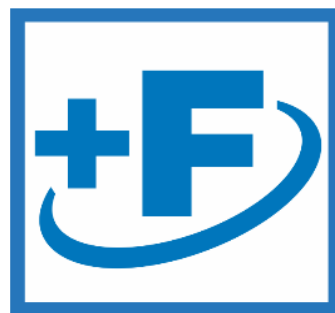




Food Fortification
Resource Centre



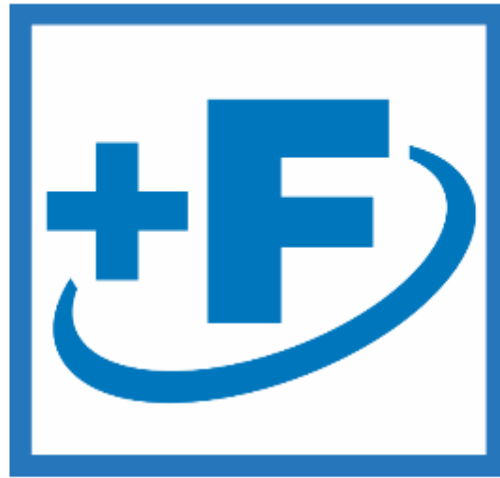
FORTIFIED
SAMPOORNA POSHAN
SWASTH JEEVAN

FOOD FORTIFICATION

MICRONUTRIENTS

1. **Vitamin A and D** in Edible **Oil & Milk** to prevent night blindness and support strong bones
1. **Vitamin B 12, Folic Acid and Iron** in **Wheat Flour & Rice** for good nervous system, foetal development and to fight anaemia.
1. **Iron** in **Iodised Salt** to fight anaemia

IDENTITY FOR FORTIFIED FOOD



FORTIFIED

**SAMPOORNA POSHAN
SWASTH JEEVAN**

CENTRAL GOVERNMENT ORDERS

1. Ministry HRD (10.7.17) and Ministry WCD (2.8.17) for use of Fortified Wheat Flour, Fortified Edible Oil and Double Fortified Salt in MDM and ICDS.

For DFS, order previously issued on 1.7.11 and 21.6.11.

1. Department of Food & Public Distribution for use of Fortified Atta in PDS (22.12.16).

PROGRESS IN STATES

1. Edible Oil: Rajasthan (all), Haryana (all/pipeline), HP (MDM & PDS), Gujarat (PDS and ICDS pipeline)

2. DFS: MP (all), Tamil Nadu and Tripura (MDM & ICDS), Rajasthan (MDM & PDS), Maharashtra (MDM & ICDS-pipeline), Gujarat (MDM), Karnataka (ICDS & PDS), Haryana and Andhra Pradesh (ICDS), UP and Jharkhand (PDS)

3. Wheat Flour: Haryana and UP (all/pipeline), Chandigarh (MDM), Maharashtra (MDM & PDS), Gujarat (PDS & ICDS-pipeline), Andaman & Nicobar, Kerala and West Bengal (PDS)

4. Rice: UP & Dadra Nagar Haveli (all/pipeline), TN and Chandigarh (MDM & ICDS-pipeline), Odisha and Daman and Diu (MDM & PDS-pipeline), Karnataka (MDM-all/pipeline)

OPEN MARKET AVAILABILITY

EDIBLE OIL

Has increased from ~20% to ~47% of the organised market. All edible oil sold in Rajasthan is already fortified. MP & Haryana are mandating it

AAK Kamani
Adani Wilmar
Bunge

Cargill
Marico

Fortified Edible Oil



MILK

Approx. 10% of packaged milk is fortified currently.

Mother Dairy (NCR) Verka (Punjab)
Medha (Jharkhand) Purabi (Assam)
Saras (Rajasthan)

Creamline

Dairy (TN)

Fortified Milk



OPEN MARKET AVAILABILITY

WHEAT FLOUR

General Mills
ITC
Patanjali
Harmony
Kumar Chakki
Navbharat Flour Mills
Jagganath
Mishkat



RICE

LT Foods (Daawat
Rozana)
DCP Foods (Asbah)



SALT

TATA Salt Plus
Ankur Salt Plus
Shree Salt
Amma Salt
Health Salt
Jagannath Salt
Odi Foods
Medi Plus
Sahayamatha
Sun Gold Plus



WAY FORWARD

1. Revisiting tendering, procurement and distribution of fortified staples in SNPs in states
1. Aligning FBOs with State Departments for ease of procurement in states
1. Training and capacity building of Food Safety Officers and food testing staff
1. Building awareness and creating demand for fortified foods across the country



TATA TRUSTS



BILL & MELINDA
GATES foundation



THANK YOU