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'Noon Assembly' campaign gains momentum in Delhi schools

Project Dhoop: 'Noon Assembly' campaign gains momentum

By Sanya Pandey



New Delhi, May 5 (UNI) A leading school in East Delhi has conducted a special 'Noon Assembly' to spread awareness about Vitamin D and its health impact for the lifelong health of children.

According to research, 20 minutes of sunlight exposure between 1100 hrs-1300 hrs can produce five times more Vitamin D in the skin as compared to morning hours.

'Happy English School shifted their morning assembly to around noon. The Noon Assembly started with a prayer, followed by activities including PT and Yoga to increase the Vitamin D absorption. It was concluded with children singing the National Anthem,' a statement said.

Dairy company, Kwality Ltd and the Food Safety and Standards Authority of India brought the 'Noon Assembly' to life on April 9, at the National Bal Bhavan in the Capital.

The initiative is supported by Central Board of Secondary Education, Indian Certificate of Secondary Education, New Delhi Municipal Council, Department of School Education and Literacy, Union Ministry of Human Resource Development and Non-Governmental Organisations Save the Children, GAIN, SEHEAC, and Child Survival India.

The launch saw participation of more than 600 students.

Kabir Basu Roy of Kwality added, 'Most parts of India receive abundant sunshine all the year through. Yet shockingly, studies have found that nearly 90 per cent of children in India were deficient in Vitamin D. It was this knowledge that led us to fortify many of our products with Vitamin D and other essential nutrients. We are proud to sport FSSAI's F+ fortified logo on our products and to be a part of Noon Assembly initiative.'

Vitamin D deficiency is putting children at risk of weakened bone health, reduced immunity, and many lifestyle related diseases.

Since its launch on April 9, the Noon Assembly initiative has seen increasing participation. At least 35,000 students from more than 40 schools have received over 700,000 sun minutes. Schools from Varanasi in Uttar Pradesh and Dhanbad in Jharkhand have also conducted the Noon Assembly in their premises. More than 10,000 parents have also joined the initiative to give their children better sunlight exposure.

Arti Khungar, Principal, Happy English School, urged children to spend time outdoors. She added, 'Good habits built in childhood help carve strong adults! The Noon Assembly is an idea that can solve a huge public health problem with a simple timetable change. Let us all join the Noon Assembly in our schools.'