate malnutrition.

The campaign will take-off with the personal pledge of Hash Biotech Labs Founder and Chairman, Mr. Vikrant Sandal (*depicted on the pictures above*) of 1000 kg of Spirulina yearly for five years.

The official launching of the campaign will be held upon the arrival of IIMSAM’s Delegation from its N.Y. Headquarters to the Republic of India in the latter part of May 2010 a delegation that will be composed of IIMSAM’s Director-General Ambassador **R. Maradona**, Deputy-Ambassador **Shariar Rahimi**, Sr. Adviser **Ms. Emma Hallberg** and Jr. Adviser **Ms. Zeynep Oz**. IIMSAM will also have several Goodwill Ambassadors attending from the GCC. IIMSAM’s Ambassador At large and Special-Envoy to South Asia **Manish Uprety** will be in attendance.

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Moore information about the IIMSAM Spirulina Pledge Campaign please contact Ms. Erin Moore
At: IIMSAM, 211East 43rd St. Ste 2300, New York., N.Y. 10017.
212-661-2610-Fax: 212-682-0657
moore@iimsam.org

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