

# Scaling up fortification of edible oil, milk and wheat flour in selected geographies of India

## IMPACT BRIEF



### Introduction

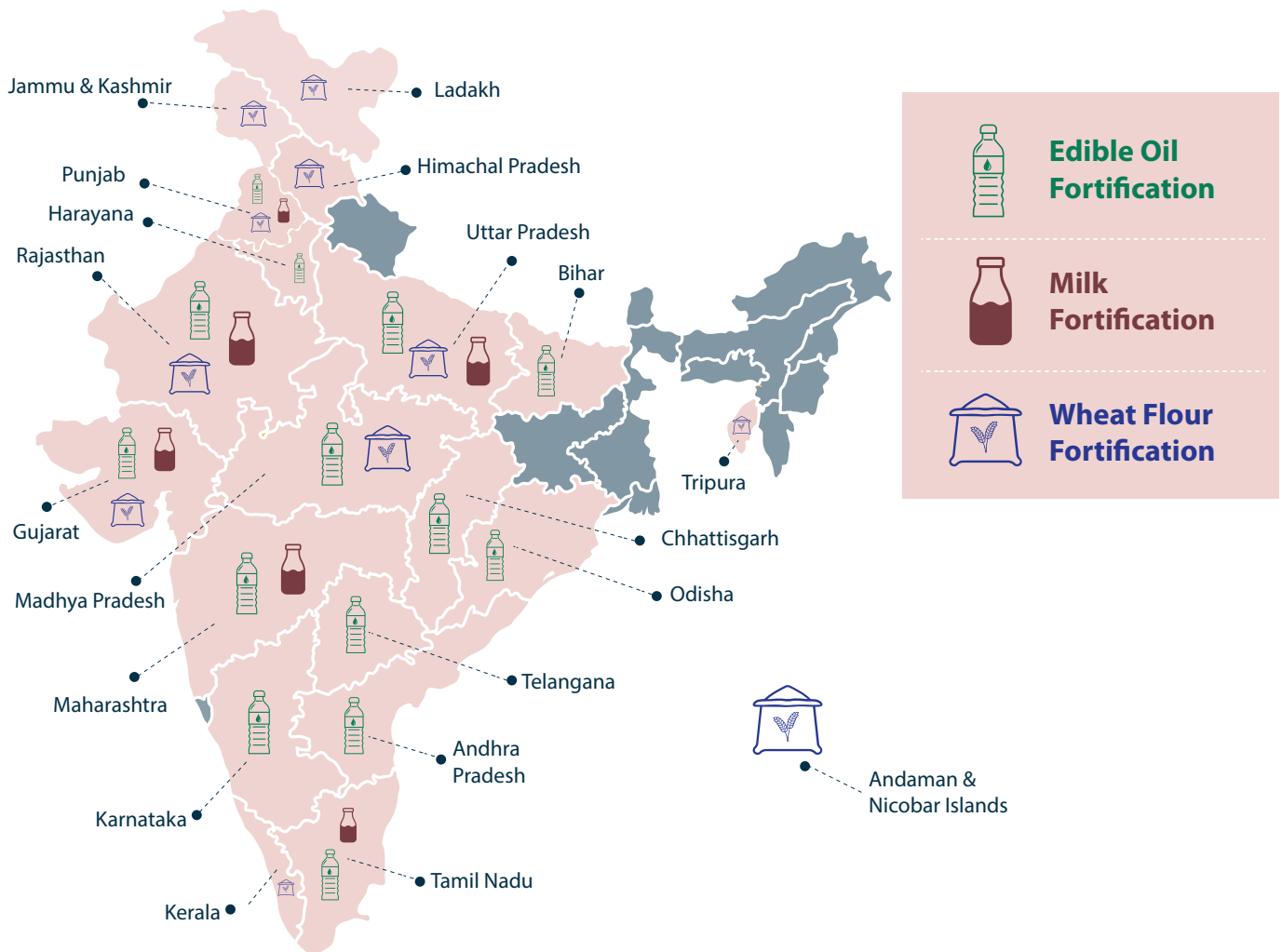
Food fortification has emerged as a safe, scientific and sustainable strategy for addressing micronutrient malnutrition in India, through the addition of micronutrients like Vitamins A, D and B12, iron and folic acid to staple foods such as milk, edible oil, salt, rice and wheat flour.

The Food Safety and Standards Authority of India (FSSAI) is strongly committed to framing policies and guidelines to create a conducive environment for the effective adoption of food fortification in the country. In collaboration with central and state-level agencies, the FSSAI has been leading LSFF initiatives across the country, ensuring the availability of fortified staples through both open markets and government programmes including the Public Distribution System (PDS), Integrated Child Development Scheme (ICDS), and Mid-day Meal (MDM) scheme.

Since 2017, KHPT and Global Alliance for Improved Nutrition (GAIN), have been working closely with the FSSAI and state governments in the scale up of the Large-Scale Food Fortification (LSFF) programme for wheat flour, milk and edible oil, through effective engagement with the government and food industry representatives.

## State Coverage

As technical partners, we have provided support for edible oil, milk, and wheat flour fortification initiatives across **20 states** to maximize the availability of quality-assured fortified staples for consumption.



## Project Objectives



Undertaking policy advocacy with key national government ministries and related departments at state level to mainstream fortified edible oil and wheat flour in safety net programmes



Undertaking quality assessment of fortified edible oil, milk and wheat flour from production sites and the open market to assess compliance with national standards



Building capacities of targeted edible oil industries (refineries and re-packers) and milk dairies on fortification processes



Engaging with safety net programmes, centralized kitchens and e-commerce platforms to ensure availability of fortified wheat flour by building the capacities of roller flour mills and commercial chakkis



Creating a sustainable pool of resource persons for training edible oil industries



## Approach and Activities

### Policy Advocacy



- ◆ Policy advocacy with Departments Food, Civil Supplies, and Consumer Affairs to promote staples in social safety net programmes and advocate for the adoption and implementation of food fortification regulations at state and national levels
- ◆ Round table meetings with Food Safety and food-based social safety net programme departments to increase availability of fortified foods in food-based government programmes and retail markets

### Capacity Building



- ◆ Capacity-building trainings for Food Safety Officers, to improve enforcement of fortification
- ◆ On-site handholding visits and trainings for industries to implement LSFF and ensure adherence to FSSAI standards
- ◆ Training and sensitization of frontline workers to promote fortified foods at the grassroots level
- ◆ Resource pool workshops to create an expert group of experts for sustainability of oil fortification interventions

### Quality Assurance



- ◆ Technical assistance provided to laboratories to facilitate quality assessments of fortified staples through comprehensive training, including the implementation of quality control measures and strict adherence to guidelines
- ◆ Facilitating quality analysis of fortified edible oil, milk and wheat flour samples from production units and the open market to assess compliance to standards

## Highlights

As a result of efforts through the LSFF project, the availability of fortified staple food, in both open markets and safety net programmes, increased the availability of fortified staple foods in both open markets and government safety net programmes.



Heritage Dairy in Andhra Pradesh and Dodla Dairy in Telangana, renowned as premier milk producers in the country, are fortifying all their variants of milk



One of the largest milk brands in Rajasthan, Lotus Dairy, is fortifying two of its milk variants



Aavin, a prominent brand under the Tamil Nadu Cooperative Milk Producers Federation, introduced its fortified milk variant, Aavin Delite, in May, 2023. In Chennai alone, Aavin now fortifies **1 lakh liters** of milk per day



Himachal Pradesh initiated wheat flour fortification in the PDS, benefiting **70 lakh** people beneficiaries



In 2023, Ladakh launched fortified wheat flour distribution through the PDS, benefiting **2 lakh** people



The Kerala State Civil Supplies Corporation, popularly known as 'Supplyco', is producing and supplying **60,000 metric tons** fortified wheat flour annually. Around 90% is distributed through PDS ration shops, reaching over **85 lakh** families. The remaining 10% is sold through SUPPLYCO supermarkets across 14 districts

## Impact

### Capacity Building and Stakeholder Engagement



**1386** Food Safety Officers trained on food fortification guidelines



**18** round table meetings organized to facilitate discussions



**1308** ANMs and **1577** Anganwadi workers in Tamil Nadu, and **298** ANMs and **63** Anganwadi workers in Maharashtra, trained to promote fortified foods at the grassroots level

### Industry Sensitization and Training



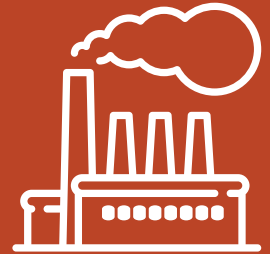
**680** edible oil industries



**270** milk dairies



**300** wheat flour industries.



### Fortification Initiation and Production



**320** edible oil industries initiate fortified oil production and distribution



**1,11,56,508** metric tons of fortified edible oil produced annually



**4,10,000** metric tons of fortified wheat flour produced annually



**72** milk dairies introduce fortified milk variants into the open market



**36 lakh litres per day** of fortified milk produced

### Quality Analysis



**410** samples of fortified edible oil



**93** samples of fortified wheat flour

*This data is accurate as of January 2024*

### Way forward

The LSFF project has made a substantial effort in increasing the availability of fortified staple foods in retail and social safety net programmes. Through strategic partnerships, capacity building efforts, and stakeholder engagement, the project has laid the groundwork for sustainable fortification initiatives across the country. Moving forward, continued collaboration between government agencies, non-profit organizations, and the private sector will be essential to sustain and scale up fortification efforts to ensure improved nutrition outcomes for all.

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