As you may be aware, malnutrition affects nearly all sections of our population, and is particularly prevalent amongst vulnerable groups like infants, young children, adolescents, women and the elderly. Undernutrition, including micronutrient malnutrition, in infants, young children and pregnant women is a major cause for concern since it adversely impacts on the health, wellbeing and livelihood prospects of children due to impairment of their cognitive and learning abilities to the detriment of the future growth and development of the nation.

Several multi-sectoral measures are required to be taken to address the issue of micronutrient malnutrition in a holistic manner. One such proven measure is the promotion of food fortification, along with dietary diversification & improvement and micronutrient supplementation. Food Safety and Standards Authority of India (FSSAI) has, therefore, framed the “Food Safety and Standards (Fortification of Foods) Regulations, 2016” that specify standards for fortified wheat flour, rice, milk, edible oil and salt (Annexure-I). Related Central Ministries have already initiated steps to promote fortified foods - Ministry of Women and Child Development has issued directions mandating the use of double fortified salt in ICDS, Department of School Education and Literacy has issued directions mandating the use of double fortified salt in MDMS and Department of Food and Public distribution has issued directions encouraging States to distribute fortified wheat flour under PDS (Annexure-II). FSSAI has also fast tracked efforts to collaborate with all stakeholders to promote the adoption of fortified staple foods and generate awareness of their beneficial effects amongst the consumers.

We would like to take this momentum forward by engaging actively with your State to encourage the adoption of fortified staple foods, not only in Government run nutrition programmes like MDM, ICDS and PDS, but also by encouraging the general consumption of fortified food. We would like to
request you to kindly:

- convene a meeting with the Department of Health & Family Welfare, Department of Women and Child Development, Department of School Education and Literacy, and Department of Food and Civil Supplies and other related agencies in your State to work out an action plan to ensure the consumption of fortified staple food under their institutional schemes;

- review, update and furnish to us the status of fortification in the implementation of these schemes in the State as per Annexure III;

- identify a nodal officer or "+F Champion" from amongst senior officials to be the nodal contact point for the promotion of food fortification in the State;

- share information on the work done on food fortification in the State by March 15, 2017 as per template attached (Annexure IV).

The FSSAI team, along with experts from the newly created Food Fortification Resource Centre (FFRC), would be available for any support you may need including training, capacity building and any other related activities to take forward our efforts to encourage the manufacture, sale and consumption of fortified food products to help address the issue of micronutrient malnutrition in the country.

Yours Sincerely,

Ashish Bahuguna

Encl:

2. Annexure II – Directions encouraging States for fortification of food (Circulars).
5. FSSAI Brochure.

To

All Chief Secretaries/Administrators of UT