4. UN launches 'Feed Our Future' cinema ad campaign in India

Prelims: United Nations Organisations

Mains: GS-II Issues Related to Poverty & Hunger

Why in News?

- The United Nations World Food Programme (WFP) has joined hands with Bollywood in India and launched a cinema advertisement campaign 'Feed Our Future' to raise awareness and take steps against hunger and malnutrition in India. UNWFP believes that this ad campaign will help them to spread the message of zero hunger among Indians.

About 'Feed Our Future' campaign:

- It is an advertising campaign launched by the World Food Program against hunger and malnutrition. The ad shows the reality that millions of people facing across the world. 'Feed Our Future' focuses on the urgent attention for the critical issue of hunger and malnutrition in the country.
- The ad shows that the world has to face great loss when children's voices are silenced due to hunger. The visual content shows the group of Syrian refugee children of the local community playing in the ruins of bombed-out buildings.

About WFP:

- The World Food Programme (WFP) is the food assistance branch of the United Nations and the world's largest humanitarian organization addressing hunger and promoting food security.
- The WFP strives to eradicate hunger and malnutrition, with the ultimate goal in mind of eliminating the need for food aid itself.
- It is a member of the **United Nations Development Group** and part of its Executive Committee. The WFP is governed by an Executive Board which consists of representatives from member states. WFP was established in 1961 when the Food and Agricultural Organization (FAO) decided to form an autonomous body for global food security in 1960. Its headquarters is located in Rome, Italy. WFP pursues a vision of the world in which every man, woman and child has access at all times to the food needed for an active and healthy life. The WFP operations are funded by voluntary donations from world governments, corporations and private donors. WFP food aid is also directed to fight micronutrient deficiencies, reduce child mortality, improve maternal health, and combat disease, including HIV and AIDS.