

Aamir Khan appointed WCD brand ambassador

New Delhi, July 04: The Union Ministry of Women and Child Development on Monday announced that popular actor Aamir Khan has been appointed as its Brand Ambassador to spread the message of curbing malnutrition among children.

The announcement came after Aamir Khan held a meeting with the Minister of State (Independent Charge) of Women and Child Development Krishna Tirath and officials of the WCD ministry in New Delhi on Monday, along with his creative team led by Prasoon Joshi.

The actor gave a presentation on his concept how he plans to spearhead the campaign on arousing consciousness among people about ill effects of malnutrition and prevent children from trap of malnutrition.

Ms Krishna Tirath expressed happiness that the actor is ready to shoulder this social responsibility without expecting anything in return.

She thanked Aamir Khan for sharing the Government's concern for children and making this sincere effort in spreading the social message about the scourge of malnutrition and good food habits among children and mothers.

Women and Child Development Secretary DK Sikri also thanked Aamir Khan and his creative team for contributing in social causes and social development of the country and the children in particular.

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