

Imposing a “Universal BMI Tax” to fight obesity, non communicable diseases, poverty, hunger and climate change and to enhance productivity

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Abstract

Obesity, non-communicable diseases, poverty, hunger and climate change are all interconnected consequences of unsustainable high mass consumption. All the above factors act as inhibitors to human development and evolution, from the perspectives of economic, physical, mental, social and spiritual aspects contributing to human wellbeing. It is well understood and documented that food and lifestyle or behavior define one's productivity, health status and life expectancy. While undernourishment remains as a major killer in less developed parts of the world over-nourishment is becoming a leading factor that cause non communicable diseases such as heart disease, stroke, hypercholesteremia, diabetes, hypertension and cancer.

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Biography:

Asitha. G. Punchihewa is a chief executive officer in panacea solutions, Srilanka. He completed his bachelor of degree from Deakin University and master of degree from university of Colombo. He was involved in Overall management, fund raising and monitoring of the National HIV/AIDS control project funded by The Global Fund (GFATM).