

## **Implementation Model of DFS supply in PDS in Uttar Pradesh**

UP has a very high burden of anemia with greater than 90% of the population suffering from anemia in 29 districts. The project to introduce DFS in UP was conceived in 2015 to address the high prevalence of iron-deficiency in UP.

### **Steps:**

1. 10 Districts were selected, with 38 Tehsils, covering 92 Blocks, 5,696 Gram Panchayats, 10,000 Villages and 8,586 Fair Price Shops
2. The districts were as follows: Mau (Azamgarh region), Siddharth Ngr & St. Kabir Ngr (Basti), Hamirpur (Chitrakoot), Faizabad (Faizabad), Auraiya, Etawah & Farrukhabad (Kanpur), Meerut (Meerut), Moradabad (Moradabad).
3. The project covered a total of 46.24 lakh card holders (230 lakh beneficiaries)
4. A Committee was formulated by Health Secretary and members from KGMC, SGPGI to recommend the best formulation among the two available.
5. A Tender Committee was formed to set qualification criteria for DFS suppliers
6. A six- month process was followed on selection of formulation and tender invitation
7. The Project was launched in December 2016
8. Supply of DFS in FPS was started with the assistance of Tata Trusts.
9. More than 10,000 ASHAs and FPS owners were trained on the benefits of DFS, its constitution, storage, handling etc.
10. IEC activities such as TV, radio ads, newspaper ads, leaflets, posters and flex boards were conducted to spread awareness among consumers
11. Quality control tests are being done batch wise at the manufacturer's level and at the field (household) level.

### **Model:**

1. The tender includes transportation of DFS from the manufacturer to the Block Level godowns of the districts and blocks specified.
2. From the Block level godowns, Fair Price Shopkeepers collect salt as per their usual system.
3. DFS is then sold at the Fair Price Shops

### **Amount:**

- Quantity of DFS supplied in these 10 districts is 57,000 Metric Tons by Ankur ChemFood Ltd.
- A family of three members receives 1 kg of DFS per month
- A family of more than three members receives 2 kg of DFS per month.

### **Costing:**

Budget support has been provided by the State Government to provide DFS at subsidized prices to low income groups as follows:

1. Rs 3/kg for AAY and BPL
2. Rs 6/kg for APL

The incremental cost of the premix is only **Rs 2-2.50/kg**. All other costs, including transportation, packaging etc. are the same as for iodised salt.