



**Food Fortification  
Resource Centre**

Set up by FSSAI with Support from TATA TRUSTS

## **Sensitisation Workshop on Food Fortification for Store Incharges of Kendriya Bhandar**

Head Office, Kendriya Bhandar, New Delhi  
29<sup>th</sup> May, 2019

A Sensitisation workshop was conducted for store In-charges of 55 stores of Kendriya Bhandar, New Delhi on May 29, 2019. The objective of the workshop was to sensitise the store heads on Food Fortification so that they can promote fortified foods to the consumers. The workshop was attended by almost 60 participants from 55 stores and senior level officials of Kendriya Bhandar.



Sh. Mukesh Kumar, managing Director, Kendriya Bhandar strongly emphasized the importance of fortified foods and cleanliness of KB stores.

### **Workshop Programme**

The workshop started with the need and importance of Food Fortification in India. A detailed session was conducted on the health benefits of fortified foods, highlighting the +F logo and different ways of promoting fortified staples in stores like premise branding, flash sales, dedicated racks /sections for fortified staples etc. Further, the handling and storage of fortified foods, store cleanliness and personal hygiene was discussed.

An open discussion session was held on the benefits of micronutrients, reading food labels and looking for +F logo to encourage the participants. A questionnaire on the health benefits of fortified foods, +F logo was given to all the participants to assess their knowledge after the workshop. The results of the questionnaire stated that the given information was very well received by the participants.

## Way Forward

1. FFRC to conduct additional workshop for remaining 50 plus stores of Kendriya Bhandar
2. Kendriya Bhandar has requested for informative flyer on food fortification both in Hindi and English for distribution to consumers during billing. FFRC may provide the same.
3. FFRC may award with certificate to the store “Champions of Fortification” for best and innovative way of promoting fortified staples.
4. FFRC to provide communication collaterals for premise branding of remaining stores.

