



## PRESS RELEASE - UPDATE - Winter - 2021

### IIMSAM - DXN ONE MILLION KIDS FREE SPIRULINA CAMPAIGN IN SUPPORT OF UN DECADE OF ACTION 2020-2030

**AGAINST MALNUTRITION THE WORLD'S "PERENNIS" NUMBER ONE KILLER ACCORDING TO UN.**

**ABOUT IIMSAM BRIEF:** The Autonomous Inter-governmental Institution for the Use of Micro-Algae Spirulina Against Malnutrition (IIMSAM) is an inter-governmental organization registered under the Multi-lateral-United Nations Treaty Series No. 37542-37543, dated 12th June 2001; by the Article 102 of the Charter of the United Nations. (IIMSAM) also has its Bi-Lateral Treaties with various countries and autonomous and semi-autonomous regions in the world. IIMSAM is accredited with Inter-governmental Observer Status at the United Nations Economic and Social Council (ECOSOC), Continuingly under Rule 79 of the Council's rules and Section 74 of the regulations procedure functional commissions. Under UN-ECOSOC-Resolution No. E/2003/212, dated 5th March 2003.

**IIMSAM & THE WORLD HEALTH ORGANIZATION:** Since 2015, IIMSAM has been a Partner for Maternal Newborn & Child Health (PMNCH) WHO - Geneva. In 2018 IIMSAM was invited by WHO - Geneva to join the newly form Intergovernmental Organizations (IGO) Constituency of the (PMNCH), A core Actor of the UN Secretary General's Every Women Every Child (EWEC) movement. IIMSAM is a staunch advocate supporting the United Nations and is committed to the principles and praxis of universality and multilateralism through the UN System.

**IIMSAM IS MANDATED TO DISSEMINATE: " SPIRULINA PLATENSIS"** As a humanitarian instrument in fighting severe acute malnutrition, the world's number one killer, according to UNICEF. IIMSAM has an International Panel of World-leading Pundits that provide technological, scientific, and operational support, biological and engineering advice on a "Pro Bono" basis. IIMSAM is an entirely Humanitarian IGO that has played a proactive role in providing nutritious Spirulina as an aid. IIMSAM's Flagship Programme "Sheikh Zayed Bin Sultan Al Nahyan Spirulina Free Distribution Centre" in Kisumu, Kenya, has fed thousands of underprivileged recipients with acute-malnutrition since its inception ongoing sustainable programme since April of 2009 - till present day.

**THE INTERNATIONAL CONTINUOUS EXO-HUMANITARIAN ACTIVITIES OF IIMSAM DURING COVID-19 RESPONSE:** Sponsored by its Goodwill Ambassadors. As COVID-19 upends daily lives and communities, IIMSAM has saved the perilous lives of approximately **153+ thousand** and counting needed recipients in various countries IIMSAM's concern is to keep protecting children and others during COVID-19. "The One Million Child" IIMSAM/DXN Campaign distribution of free-Spirulina as a vital aide for life sustainability in underprivileged communities worldwide during the current Covid19 crisis. By catalyzing innovative solutions, investments, and multi-stakeholder partnerships supporting the UN Decade of Action 2020-2030 to deliver the SDGs and accelerate its implementation during Covid-19.

**IIMSAM-DXN' ONE MILLION CHILD FREE SPIRULINA INTERNATIONAL DISTRIBUTION CAMPAIGN:** IIMSAM recognizes that hunger and malnutrition are a significant impediment sustainable development, reaffirming that reducing these is a primary goal of the UN-Sustainable Development Goals 2030 Agenda. IIMSAM, under the strategic partnership with DXN Company based in Malaysia with **ten million distributors**. Who are the campaign sponsors worldwide by contributing one dollar for one child. The campaign was launched officially in 2020, the 'One Dollar One Child' (ODOC) campaign to support the **United Nations Decade of Action 2020-2030 Sustainable Development Goals**.

**TO ADDRESS CHILDHOOD MALNUTRITION WORLDWIDE:** by the free delivery and distribution of free Spirulina during the **UN Decade of Action 2020-2030**. 3grams of Spirulina per child daily for a three months treatment. According to the **World Health Organization (WHO)**, **roughly 7 million children under 5 die each year from preventable causes worldwide. Malnutrition is the underlying cause of 45% of these deaths, according to the WHO.** Considering these parameters, IIMSAM expects to distribute Spirulina tentatively to underprivileged communities worldwide. Focusing on the most needed first.

**IIMSAM'S STRATEGIC PARTNERS AND CONDUITS & AUTHORITIES AROUND THE WORLD WILL ASSIST IIMSAM ON THE DISTRIBUTION:** Non- Profit Organizations working purely in distributing, promoting, and raising awareness of the excellent use of Micro-Algae Spirulina against malnutrition will support IIMSAM with logistics and distribution among the marginalized sections around the world. IIMSAM has officially started its distribution in **January 2021** in the State of **Nadu-Tamil in India**, where malnutrition is rampant among children. IIMSAM will always seek distribution assistance with the relevant national/local authorities for support. In this regard, we expect to get support from the authorities on a case by case basis in this noble cause.

# IIMSAM'S DXN DISTRIBUTIONS OF FREE SPIRULINA WORLDWIDE **WINTER 2021:** As of Jan-Feb-March.

- \* SEE IIMSAM OFFICIAL FACEBOOK FOR REGULAR UPDATES ON THE DISTRIBUTION - PICTURES-VIDEOS WHEN AVAILABLE & SPECIFIC DETAILS OF THE CAMPAIGN DISTRIBUTION. ([WWW.FACEBOOK.COM/IIMSAMIGO/](https://www.facebook.com/iimsamigo/))
- \* **INDIA-TAMIL-NADU: STARTED-JAN 2021** ongoing for 90 days treatment. According to UNICEF: prevalence of severe malnutrition among children was the result of a vicious cycle starting from unhealthy mothers. In Tamil Nadu, half of the women in child-bearing age are found to be anemic, NFHS-4 data shows. "Our target is to reduce malnutrition in women also. Target of distribution as needed.
- \* **MUMBAI: Coming Soon - 28 - February-2021:** The three main target tribal-hamlets are situated in the Durshet area of district Raigad. The tribal-hamlets are very remote with no proper food and water supply; each hamlet comprises around 50-60 families and has around 60-70 children per hamlet, aged 3-12. Most of them are highly malnourished, and girl children are anemic due to insufficient nutrition and lack of hygiene. Distribution of IIMSAM/DXN spirulina will help raise the nutritional status and also get rid of essential mineral deficiencies. Target as needed.
- \* **ETHIOPIA- ADDIS ABABA - SPIRULINA ARRIVING VERY SHORTLY- TARGET 2000 CHILDREN - TENTATIVE START- EARLY-MARCH 2021).**
- \* **KURDISTAN/IRAQ-UNHCR-REFUGEE AND IDPS. CAMPS.** Open Date - March 2021 In cooperation with KRG - Dept of Health and UNHCR. Total number of camps in KRG for both (IDPs camps + Refugees camps) = 27 camps. Programme of Spirulina will start with **1000** children first. Then after the 90 days treatment completion will continued with rest of children in the camps.

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**SPIRULINA AND NUTRITIONAL PUNDIT. MS. FAHEELA SARANG - IIMSAM YOUTH AMBASSADOR - EXECUTIVE - WORLDWIDE-COORDINATOR & LIAISON TO DXN ODOC - CAMPAIGN FREE SPIRULINA DELIVERY SYSTEM.**

IF YOU ARE A "**BONA FIDE**" REGISTERED NGO-IGO-INGO-NON PROFIT AND YOU INTERESTED IN GETTING THE FREE SPIRULINA FOR YOUR ORGANISATION TO DISTRIBUTE TO UNDERPRIVILEGED COMMUNITIES OR ON ALL THE MATTERS CONCERNING DELIVERY-CUSTOMS - BOTTLENECKS IN THE DELIVERY SYSTEM AND THE PROMPT DELIVERY OF THE SPIRULINA TO ITS DESTINATION. SHE WILL BE THE ONLY PERSON IN COMMUNICATION WITH YOU. **SERIOUS INTERESTED ORGANIZATIONS ONLY.** LET US KNOW IF YOU HAVE EXPERIENCE IN THE DISTRIBUTION OF SPIRULINA.

## **SEE HER CONTACT DETAILS BELOW:**

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**DECADE  
OF  
ACTION**

**2020 - 2030**

**SUPPORT IIMSAM SUPPORT LIFE!**