



Press Release

Third Regional Food Fortification Workshop – The Third Wave *Fortified Champions of Change*

Kolkata, Thursday, 8 August 2019: The Food Fortification Resource Center (FFRC, FSSAI) jointly with TATA Trusts has planned a series of eight regional working 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.

The third of the eight consultations was for the States of West Bengal, Jharkhand, and Bihar. The day-long consultation saw a participation by over 100 stakeholders both from the government safety net programmes and the industry. The need, importance and progress 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 SNPs 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 formations of commodity wise breakout-groups to discuss the feasibility of fortifying their respective staples.

Sh. Rajesh Singh, Director (Regional Office), FSSAI, addressed the participants on the roles and responsibilities of FSSAI to create an enabling environment for food fortification. He also highlighted the importance of the regional workshops, which aim to align demand and supply by bringing together relevant stakeholders.

The panel of dignitaries representing various State departments showcased the status of food fortification in their respective States. Smt. S. Mitra Deb, Joint Food Safety Commissioner, West Bengal, showcased the progress of the State in SNPs. Following this, Smt. Ananya Pradhan, Deputy Director, Department of Food and Civil Supplies, West Bengal,



shared her experience of implementing fortified wheat flour in PDS across 23 districts, as well as the strategy used.

Dr. U. C. Sinha, Nodal Officer, Office of the Food Safety Commissioner, Jharkhand discussed the current status of fortification in the state and the challenges being faced. Shri. Mukesh Kashyap, Designated Officer, Department of Health, discussed in-depth the usage of double fortified salt in some of the districts for ICDS and MDM. He also shared that the state has plans to provide fortified milk in MDM.

Industry representatives from Adani Wilmer and Emami shared their success stories on implementation of fortified variants of oil since the last few years.

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.