

# Fashion United Against Malnutrition

In support of the United Nations Millennium Development Goals



"If my work at the IIMSAM were to save the life of even one child from the forty thousand children that die of malnutrition and related diseases each day, I would consider it the greatest work of my life."

- **Carolina Herrera, IIMSAM Goodwill Ambassador**

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***“In our times it is too cheap to take a human life but too dear to save one”***



Malnutrition is by far the most important single cause of illness and death globally. Each day around forty thousand children die because of severe malnutrition and related diseases across the world. Malnutrition dis-empowers and affects the lives of around 852 million people globally in a drastic way. Developing countries while bearing the disproportionate brunt of malnutrition in terms of development-deficit also suffer severe decimation of their human capital.

The costs of malnutrition in terms of lost development and productivity are enormous. Even mild to moderate malnourishment in the womb reduces future cognitive development of a child. It has serious impacts on groups that have traditionally been marginalized such as women and the girl child. According to the United Nations World Health Organization (WHO: 1996), more than starvation the real challenge today is malnutrition-the deficiency of micronutrients (vitamins, minerals and essential amino acids) that no longer allows the body to ensure growth and maintain its vital functions. Thus nutrition plays a crucial role in the reproduction of poverty from one generation to the next, and must be tackled on an urgent basis to meet the United Nations Millennium Development Goals.

**Fashion United Against Malnutrition** in support of the United Nations Millennium Development Goals is an ambitious agenda under the leadership of IIMSAM's Goodwill Ambassador Ms. Carolina Herrera to make the fashion fraternity a leading stakeholder in IIMSAM's endeavor to counter and combat malnutrition globally.

**Fashion United Against Malnutrition** in support of the United Nations Millennium Development Goals aspires to-

- Secure the Right to Food (UN GA Resolution No. 61/163) and bridge the health divide through Spirulina
- To achieve the goals expressed in the Article 11 of the International Covenant on Economic, Social, and Cultural Rights that recognizes the fundamental right of everyone to be free from hunger
- Article 24 of the Convention of the Rights of the Child to combat malnutrition and Article 27 of that highlights the need for assistance to be provided with regard to nutrition
- UN GA Resolution No. 60/3 that proclaims the period of 2001-2010 as “The International Decade for a Culture of Peace and Non-violence for the Children of the World.”

**The endeavor while generating immense awareness towards the cause would help build viable partnerships with different stakeholders, in order to raise resources and goodwill necessary to stem the loss of human life and counter various deprivations associated with malnutrition; and to percolate the benefits- nutritional, health, environmental, and developmental-associated with Spirulina to the grassroots across the world.**



For further information, please contact-



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**Support IIMSAM**

**Support LIFE !**