



ABOUT NUTRITIONAL INTERNATIONAL

Founded in 1992, Nutrition International (NI) is a global organization dedicated to delivering proven nutrition interventions to those who need them most. Working in partnership with countries, donors and implementers, our experts conduct cutting-edge nutrition research, support critical policy formulation, and integrate nutrition into broader development programs.

NI started its operations in India in 1998 and is currently having programs across 7 states viz. Uttar Pradesh, Madhya Pradesh, Chhattisgarh, Gujarat, Rajasthan, Tamil Nadu and Andhra Pradesh. Primarily, NI in India has been working to achieve the following objectives:

1. Increase biannual administration of Vitamin A syrup to all children 9-59 months of age in select states;
2. Expand zinc supplementation along with Low Osmolarity (LO) Oral Rehydration Salts (ORS) for the treatment of childhood diarrhoea in select states;
3. Increase the coverage of Iron and Folic Acid (IFA) programs for preschool children, adolescent girls, pregnant and lactating women to strengthen National Iron Plus Initiative (NIPI);
4. Facility based newborn care, nutrition and survival to promote practices of delayed cord clamping, Vitamin K injection at birth, KMC, early initiation of breastfeeding and IFA for lactating mothers in line with India Newborn Action Plan (INAP);
5. Infant and Young Child Nutrition (IYCN);
6. Improve production, monitoring and consumption of iodized salt through technical support to salt producers, state governments and central government to achieve Universal Salt Iodization (USI) and strengthen implementation of National Iodine Deficiency Disorder Control Program (NIDDCP);
7. Introduce and promote the use of fortified staples (Rice, Wheat flour, Double Fortified Salt, milk and oil) through social safety programs of Integrated Child Development Services (ICDS), Mid day meals (MDM) and Public distribution system (PDS) to improve the nutritional status of the most vulnerable.

Focus Area

Maternal health and Child care (for e.g. Maternal and child micro-nutrient/ dietary supplementation/ Food fortification for children, women and general population/ Iron Folic Acid supplementation/ Vitamin A supplementation)

TARGET STATE

Ottawa, Canada

OBJECTIVES

Capacitate the wheat flour millers of the state to produce adequately fortified wheat flour



COMPANY BRIEF

COMPANY HEADQUARTER

Ottawa, Canada

GEOGRAPHICAL AREA(S)

WHERE THE INITIATIVE IS

OPERATIONAL

Gujarat

MENTION THE NAMES OF THE SPECIFIC DISTRICTS/ VILLAGES/ AREAS IN THE CHOSEN STATE

Across entire state of Gujarat

THE INITIATIVE TAKEN BELONGS TO WHICH OF THE FOLLOWING CATEGORIES?

Other

IF THE INITIATIVE BELONGS TO THE "OTHER" CATEGORY IN QUESTION 5, PLEASE SPECIFY.

Nutrition International is an internal not-for-profit organization.

IMPLEMENTATION

NI's engagement with Gujarat roller flour miller's association entailed the following activities:

1. An industry assessment was undertaken to understand the capacity of roller flour millers to produce Fortified Wheat Flour (FWF).
2. Supported setting up of QA/QC laboratory by GRFMA for testing and monitoring quality of FWF produced and distributed in the state.
3. Capacitated the roller flour millers through training of their staff on GMP, production and QA/QC processes required for ensuring quality of fortified wheat flour.
4. Developed a Behavioural Change Communication strategy and communication materials for millers to introduce FWF in the market.

SPECIFY THE TARGET GROUP OF THE INITIATIVE.

Families purchasing fortified wheat flour from open market

WERE THERE ANY PARTNERS IN THE INITIATIVE?

Yes

IF YES, WHO WERE THE IMPLEMENTATION PARTNERS IN THE INITIATIVE?

Private

SPECIFY THE NAME OF THE PARTNERS INVOLVED IN THE INITIATIVE.

Gujarat Roller Flour Millers Association

WAS THERE ANY BASELINE STUDY?

Yes

IF THERE WAS A BASELINE STUDY, WHAT WERE THE FINDINGS OF THE STUDY?

No baseline was conducted

WHAT WERE THE FINDINGS OF THE END-LINE STUDY?

No endline was conducted

ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

No

IF YES, WHAT TYPES OF COLLABORATIONS ARE BEING THOUGHT OF?

NA

DO YOU HAVE ANY PLANS TO SCALE UP THE CURRENT INITIATIVE? IF YES, PLEASE MENTION DETAILS OF WHERE, WHEN AND HOW.

No specific plans to scale up as our engagement is already at state level. we will provide technical support to those millers who will be interested in fortifying wheat flour.

ACHIEVEMENTS

1. During CY 2017, 90,098 MT of wheat flour was produced by 8 wheat flour millers.
2. Flour millers were oriented on good manufacturing practices for the production of adequately fortified wheat flour, quality control and quality assurance processes.
3. A consultative workshop was conducted to take inputs from various stakeholders on the BCI strategy and communication materials. Participants at the workshop included members of Gujarat Roller Flour Mills Association (GRFMA) and representatives of Hotel owners association and Gujarat State Bakers federation. Based on the feedback received from the workshop a prototype of finalized communication materials including SMS with key message, Voice call, Dangers, Calendars, Radio Spots, Animation clips, TV spots, polypack design and Information sheet on fortified wheat flour were shared with GRFMA to generate consumer demand.

MENTION ABOUT THE SUCCESSFUL CASE STORIES THAT HAVE EMERGED FROM THE IMPLEMENTATION.

Program is ongoing.

CHALLENGES

Lack of awareness amongst consumers on benefits of fortified wheat flour results in limited demand for fortified wheat flour in open market.

MAJOR FINDINGS/ FINAL ANALYSIS

Project is ongoing.

NOTE FROM THE CEO/MD/ PROGRAM IN-CHARGE:

Nutrition International has been the pioneer in introducing Wheat Flour Fortification through Public Distribution System in 2 states of India. Currently NI is engaged in building the capacity of wheat flour millers of Gujarat to produce adequately fortified wheat flour that can be marketed through their existing supply chain. This program would provide us an understanding on the feasibility of introducing fortified wheat flour through commercial channel.

**-Sucharita Dutta,
Country Director - India
Nutrition International"**