



Intergovernmental Institution for the use of Micro-algae Spirulina Against Malnutrition

Permanent Intergovernmental Observer to the United Nations Economic and Social Council

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

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

“Hay personas en el mundo tan hambrientas que Dios no puede a parecerles a ellos más que en la forma de pan”

Mahatma Gandhi

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Official Press Release

IIMSAM appoints eminent Bollywood actor Sanjay Dutt as its Goodwill Ambassador to eradicate malnutrition and achieve the United Nations Millennium Development Goals



(United Nations Headquarters, New York, 16th December 2008) To realise its ambition of a world free of malnutrition and hunger by mainstreaming the use of Spirulina, IIMSAM appointed noted actor from Bollywood, Mr. Sanjay Dutt as its goodwill ambassador to help the organisation eradicate malnutrition and secure the United Nations Millennium Development Goals.

Mr. Sanjay Dutt who is from the Republic of India would join an array of IIMSAM Goodwill Ambassadors from across the globe who have committed themselves selflessly and diligently to help the organisation mainstream the use of Spirulina which was declared as possibly *the best food for the future* by the United Nations World Food Conference in the year 1974, to eradicate malnutrition. Spirulina holds tremendous potential to eradicate malnutrition, achieve food security, and bridge the health divide especially in the context of the Developing and the Least Developed Countries.

Mr. Sanjay Dutt who has had a long association with Bollywood was recognised globally through the character of *Munna Bhai* that he portrayed for the blockbuster movie *Munna Bhai MBBS* in the year 2003. The movie emphasised the relevance of Gandhian values and of ***the Mahatma*** for the contemporary times. The United Nations declared the 2nd of October, the birthday of the Mahatma, as the International Day of Non-violence in 2007.

He would be playing a pivotal role for IIMSAM's programmes aimed at eradicating malnutrition not only in South Asia but across the world; and also for other affirmative actions programmes of the organisation viz. IIMSAM CAMP MARADONA® that aims at providing holistic education through sport and IIMSAM Culture of Peace.

While accepting his goodwill ambassadorship Mr. Sanjay Dutt stated- ***It is indeed a privilege for me to be an IIMSAM Goodwill Ambassador as it shall provide me with an opportunity to contribute towards eradication of malnutrition through Spirulina and to secure the United Nations Millennium Development Goals. I pledge my commitment to the cause which shall not be 100% but 200%. I will be available whenever and wherever IIMSAM requires me for its mandate to bring nutritional security in calamities; and other peace and educational initiatives of the organisation.***



IIMSAM's Director General H.E. Ambassador Remigio Maradona while congratulating Mr. Sanjay Dutt on the occasion said- ***I am confident that Mr. Dutt who brought relevance to the Gandhian values through the character he portrayed of Munnabhai would help IIMSAM realise the ambition of the Mahatma, of a just world free of malnutrition and hunger especially from food-fortification through Spirulina to deliver nutritional security to the peoples of the world.***

It takes a great character to empathise with the pain and agony of a fellow human being; and I have no doubt Mr. Dutt is one of them who shall help IIMSAM ameliorate immense suffering caused by malnutrition across the world especially to save the lives of innocent children and the marginalised. I also congratulate Ambassador Manish Uprety, IIMSAM's Special Envoy to South Asia who was pivotal to secure Mr. Dutt's association and commitment for our cause.

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