

Plan for conducting a cooking and tasting demonstration activity of fortified rice

Background

In India, 67.1% of children aged 6 to 59 months, and 57.2% in all women (15-49 years) are anaemic as per National Family Health Survey 5 (2019-21). Food fortification is one of the most effective, scalable, affordable, and sustainable ways to address micronutrient deficiencies is fortification of staple foods. Rice is the staple food of 65 percent of the population in India, especially in the North-West, Eastern, and Southern regions of the country. It has the potential to fill the gap in current fortification programs to tackle micronutrient deficiencies. The addition of essential vitamins and minerals to rice helps to reduce hidden hunger and improve the health of people whose staple diet consists majorly rice. In some areas however there are apprehensions / lack of proper knowledge about the benefits of Fortified staples. Hence there is a need to have demonstration of fortified rice.

Central Government has taken an initiative to supply fortified rice throughout the Public Distribution System (PDS), Integrated Child Development Services (ICDS) and PM-POSHAN scheme in all states and union territories in a phased manner to address anaemia and micronutrient deficiency in the country.

Objective

- To create awareness on importance and use of fortified staples at household level distributed through safety net programs (SNPs).
- As fortified rice does not require any change in behaviour, an awareness campaign on importance of fortified rice and ease of use is needed to build trust of people.

Methodology

The cooking and demonstration of fortified rice can be carried out as an event in an area. The event will be conducted at district level (focus on aspirational districts). A venue will be selected and stakeholders will be invited. A session by experts on food fortification with special focus on fortified rice will be held. The IEC activities will include cooking demonstration of regional rice dish using fortified rice and serving to the frontline workers/beneficiaries of ICDS and MDM. Collection of their feedback about the organoleptic properties and acceptability of fortified rice will enable the policy makers to implement the rice fortification program through SNPs.

Messaging Aids

Videos, posters, banners etc.

Target Audience

It will be a platform to reach out to:

- Frontline workers
- Other Stakeholders –students, beneficiaries, media etc.

Roles & Responsibilities

The following stakeholders would be responsible for:

- **Funding organisation-** In case any FBO under CSR wishes to adopt this program, the organisation will be responsible for providing funds to conduct the program. This could be done through funding directly to vendors.
- **State FDA-** The state nodal officer for fortification would coordinate the activity. They will identify the venue, invite the participants to the stall, additional ingredients and equipment needed by the chef for cooking the dish. Ensure all the IEC material is placed. Provide volunteers for manning the stall / event.
- **Fortification Division, FSSAI-** Identifying and connecting all the stakeholders. Providing content for IEC material. Providing visibility through social media engagement.

Expected Outcome

- Increase in the interpersonal communication on fortified rice of the government health workers for awareness.
- Increase in the knowledge, attitude and practice of the health workers and population.
- Increase the acceptability of the product.
- Generate demand.
- Burst Myths around fortified staples eg. plastic rice.

Tentative Budget/requirement

- Operational cost of venue including audio video arrangements
- Cooking and distribution of dish prepared from fortified rice
- Printing of IEC Material
- Resource kits for participants

Success Stories

- Perfetti Van Melle India Ltd. sponsored the activity successfully in district of Kupwara, Srinagar, Anantnag and Pulwama in the union territory of Jammu and Kashmir in March 2022
- Nutrition International organised the activity successfully in districts of Vidisha, Sehore and Anuppur in state of Madhya Pradesh in February 2021