

**TATA**

**& Accelerating  
Nutrition  
Delivery**

# ABOUT TATA TRUSTS

Tata Trusts are amongst India's oldest, non-sectarian philanthropic organisations. Since its inception, Tata Trusts have played a pioneering role in transforming traditional ideas of charity and introducing the concept of philanthropy to make a real difference to communities. The Trusts engage with competent individuals and government bodies, international agencies and like-minded private sector organisations to nurture a self-sustaining eco-system that collectively works across various areas.

Tata Trusts has adopted a multi-pronged approach to be able to address the issue of malnutrition effectively and at scale. Tata Trusts will make strategic investments that will play a gap filling or a catalytic role in the ecosystem and engender better health outcomes. The effort broadly, has been to look for existing and emerging platforms to deliver enhanced nutrition. To address the challenge of stunting, Tata Trusts are taking an intense multi-sectoral approach looking at maternal care, water and sanitation, behavioural change communication and poverty alleviation in an integrated way. To address the challenge of micro-nutrient deficiencies, Tata Trusts are looking at fortification of staple food vehicles such as flour, salt, oil, and milk.

## 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

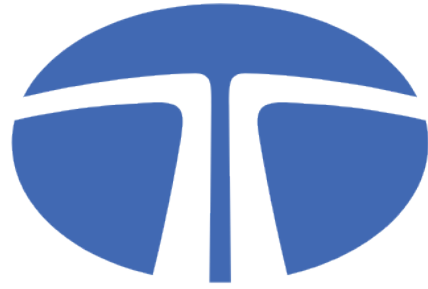
## Mumbai

# OBJECTIVES

The oil fortification project was conceived to fortify edible oil across states, so that benefits of Vitamin A and D reach to all individuals.

To catalyze the efforts of FSSAI, who released fortification standards for edible oil with vitamin A and D, this project has been started. Following are the key objectives:

- 1) To built capacity for oil fortification in the industry. Create awareness around new fortification standards for edible oil and provide technical assiatance to industry on fortification.
- 2) To create awareness about the importance of good nutrition and food fortification and in turn improve demand for fortified foods
- 3)To improve nutritional status with respect to vitamin A and D
- 4) To replicable models at state level
- 5) To advocate for mandatory fortification of Oil at national level. This in turn will force the state level oil miilers to adopt oil fortification.



**TATA**

# **COMPANY BRIEF**

## COMPANY HEADQUARTER

Mumbai

## GEOGRAPHICAL AREA(S)

### WHERE THE INITIATIVE IS

### OPERATIONAL

Andhra Pradesh, Gujarat, Haryana, Madhya Pradesh, Maharashtra, Punjab, Rajasthan, Telangana

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

All districts

## THE INITIATIVE TAKEN BELONGS TO WHICH OF THE FOLLOWING CATEGORIES?

CSR

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

NA

## SPECIFY THE TARGET GROUP OF THE INITIATIVE.

It is expected that around 9MMT oil will be fortified and around 750million individuals will be impacted.

## WERE THERE ANY PARTNERS IN THE INITIATIVE?

Yes

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

NGO/Development organisations

## WAS THERE ANY BASELINE STUDY?

No

## ACHIEVEMENTS

NA

## SPECIFY THE NAME OF THE PARTNERS INVOLVED IN THE INITIATIVE.

Global Alliance for Improved Nutrition

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

NA

## WHAT WERE THE FINDINGS OF THE END-LINE STUDY?

NA

## ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

NO

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

NA

## IMPLEMENTATION

The implementation of the oil fortification project is aimed to achieve the following outputs:

- 1)The project will contribute in reducing insufficiency of Vitamin A and D in the population
- 2)Built capacity and enable fortification by large, medium millers
- 3) Increased demand of fortified oil in the market
- 4) Availability of right quality of fortified oil

Key activities that revolve around the project are 1) Policy and Advocacy: Round table discussions , project launch

2) Training and capacity building: Tenchal support to industry partners

3) Communication and consumer awareness: establish identification of +f logo and its association with fortified oil

4) Monitoring and Evaluation : quality control of samples and evaluation of project implementation

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

NA

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

NA

### **CHALLENGES**

- 1) Market aggregated around big players
- 2) Scattered small and medium local millers
- 3) Lack of awareness among consumers
- 4) Fortification of loose oil (sold without packaging)

### **MAJOR FINDINGS/ FINAL ANALYSIS**

NA

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

NA