

NDDB Foundation for Nutrition celebrates World School Milk Day in Noida

Thursday, 28 September, 2017, 08 : 00 AM [IST]

Our Bureau, New Delhi

The National Dairy Development Board (NDDB) Foundation for Nutrition (NFN) celebrated the 18th World School Milk Day with girl students at Rajiya Balika Inter College, Sector-51, Noida, Uttar Pradesh. The girls of the school were provided milk. This was followed by an interesting awareness session on the importance of milk consumption and adequate nutrition.

World School Milk Day was started in 2000 by the United Nations' (UN) Food and Agriculture Organisation (FAO) and is celebrated on the last Wednesday of September every year. Countries around the world celebrate World School Milk Day to celebrate the health benefits of school milk programmes. Each year, events are held in over 25 countries.

NFN is a noble initiative promoted by NDDB as a trust/society with the objective of improving the nutritional indices of school children in India. Its mission is to provide every child a glass of milk to address malnutrition. NFN decided to use the educational infrastructure to help target this concern by adding good quality and safe milk to the buckets of meals for school children.

Currently, NFN has been supplying 200ml flavoured/fortified milk to about 11,000 students on all working days in a total of 13 Government schools of Delhi, Noida, Gujarat and Telangana. In schools across Delhi and Noida, Mother Dairy Fruit and Vegetable (P) Ltd has been supplying Giftmilk under its corporate social responsibility (CSR) fund.

The celebration included an awareness session conducted by Seema Puri, honorary member, NFN board of governors, and associate professor, department of nutrition, Institute of Home Economics (University of Delhi). She was accompanied by Mother Dairy officials and the school administration.

The session, with an interactive presentation, saw the participation of about 400 students of the school. Puri, while conducting the school awareness programme, talked about how foodstuffs can be categorised, the benefits of various products, the food pyramid, the appropriate daily diet and the benefits of milk and milk products.

The girls were also made aware about the importance of breakfast, essential nutrients for growth and overall development, along with the general importance of food and its appropriate consumption.

The session was followed by a quiz, in which the students enthusiastically participated, with responses pouring in from everyone. A poster competition, themed Doodh Piyo, Swastha Jiyo, was conducted towards the end. The celebrations culminated in the prize distribution.