



Nourish Life

**& Accelerating
Nutrition
Delivery**

ABOUT Nutrition 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:

- Increase biannual administration of Vitamin A syrup to all children 9-59 months of age in select states;
- Expand zinc supplementation along with Low Osmolarity (LO) Oral Rehydration Salts (ORS) for the treatment of childhood diarrhoea in select states;
- 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);
- 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);
- Infant and Young Child Nutrition (IYCN);
- 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);

• Infant and Young Child Nutrition (IYCN);

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• 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

Madhya Pradesh

OBJECTIVES

To improve the nutritional status of the beneficiaries of public distribution system with introduction of double fortified salt.



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COMPANY BRIEF

COMPANY HEADQUARTER

Ottawa, Canada.

GEOGRAPHICAL AREA(S) WHERE THE INITIATIVE IS OPERATIONAL

Madhya Pradesh

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

Alirajpur, Dindori, Anuppur, Betul, Dhar, Balaghat, Ratlam, Barwani, Mandla, Khargone, Chhindwada, Shahdol, Seone, Jhabua, Sheopur, Hoshangabad, Burhandpu, Khandwa, Sidhi, and Umari.

THE INITIATIVE TAKEN BELONGS TO WHICH OF THE FOLLOWING CATEGORIES?

Other

SPECIFY THE TARGET GROUP OF THE INITIATIVE.

Families benefiting public distribution system.

WERE THERE ANY PARTNERS IN THE INITIATIVE?

Yes

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

NGO/Development organisations

SPECIFY THE NAME OF THE PARTNERS INVOLVED IN THE INITIATIVE.

Departments of state government

ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

No

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

Project is ongoing.

IMPLEMENTATION

Providing technical support to the Government of Madhya Pradesh (GoMP) in introducing DFS through PDS in 89 tribal blocks spread across 20 districts of Madhya Pradesh. Technical support includes the following:

1. Technical support towards development of tender document for the procurement of DFS.
2. Develop design and layout for the DFS salt packets.
3. Development of DFS technical training module
4. Conduct TOT at the state and district levels officials, warehouse in-charge, and FPS shop owners and quality controllers.
5. Development of Behavioural change communication strategy and communication material and its roll out.

ACHIEVEMENTS

Based on the advocacy of NI, state has procured DFS for one year and the DFS was launched by Honorable Chief Minister of the state. In addition to this, BCI campaign was also launched in the same event.

WHAT WERE THE FINDINGS OF THE END-LINE STUDY?

Endline is yet to start.

WAS THERE ANY BASELINE STUDY?

Yes

MAJOR FINDINGS/ FINAL ANALYSIS

Project is ongoing.

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

Nutrition International is privileged to be the technical partner of state government of Madhya Pradesh in introducing Double Fortified Salt through Public Distribution System. Through this program, DFS is expected to benefit 2.5 million families of 89 tribal blocks across 20 districts of the state. As an organization, NI is committed to support state governments in addressing micro-nutrient deficiencies benefiting the most vulnerable sections of the population especially women and children.

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

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

Yes. NI will provide technical support to the state for scaling up this initiative to the entire state of Madhya Pradesh.

CHALLENGES

The procurement of DFS took longer than expected.