NEWS | NUTRITIONALS

Nu-Shakti pledges complete nutrition on Pongal

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By **Vallari Mathure** | January 14, 2020



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Emphasising the role of food fortification, particularly in Tamil Nadu

To address the need for proper nutrition in daily meals and emphasise the role of food fortification, particularly in Tamil Nadu, Nu-Shakti, a brand from Royal DSM – a global science-based company active in health, nutrition and sustainable living – organised a conference for mothers in Chennai. During the event, Chef Suresh Chinnaswamy, Educationalist and Social Activist, prepared a Mappillai Samba Aval, a special Pongal dish with the nutrition-rich products of Nu-Shakti for the assembled mothers.

Dr Bhuvaneshwari Shankar, Senior Consultant, Clinical Dietitian – Apollo Hospitals, Chennai, was among the key speakers who advised mothers about the need for food fortification and its role in preventing nutrient deficiencies. Addressing the panel on the *Need for nutrient-rich meals – Importance of Food Fortification*, Dr Bhuvaneshwari Shankar stated, *"A mother's nutritional knowledge is pivotal for her family to stay healthy lifelong. As a result, it is imperative for mothers to be aware of balanced nutrition and avail of health counselling to take appropriate measures against prevailing deficiency diseases. Indian diets are rich in staples, providing required calories but not complete nourishment. Many a time, vitamin and mineral deficiency, referred to as hidden hunger, goes unnoticed, rarely showing visible signs. It is in this context that awareness of home fortification can go a long way in meeting the nutritional gaps in their families. Home fortification technique can address vitamin and mineral deficiency. It can be a silent revolution against micro-nutrient malnutrition."*

Alok Kohli, Business Director – DSM India, said, *"Mothers always struggle between ensuring complete nutrition and the kids' choice of tasty food. Therefore, it's essential to create more awareness about the benefits of adequate nutrition in day-to-day meals and the role of home-food fortification in preventing nutrient deficiencies and ensuring a greater balance in our daily diets. This Pongal, Nu-Shakti aims to educate mothers about the vitamins and minerals essential in addressing the nutritional needs of the family while meeting the tasty-food expectations of kids. Chef Suresh has given a great example of how to prepare a tasty Mappillai Samba Aval Pongal recipe with complete nutrition by adding Nu-Shakti mix. With Nu-Shakti the*

dish includes all the critical micronutrients required for the family without altering the taste of the food."

Speaking about her experience at the seminar, Arulmozhi Kumar, one of the attendee mother, said, "*I am delighted and thankful that I am a part of this event. The event is an eye -opener for me as it made me realise that we all need extra nutrients, considering our lifestyle and our eating habits. This would further supplement our current nutritional intake and help us in the longer run. Apart from us, our kids are also picky eaters and it is a struggle for mothers to ensure that they get the right nutrients, along with keeping in mind their favourite food. Now I know that a fortifier can add required vitamins and minerals to my family's meal without altering its natural properties and taste. Nu-Shakti Power Mix is just that extra magic – an effective and easy way to ensure everyday health for the whole family. All I have to do is mix with raw rice or flour and store at home. I am assured that even if my fussy kid decide to eat only rice in some meals, they are getting the right nutrition."*

In promoting food fortification, Nu-Shakti increases the micronutrient value of home-cooked staple foods. This helps consumers achieve a healthier, more balanced diet without altering the taste and appearance of foods or changing dietary habits. Nu-Shakti's product range includes Powermix for rice (fortified rice kernels), Powermix for atta (fortified atta/flour), MixMe (fortified orange-flavoured beverage mix) as well as Vitamins and Mineral Mix (micronutrient sprinkler powder).

Nutritionists, industry experts, and mommy bloggers emphasised the need for micronutrients in every meal. More than 20 mothers, mommy bloggers, and nutritionists attended the seminar to understand the benefits of food fortification and the need for micronutrients among all age groups.

Read online: https://nuffoodsspectrum.in/news/6/15430/nu-shakti-pledges-complete-nutrition-on-pongal.html
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