



Press Release

Fourth Regional Food Fortification Workshop – The Fourth Wave

Fortified Champions of Change

Chennai, Tuesday, 24 September 2019: The Food Fortification Resource Center (FFRC, FSSAI) jointly with TATA Trusts is conducting a series of eight regional, action-oriented consultations across the nation to extend the advantages of fortification to all beneficiaries. These consultations will result in a country wide food fortification scoreboard which will support the adoption of fortification as a cost-effective, scalable and sustainable intervention to tackle micronutrient malnutrition at large. These workshops will culminate in the unveiling of the national fortification scoreboard.

Food Fortification has acquired considerable traction in India over the past two years. It is now considered as one of India's main nutrition flagship programs. The States / UTs have embraced strengthening through safety net programs (SNPs), i.e. ICDS, MDM, and PDS. In open market, the availability of fortified brands is increasing with top and regional industry players taking proactive steps towards adoption of fortification.

Today in Chennai, Tamil Nadu, the fourth of the eight consultations targeted the states of Tamil Nadu, Andhra Pradesh, and Puducherry. The day-long consultation saw a participation of 240 key stakeholders. The need and importance of Food Fortification in India was discussed in depth. The industry members were briefed about the fortification environment in the country. They were nudged to adopt fortification as per FSSAI standards for fortification and were informed about the demand of the same. Their queries were addressed and they were assured that technical assistance and end-to-end support will be provided by development partners to the industries for implementing food fortification.

Officials from respective State Food Safety Net Programme departments talked about the current status, challenges of fortification in their States and outlined the suggested way forward. One-on-one interaction through a working group model was conducted with the States safety net programs to capture robust information on various parameters through questionnaires comprising various parameters such as number of beneficiaries, cost per meal per beneficiary, allocation of staples per beneficiary, among others.

In order to build a database of potential fortified staple manufacturers, data was captured through an Expression of Interest (EOI). This was followed by formation of commodity wise breakout-groups to discuss the feasibility of fortifying their respective staples.



Smt. A. Surya Kumari, IAS, VC & Managing Director, Andhra Pradesh State Civil Supplies Corporation Ltd. addressed the participants on the need of food fortification and how it can help in combating the micronutrient deficiency of the country. Along with this, Dr. K. Vanaja, Director-cum Additional Commissioner, food safety department Tamil Nadu mentioned that adopting a healthy lifestyle can significantly reduce the malnutrition and lifestyle related disorders.

The panel of dignitaries representing various State departments showcased the status of food fortification in their respective States. Smt. A. Surya Kumari, IAS, showcased the progress of the State in safety net programs, where Andhra Pradesh can be the benchmark model for implementing food fortification. Following this, Smt. V.R Jayalakhmi, Joint Director (NMP), Tamil Nadu, shared her experience of implementing fortified oil and double fortified salt in ICDS and Noon Meal Programme.

Industry representatives from Tirumala Dairy shared their story on implementation of fortification of 4,20,000 litres milk successfully.

The teams from FFRC, FSSAI and TATA Trusts provided insights into standards, regulations, quality assurance, technical and communication support extended to both industry and government. All the participants were awarded a certificate of appreciation for their efforts in catalyzing food fortification in India.