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ISMA launches knowledge portal meetha.org

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By **Manbeena Chawla** | October 29, 2020



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Sugar to India is as ancient as Yoga and Ayurveda itself. It firmly occupies the position of being one of the 'panchamrits' or nectars of life. An initiative of the Indian Sugar Mills Association (ISMA), established in 1932, the oldest industry association in India. Since its inception ISMA has long been the interface between Government and sugar industry (both private and public sugar mills) in the country. It has been at the forefront of sugar export in the country, spearheading export initiatives for the industry. The portal, www.meetha.org has been co-developed by TLR Communications.

These days, there is a lot of negative propaganda against sugar. Much baseless and unsubstantiated information is floating around about sugar. There is absolutely no scientific evidence or any research paper which concludes or establishes that consumption of sugar in itself leads to any particular disease, even like diabetes or dental caries. They do say that problems in the body comes about only if a person is obese, which in turn can be caused by consumption of too many calories and lack of physical activities/exercise. It is reiterated that the calories can come from any food and not only from sugar alone.

ISMA feels that before the negative, unsubstantiated propaganda wrongly influences the consumers and misleads them, there is a need to counter such unfounded negativity and convey the right information to the consumers about sugar, and its impact on the body and health.

Accordingly, ISMA decided to start a campaign, including on social media, to educate and spread the awareness amongst the consumers on healthy eating and healthy lifestyle, as also debunk the myths surrounding sugar.

As a part of this campaign, ISMA will be holding workshops & webinars, where experts like nutritionists, dieticians, endocrinologists, public health specialists, medical practitioners, sugar producers and consumers etc., will share their expertise, ideas and knowledge on the subject. The purpose of running such a campaign is to give the right information to the consumers in a single platform, in a world where there is lot of confusion, with many opinions and views of self-

appointed experts.

Read online: https://nuffoodsspectrum.in/news/29/16601/isma-launches-knowledge-portal-meetha-org.html
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