

Report on Launch of Soy Fortified Wheat Flour

At special function, honourable Chief Minister of Gujarat Shri Narendra Modi launched Soya Fortified Wheat Flour at 10.30 am on April 6, 2010, at the facilities of Ministry of Food & Civil Supplies, Town Hall, Gandhi Nagar, Gujarat. Soya Food Promotion Welfare Association (SFPWA) put stall at the Exhibition area and the companies who displayed their products were: Ruchi Soya Industries, Sonic Biochem Extractions, Gujarat Ambuja Exports and Divy Soy Proteins. Dr. Suresh Itapu, Executive Director and Vikas Sharma from SFPWA attended the function.



(SFPWA Booth and the banner displayed with the names of the Companies)



(Sample bag of Soy Fortified flour)

The function was attended by 1500 people including Shri Narottambhai Patel, Minister for Food, Civil Supplies and Consumer Affairs, Shri Rajkumar, Secretary, Food and Civil Supplies, Government of Gujarat and many other Government officials. There were 1000 people from the families who are Below Poverty Line (BPL). Shri Modi said around 1.7 people would benefit from the scheme under which each Antyodaya family would be entitled to get a 17.5 kg flour bag at Rs 38, while each BPL family will get a 12.5 kg bag at Rs 26 per month. The BJP-ruled state has launched the innovative food scheme a day after the UPA Government at the Centre reverted back to the Planning Commission on finding out the exact number of the BPL families. He also noted that the fortified flour bags will be distributed from 16,000 public distribution system (PDS) shops spread across the state.

Soybean laden flour will provide additional protein, which is a important component of nutrition, he said.



(Shri Narendrabhai Modi, Chief Minister, Govt. of Gujarat alongwith Shri Narottambhai Patel, Minister for Food, Civil Supplies and Consumer Affairs)

Shri Modi presented the Soy Fortified Wheat Flour to 5 representatives of BPL families. He also made encouraging remarks and motivated people to use more of Soy in their day to day life.



(Shri Modi presenting bags of Soy fortified flour to BPL families)

Later, Dr. Itapu along with members of Roller Flour Mills Association had separate meeting with Shri Raj Kumar, IAS, Secretary. It has been proposed to further expand the program to Mid-Day Meal Program.



(Dr. Suresh Itapu and Mr. Ramesh Jain alongwith other members of SFPWA at the function)



(SFPWA Kiosk at the Exhibition area)