WHO WE ARE

The Food Fortification Resource Centre, supported by TATA Trusts, has been established as a resource hub for promoting and coordinating food fortification activities across India through both - Government Safety Net Programmes (ICDS, MDM, PDS), and the open market. FFRC is housed in Food Safety and Standards Authority of India (FSSAI) - the apex food regulator of the country under the Ministry of Health and Family Welfare.

FOOD FORTIFICATION ACHIEVEMENTS

- Ministry of Women and Child Development and Ministry of Human Resource Development to include Fortified Rice (Iron, Folic Acid & Vitamin B12) in addition to Fortified Wheat Flour, Fortified Oil and DFS in the Supplementary Nutrition Programme, dated the 28th of February, 2019.
- Administrative Approval of INR 174.64 crores by the Competent Authority for the Centrally Sponsored Pilot Scheme on Fortification of Rice and its Distribution under Public Distribution System, dated the 20th of January, 2020. Under the Scheme, Ministry of Women and Child Development, and Ministry of Human Resource Development, have agreed to bear the incremental cost of INR 0.60 per kg for fortified rice supplied in ICDS and MDM, respectively.
- Ministry of Health and Family Welfare, Government of India, appointed as the nodal Ministry for food fortification by PMO, dated the 3rd of June, 2019.
- Separate Category of Fortified Staples on Amazon
- 70 FSSAI-notified NABL Accredited Labs equipped for micronutrient testing.
- Endorsement of +F Logo linked to Food Licensing and Registration System (FLRS).
- Training of lab personnel on fortification of edible vegetable oil, wheat flour, rice, double fortified salt, and milk.

OUR FOCUS & GOALS

- Reduce micronutrient malnutrition.
- Empower States/Union Territories (UTs)/Line Ministries and encourage convergence.
- Increase open market availability of fortified products.
FORTIFICATION IN FOCUS

- Fortified Rice Kernels to be categorised as premix under Category 99 (substances added to food)
  Fortified Rice Kernels (FRKs) will be licensed through Category 99 (substances added to food), as it is a premix sub-category 99.5, i.e., nutrient and its preparation. No provision of +F logo endorsement has been made for FRK manufacturers.

- Third-party audit of Premix and Fortified Rice Kernel (FRK) Manufacturers completed
  A series of third-party audits were conducted by FSSAI empaneled third-party audit agencies for premix and fortified rice kernel manufacturers from December, 2019 to January, 2020, to ensure their compliance to Schedule IV of the FSS Act, 2006. A detailed list of verified suppliers is available on our website.

- 114 Top Companies and MSMEs with 157 Fortified Brand Variants
  +F endorsed fortified products are now available in the open market, including 80 brands of fortified edible oil, 55 brands of fortified milk, 12 brands of fortified wheat flour, 2 brands of fortified rice, and 8 brands of double fortified salt.

- 2.5 crore people reached through Swasth Bharat Yatra
  Swasth Bharat Yatra - a relay cyclathon to nudge people to Eat Right was held from the 16th of October, 2018 to 29th of January, 2019. One of the three pillars that the Yatra focused on was “Eating Fortified:” Through 6 tracks, 20,000+ kms, 2,100 local activations, 8,000+ cyclists, 21,000+ Eat Right volunteers, Swasth Bharat Yatra had an outreach of 2.5 crore people.

- World Food Day celebrations at FSSAI headquarters
  The first draft of standards on food fortification was launched on the occasion of World Food Day in the year 2016. Every year on the same day, interactive activities on food fortification are organised to recognise the remarkable efforts of key stakeholders in promoting and scaling-up food fortification. Project Dhoop was launched in the year 2018 to promote sunlight as a natural source of Vitamin D for children, in order to address the rising incidence of Vitamin D deficiencies.

ADVOCACY AND CONSUMER AWARENESS

- Consumer-Facing Events

  **National Eat Right Mela (Dec’18 & Dec’19)**
  FFRC conducted consumer awareness activities like surveys, quiz, lectures, etc. for a turnaround of over 100 people every day. An All India Eat Right Creativity Challenge was also conducted among school children, youngsters and teachers who would further propagate the idea of Eating Right.

  **Swasth Bharat Yatra (Oct’18-Jan’19)**
  Swasth Bharat Yatra, a Pan-India Cyclathon, is a key element of FSSAI’s Eat Right India movement. ‘Eat Fortified’ was one of the three pillars of Swasth Bharat Yatra. Consumers were educated about the benefits of fortified foods and the +F logo.

  **Regional Consultations on Food Fortification (May’19 - Feb’2020)**
  A series of five regional consultations were held from May, 2019 - February, 2020, with representatives from Line Ministries, industry, and development partners across the country for further scale-up of food fortification. A training programme on Methods of Analysis of Fortificants in Cereals was conducted in June’19 for 15 lab personnel. A series of three sensitisation workshops for rice millers in various districts of Karnataka were held for implementation of the Centrally Sponsored Rice Scheme. A workshop on introduction of double fortified salt (DFS) through PDS in States/UTs was also held to discuss the roadmap and challenges for its implementation.
• Communication Collateral

SOCIAL MEDIA OUTREACH

We work towards optimising our social media presence while being constantly engaged with our target audience, reaching new audiences, and driving traffic to our website.

STATE ADVOCACY

The Chairperson, FSSAI, in her visits to States, meets representatives from Line Ministries along with food businesses involved in food fortification for further scale-up in the respective State. As per requests received from States/UTs, customised IEC material has been designed for dissemination.
PREMISE BRANDING OF RETAIL STORES, CAPF, AND CSD CANTEENS

In order to make consumers aware about the benefits of food fortification, sensitisation workshops are organised for store in-charges of prime retail stores. The stores have ensured premise branding, promoted +F logo on their respective websites, dedicated separate racks/sections for fortified products, and conducted campaigns to increase awareness among the consumers.

• Capacity Building

1,160 Food Safety Officers (FSOs) trained.
Two sensitisation workshops on food fortification conducted for 127 store in-charges of Kendriya Bhandar.
Training of 33 FSSAI notified NABL Labs on fortificant testing for edible oil and milk. Training of 15 lab personnel on Methods of Analysis of Double Fortified Salt.
Training of approximately 2000 Food Businesses at regional consultations on Food Fortification for further scale-up.

OUR PUBLICATIONS

Journey of Food Fortification - Fighting Malnutrition Improving Lives
Food Fortification Resource Centre Brochure
Technical Manuals and FAQs for Staples Fortification
Large Scale Food Fortification in India - The Journey So Far and Road Ahead
Food Fortification Made Easy for Retailers
Food Fortification in India: Status and Road Ahead - Need for a Strategic Shift for Further Scale-up

OUR PARTNERS

For more information, visit www.ffrc.fssai.gov.in/partners

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TVC - SAKSHI TANWAR, VIRAT KOHLI

+F Dekha Kya?, featuring Sakshi Tanwar (Available in 13 Languages)

Plus Minus Ka Khel, featuring Virat Kohli

FSSAI has brought celebrities on board to advocate for fortified products with the +F logo.