

15th Oct.2017-

Launch of World Food Day By Prithvi Innovations at Diwali Fest

FAO celebrates World Food Day each year on 16 October to commemorate the founding of the Organization in 1945. Events are organized in over 150 countries across the world, making it one of the most celebrated days of the UN calendar. These events promote worldwide awareness and action for those who suffer from hunger and for the need to ensure food security and nutritious diets for all. This year's theme for the WFD is 'Change the future of migration: Invest in food security and rural development'.

Did you know that hunger and poverty, climate change and conflict are some of the root causes of migration? Did you know that 1 out of every 7 people on the planet was a migrant in 2015? In the last few years, there has been a huge increase in the number of people migrating around the world. Most migrants are quite young - about one-third of them are between the ages of 15–34. Why are people migrating today and what can we do to give them the choice to stay at home, if it's safe to do so? Can you suggest ways we can prevent people from feeling they have no choice but to flee their homes?

This World Food Day, Prithvi Innovations tries to find answers to the above questions and invites one and all to the launch of 'Prithvi Food Utsav', on 15th Oct, at Diwali Fest at Cinepolis Mall, Gomtinagar. It is a month-long celebration comprising of series of edutainment activities, like (Food Xpresso, FoodToon Parade, Prithvi's Food Jasoos), Be Foodwise and Leave no Foodprints,'sensitization and capacity building workshops and innovative contests like Be prithvi's Annapoorna,'Taste the Waste,' international Poster making and Video –making contests, etc.. on the theme of World Food Day.

The aim of all these programs is to invite everyone to take the 'Zero-Food Wastage Challenge' and the Zero-Hunger Challenge, i.e to work to reduce food wastage, at all stages and levels ,so as to provide food to the hungry and needy people around us.

Mrs.Anuradha Gupta ,Founder Secretary of Prithvi Innovations, shares some alarming facts we all need to know about Hunger and expresses that through 'World Food Day celebration, we try to bring everyone together to commit to Sustainable Development Goal (SDG) 2 – to achieve Zero Hunger by 2030.

The world produces enough food to feed everyone, yet, about **800 million people** suffer from hunger. That is one in nine people. 60% of them are women.

One third of the food produced worldwide is lost or wasted.

The world will need to produce **60 percent** more food by 2050 to feed a growing population

About **80%** of the world's extreme poor live in rural areas. Most of them depend on agriculture.

Hunger kills more people **every year** than malaria, tuberculosis and aids combined.

Around **45%** of infant deaths are related to malnutrition.

Hence, she adds, that Prithvi Innovations is passionate and committed to the cause of SDG 2- Zero Hunger i.e. providing food to the hungry by reducing food wastage. We have been working consistently to do our bit to ensure this by conducting lot of innovative and meaningful activities throughout the year, involving multiple stakeholders, across all sections of the society.(our website www.prithviinnovations.org for more details). Our sincere efforts and dedication enabled us to become a Partner of the Sustainable Food System (SFS) program of 10 Year Framework Program of UNEP for the past 2 years.

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