

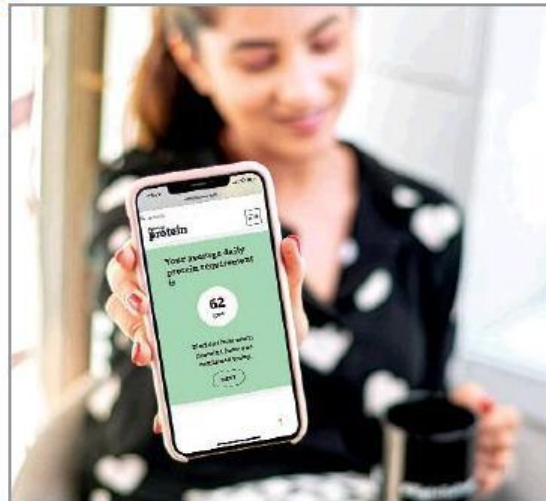
Increase awareness about protein consumption, use this tracking tool

According to recent National Sample Survey Office (NSSO) estimates, protein consumption has been on a gradual decline. Proteins from rich sources such as dairy, meat, soy and pulses, are being consumed in comparatively limited quantities.

Aalika Banerji Shah, advocate and nutritionist, says, "As essential as protein is, it is also among the most underrated macronutrient. That is why that it's time to join the #RightToProtein movement – a nationwide awareness drive to increase consciousness about protein consumption in adequate quantity and quality."

Aalika says, "To stay healthy, we need to watch our calorie intake and it's important to count calories to eat right. But tracking proteins is also very important for health."

Aalika adds, "Online protein calculator Protein-O-Meter can be instrumental in helping Indians keep track of their daily protein intake. The tool has been designed keeping



Use this tool to track your protein consumption

in mind the unique dietary habits of Indians. It aims to help Indians across different age-groups to track their daily protein intake and help them make necessary improvements by providing rel-

evant information."

One can use the Protein-O-Meter tool by simply answering some basic questions related to their lifestyle and diet on an everyday basis and get adequate information just at a click of a button.

The #RightToProtein campaign aims to not only sensitise Indians about the importance of proteins in the diet, but also act as a catalyst in promoting consumption of different forms of proteins amongst Indians for better nutrition and overall health and well-being.

Protein-O-Meter is developed on the basis of publicly available information and scientific recommendations from the Institute of Medicine (IOM) Dietary Reference Intakes (DRI) and protein requirements in nutrition determined by the World Health Organization (WHO) and the Food and Agriculture Organization (FAO), claims the campaign. Experts say that the tool is intended for informational purposes only and should not be considered as a substitute for professional medical advice.

Think you have a protein gap? Measure your daily protein intake by visiting righttoprotein.com/protein-o-meter
Email: contactus@righttoprotein.com
Website: www.righttoprotein.com