

Consumer's Right to Healthy Food World Consumer Rights Day, 2015 Brief Report

This year's World Consumer Rights Day is being celebrated on the theme 'Healthy Diets', which means 'Swastha Ahar'.

The world is facing a major health crisis. Poor diets contribute to more than 11 million deaths annually and are now the number one global risk factor for death, one premature illness and disability from diet-related diseases impoverishes families, hurts productivity and bankrupts health systems. The global economic impact from obesity alone is roughly US\$2.0 trillion, or 2.8 percent of global GDP, roughly equivalent to the global impact from smoking or armed violence, war, and terrorism.

This isn't just a rich country problem. Diet related diseases such as cancer, cardiovascular disease and diabetes are rising far faster in developing economies and resulted in more than eight million people dying before their sixtieth birthdays in low and middle-income countries in 2013 alone. We need a global transformation in the way people eat.

The campaign on healthy diets would be primarily focussed on making the general public aware on the importance of:

- Reducing salt consumption
- Reducing sugar consumption
- Nutrition labelling on pre-packaged foods
- Promoting Healthy food in schools

To commemorate World Consumer Rights Day and taking the campaign forward, CUTS, a Jaipur based internationally recognised consumer advocacy group organised a programme comprising of school children on March 16, 2015 at Ahinsa Vidyapeeth School, 74, behind Golimar Garden, Amer Road, Jaipur.

In the series, CUTS also organised a programme at Nagri Panchayat of Chittorgarh block in association with DSO, Chittorgarh on the same theme.