

Priority Revenue Expansion Initiatives

Proposal Summary Document			
Project Title: DONOR CONSORTIUM FOR WHEAT FLOUR FORTIFICATION SCALE-UP IN INDIA			
Region: SOUTH ASIA		Country: INDIA	
Geographic Scope: National - 20 states			
Objective: To aid in achieving national targets to reduce Iron Deficiency Anemia (IDA) and Folic Acid Deficiency (FAD) through activities focused on establishing national wheat flour fortification through scaled-up interventions at the State-Level.			
Target Beneficiaries: General population			
Period: 4 years			
Budget(USD): 18.9 million			
Potential Partners	Role of Partners	Funding Amount (USD)	
		<u>Through MI</u>	<u>Parallel</u>
1. Donor Consortium		TBD	TBD
2. National and State Governments			
3. Industry			<u>In-Kind</u>
Project Description:			
<ul style="list-style-type: none"> ▪ Asia has the highest rates of anemia in the world with about half of the world's anemic women living in the Indian subcontinent. In India overall, 52 percent of women and 74 percent of children 6 to 35 months old are anemic. This amounts to over 300 million lives adversely affected. It is clear that if we hope to make a dent in global anemia rates, reach the targets set at UNGASS in 2002 and ultimately contribute to meeting the Millennium Development Goals, then addressing this issue in the Indian subcontinent is critical. ▪ Based on the magnitude of the vitamin and mineral deficiency challenge in India, the scale of intervention required and the prevailing share of capacity for implementation between the national and state-level governments, this program proposes to develop a MI-led donor consortium four-year phased program focused on establishing national wheat flour fortification through scaled-up interventions at the State-Level. The proposed program will also continue to support a parallel set of activities at the national level to ensure that key elements of the policy and regulatory enabling environment are in place. ▪ It is proposed that wheat flour fortification in India be built-up based on a four-year, two-phased program beginning with the establishment of State Fortification Alliances in six large wheat producing/consuming states. The flour will be fortified with iron and folic acid, which are permitted under the Prevention of Food Adulteration Act, 1955 of the GoI, subject to meeting with the labeling specifications of the Act. ▪ States to be included for scale-up in Phase 1 of the program are West Bengal, Bihar, Gujarat, Andhra Pradesh, Karnataka and Tamil Nadu (program for scale-up in both Punjab and Haryana have already been initiated with support from MI). ▪ In Phase 1, the program will be implemented with the large roller flour mills over a three year period to set an operational base for <i>atta</i> fortification. Phase 2 (2 years) will see the expansion of the program to twelve more states and a deepening of the program to include high-output chakki mills in the Phase 1 states. By the end of the four-year program, 20 key states that account for the highest concentration of large and mid-sized mills will be voluntarily fortifying <i>atta</i>. 			
Status of Project: Concept Document and Program Budget finalised.			
Next Steps: 1. Identify potential donors (could include: State governments, Indian Milling and Premix Industry representatives, MI, GAIN, ADB, UNICEF, World Bank, European Union, USAID, CIDA and DFID); 2. Develop a Task Team to oversee the consortium development and program preparation process; 3. Prepare draft program framework; 4. Convene a planning meeting of the Task Team to agree on a process and timetable.			
Responsible Person: Dr. Saraswati Bulusu.			