



# TATA TRUSTS

SIR DORABJI TATA TRUST • SIR RATAN TATA TRUST • JAMSETJI TATA TRUST • N.R. TATA TRUST • J.R.D. TATA TRUST

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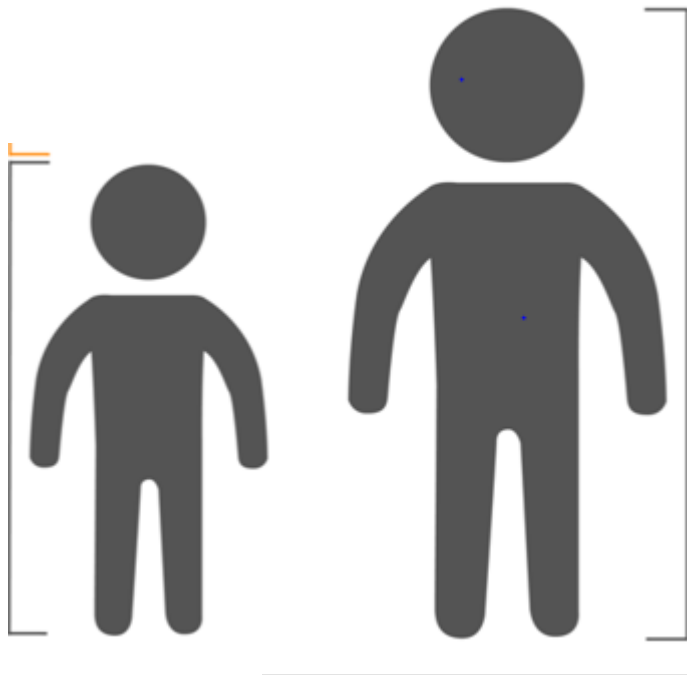
## INSIGHTS FROM PUBLIC PRIVATE PARTNERSHIPS

VIVEK ARORA  
SENIOR ADVISOR  
TATA TRUSTS

# Nutrition Goals

“My most visible goal is to do something in nutrition to children and pregnant mothers in India. Because that would change the mental and physical health of our population in years to come”

- Mr. R.N. Tata: Chairman, Tata Trusts



Reduction in stunting<sup>1</sup>

38.4%



25%<sup>2</sup>

Reduction in anemia prevalence<sup>1</sup>

Annual  
reduction

3%

Reduction in low birth weight<sup>1</sup>

2%

1. In the communities that we serve in
2. By 2022, in line with Poshan Abhiyaan

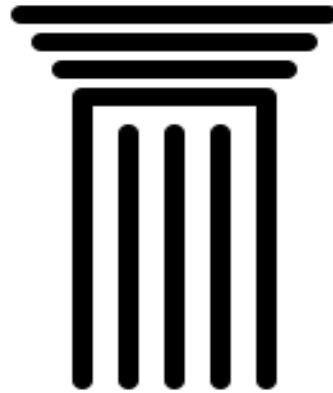
# NUTRITION AT TATA TRUSTS

## Product Development



- Food Fortification
- Affordable Nutritious products

## Platforms Augmentation



- Improve government safety Net Programs ICDS, MDM, PDS etc.

## Policy, Advocacy & Data



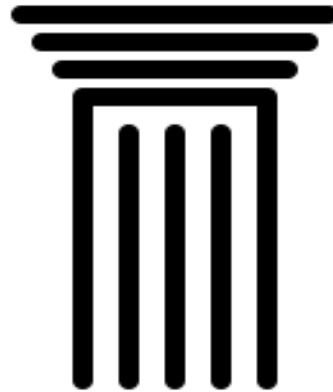
- FFRC
- TATA – NIN Centre of Excellence in Nutrition
- Swasth Bharat Preraks

# PUBLIC PRIVATE PARTNERSHIPS

Partnerships help augment government schemes and Tata Trusts acts as catalyst to innovate, support, strengthen existing programs and make Governments adopt new methods of improving nutritional outcomes in the country.



- Central Kitchens Program
- NDDB –GiftMilk Scheme
- Food Fortification
  - Govt. of AP
  - Govt. of Maharashtra
  - PSU -BPCL



- Nutrition Resource Centre –POSHAN Abhiyaan
- NITI Aayog TSU



- FSSAI
  - Experience Zone
  - Digitization
- TATA – NIN Centre of Excellence in Nutrition



# CENTRAL KITCHENS PROGRAM



# Problem Statement

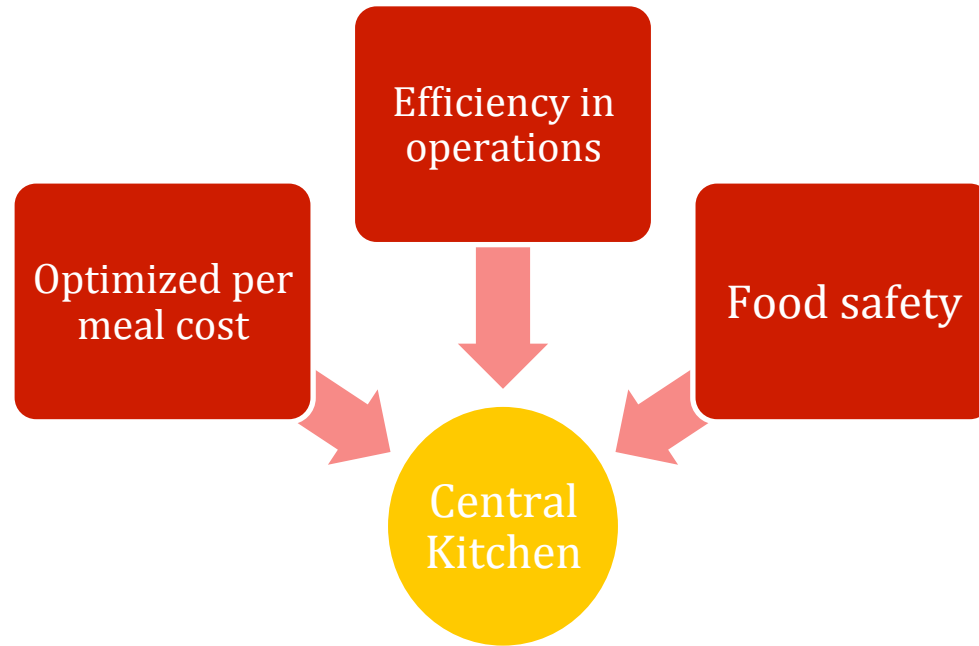
- High incidence of anaemia, stunting, wasting and undernourishment in tribal dominated areas
- Undernourishment has a cascading effect on livelihood opportunities
- On the other hand, Tribal Development Dept. run schools are mandated to provide food at Ashramshalas
- There are 589 such schools, having 1,89,000 kids across Maharashtra
- But they are in abysmal conditions, barely fulfilling their purpose





# Value Proposition

- TATA Trusts proposed the concept of centralised kitchens to tackle the issue of malnutrition effectively and at scale.
- In this model, the Central Kitchen acts as the hub, while food is transported to spokes - the schools
- The strategy involves achieving economies of scale in production, so that cost per meal remains low
- Bulk food can be prepared in the most hygienic conditions while adhering to strictest food safety standards.



# Distinguishing features of Annapurna Central Kitchens



## Focus on underserved regions

- Our centralized kitchens reach out to rural and tribal areas.
- Most centralized kitchens today are operative in urban and semi-urban areas.



## Holistic feeding, not just Mid-day meal

- We are looking beyond just Mid-Day meals.
- The kitchens function round the clock, serving four meals a day.



## Hygienic, nutritious and tasty food

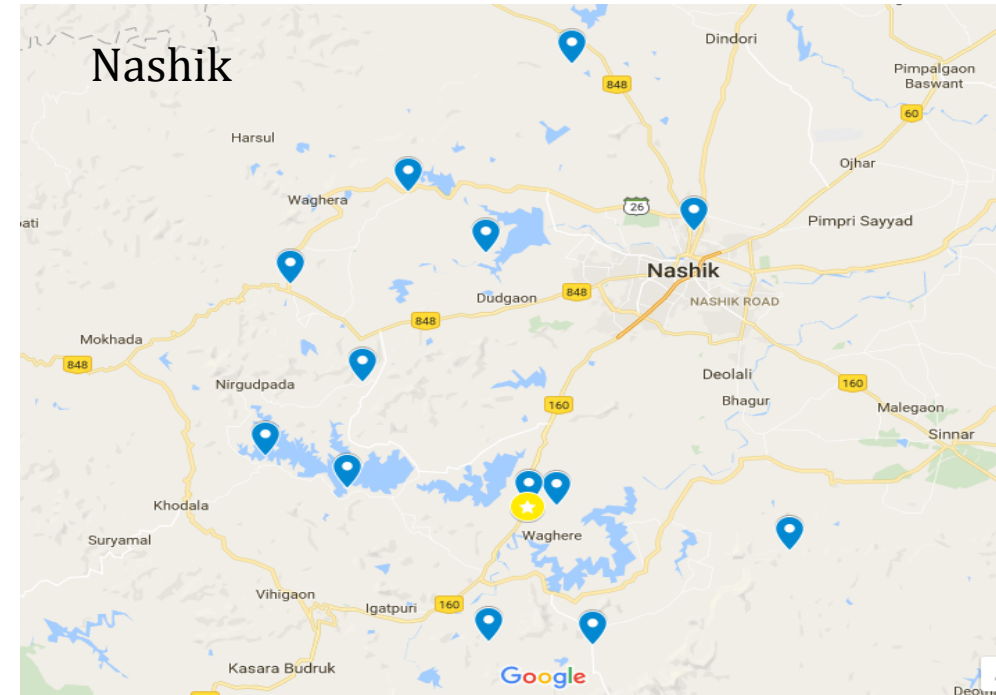
- Adherence to strictest food safety and quality control standards.
- Menu tailored to nutritional requirements.
- Striking balance between taste and health



# Program Reach and Coverage



Block	Number of schools	No.of kids
Palghar	11	4490
Dahanu	11	5067
Vasai	2	542
Upalat	1	465
Talasari	9	5408
<b>Total</b>	<b>34</b>	<b>15972</b>



District	Block	No. of schools	No. of kids
Nashik	Igatpuri	7	2247
	Trayambakeshwar	4	1572
	Peth	2	809
	Dindori	7	2841
	Sinnar	1	230
	Nashik	3	1027
Ahmadnagar	Akole	7	2202
Palghar	Mokhada	2	1120
<b>Total</b>		<b>33</b>	<b>12048</b>



# Impact and Outcomes

- A comprehensive pre-post study was designed and evaluated with inputs from SJRI\*. 1600 children were sampled across intervention and control arms. The results are encouraging.
- **Results of Comprehensive Baseline and Midline Survey**
  - Significant reduction in anaemia levels among intervention group, especially among girl children (11% reduction)
  - Underweight prevalence reduced by 9% especially among children <10 years
  - The meals provided were found to meet and exceed the daily requirement of nutrients as per the age groups
- **Testimonials from Stakeholders**
  - Govt. officials are satisfied as the project has brought about efficiency in the meal provision system
  - School Principals are relieved of the cumbersome administrative work involved with decentralized cooking
  - Doctors have also indicated that the number of visits by children to Health Centres have drastically reduced

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\* Study was conducted by St. John's Research Institute, Bangalore, in August, 2017

# SCHOOL MILK FEEDING PROGRAM





The Giftmilk Program is a partnership of Tata Trusts and NDDDB Foundation for Nutrition and aims to provide a glass (200 ml) of fortified flavoured milk to government school children.

Today, more than 50 thousand children received GiftMilk across the country.



About Project	
Title of the proposed project	Giftmilk
Proposed project activities	Improving Nutrition & Health of the Government School Children through Gift Milk Program under Corporate Social Responsibility
Objectives of the proposed Project	Provide nutritional support to Government schools through supply of milk pouches to the children to help reduce malnutrition
Project Activity	To provide 200 ml of fortified flavoured pasteurized milk to Government school children on all working days through local dairy Cooperative under Giftmilk programme.
Project Outcomes	<ul style="list-style-type: none"> <li>Improvement in the health parameters</li> <li>Improvement in the attendance level decrease in school dropout of children.</li> <li>Promote cleanliness by encouraging children to dispose empty pouches in dustbins only.</li> </ul>
Project duration	1 year
Project location	Pan India
No. of Beneficiaries	Total Project Cost (Rs. Lakh)
5000	175
10000	350
15000	530

# RICE FORTIFICATION IN ANDHRA PRADESH



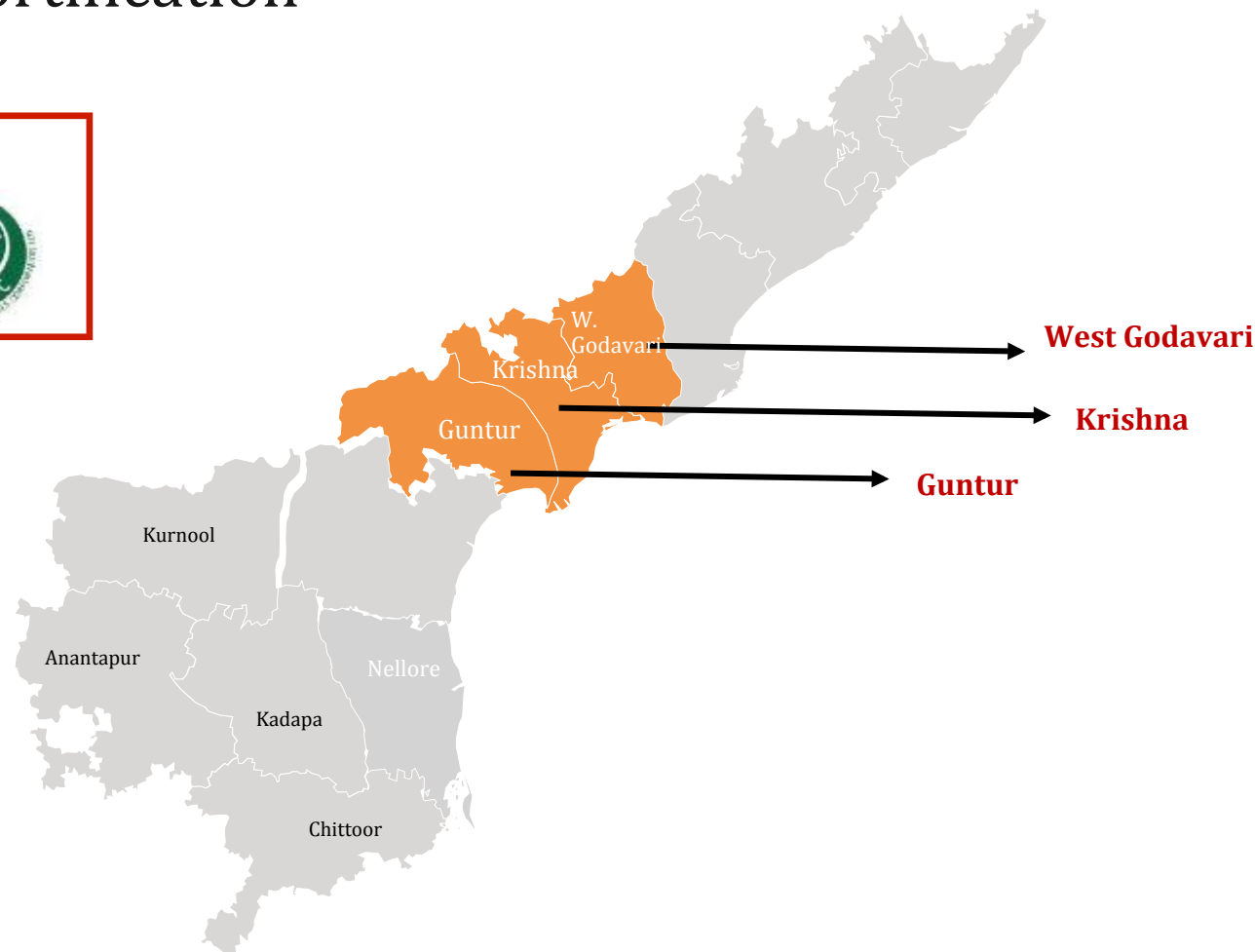


# Andhra Pradesh Rice Fortification

## Key Partnerships



**VIJAYAVAHINI  
CHARITABLE FOUNDATION**  
Supported by TATA TRUSTS



**Direct Beneficiaries**

**0.8  
Million**

**Project coverage**

**3  
District  
s**

**Team Size**

**4**

# Overview of the program

## Goal of the Program

- *Addressing the micronutrient deficiencies in Children, Pregnant Women and Lactating mothers by supporting government in introducing fortified rice in MDM and ICDS hook cooked meals schemes.*
- **Some of the key goals were :**
- Addressing the Micronutrient deficiencies(MNDs) and increasing iron stores among by the provision of Fortified rice to AWCs and Schools in three districts of Andhra Pradesh.
- Demonstrating a sustainable model of rice fortification initiative across the state and country.
- Strengthen the existing supply chain system of APSSDCL by providing capacity building training.

## Highlights So Far

- 26000 MTs of fortified rice have been produced
- 320 MTs of FRKs have been procured and supplied to APSCSCL
- On boarded 9 Rice Mills to improve production capacity
- 6466 Schools and 7700 AWCs are availing Fortified rice as part of their meals.
- Capacity building trainings are undergoing in a regular basis to strengthen the SCM for improved production.
- Project has been expanded to Public Distribution program in Vizianagaram District on a pilot basis.



School children having their midday meal

# RICE FORTIFICATION IN MAHARASHTRA



# Rice Fortification in Maharashtra

- The Government of Maharashtra, BPCL and the Tata Trusts have signed an MoU to improve nutrition indicators (particularly micronutrient inadequacies) across the Gadchiroli district.
- This is sought to be achieved through introduction of rice fortified with micronutrients such as Vitamin B12, B1, Folic Acid and Iron, at the local rice miller based in Gadchiroli.
- Tata Trusts have undertaken this initiative on a pilot basis, where fortified rice is being provided through PDS in the Kurkheda and Bhamragarh blocks of Gadchiroli. The pilot is scaled up to across additional 10 blocks since January 2020, hence covering entire district.

The advertisement features a green field background with a burlap sack of rice in the foreground. The sack has a blue logo with a plus sign and the letter 'F'. The text is in Marathi and English. At the top, it says 'महाराष्ट्र शासन' (Maharashtra Government) and 'जिल्हाधिकारी, गडचिरोली' (District Collector, Gadchiroli). Below that, it says 'पोषणतत्त्व गुणसंवर्धित तांदूळ' (Nutrient-enriched rice) and 'सही पोषण देश रोशन' (Proper nutrition brightens the country). A yellow box contains three icons and text: a heart icon for 'हृदयाचे आरोग्य सुधारते' (Improves heart health), a person icon for 'थकवा आणि अशक्तपणा या समस्यांपासून सुटका होते' (Relief from fatigue and weakness), and a plus sign icon for 'रक्तातील प्राणवायूचे प्रमाण नियंत्रीत ठेवते' (Regulates the amount of oxygen in the blood). At the bottom, it says 'PROCESSED AT : M/S JENA AGRO, ARMORI GADCHIROLI' and 'SUPPORTED BY TATA TRUSTS'.

Anemia Mukht Bharat

महाराष्ट्र शासन  
अन्न, नागरी पुरवठा व ग्राहक संरक्षण विभाग

जिल्हाधिकारी, गडचिरोली

पोषणतत्त्व गुणसंवर्धित तांदूळ

सही पोषण देश रोशन

लोह, फॉलीक एसिड व विटमिन  
ब १२, व १ युक्त फोर्टीफाइड आहार:-

हृदयाचे आरोग्य सुधारते

थकवा आणि अशक्तपणा  
या समस्यांपासून  
सुटका होते

रक्तातील प्राणवायूचे  
प्रमाण नियंत्रीत ठेवते

PROCESSED AT :  
M/S JENA AGRO, ARMORI  
GADCHIROLI

SUPPORTED BY  
TATA TRUSTS

NUTRITION RESOURCE CENTRE  
(NRC)

&

NITI AAYOG -TSU



## Nutrition Resource Centre

- The POSHAN Abhiyaan launched on 8 March 2018, is a flagship initiative of the Government of India
- Objective: To address malnutrition amongst mothers, adolescent girls and young children in India.
- Tata Trusts partnered in supporting implementation of POSHAN Abhiyaan through an innovative fellowship program called the Swasth Bharat Prerak programme. and by setting up of NRC
- Key Activities:
  - Policy and Technical Support
  - Strengthening Programmatic Activities
  - Monitoring and Evaluation

## NITI Aayog -TSU

- Strengthen and support functioning of a TSU housed at NITI Aayog to monitor POSHAN Abhiyaan.
- The TSU also supports the health and nutrition wing of NITI Aayog.
- The team conducted a rapid assessment of ICDS services, with special focus on take home rations and distribution of hot cooked meals, during the current pandemic, across 20 states.
- Currently the team is developing a compendium on health and nutrition practices including coverage on COVID-19 relief measures



# NIN CENTRE FOR EXCELLENCE



# TATA –NIN Centre for Excellence

- The TATA –NIN Centre for Excellence in Public Health Nutrition was set up in November 2016 to support research in Public Health in India.
- Comprehensive National Nutrition Health Survey was conducted through TATA-NIN Centre for Excellence in 1 district (Nalagonda, Telangana).
  - Analysis of biomarkers in blood, food and water samples from selected households.
  - Real time data collection and communication of results to the TATA-NIN dashboard
- Various studies are being conducted on national level involving field trials to generate evidence for policy recommendations.
- For cross-learning, NIN researchers trained in ‘National Health and Nutrition Examination Survey’, a gold standard survey on dietary intakes in the US.

EXPERIENCE ZONE AT FSSAI  
&  
DIGITIZATION OF VIDEOS



## Experience Zone at FSSAI

- The Experience Zone housed at FSSAI has been developed with the support of and in partnership with Tata Trusts
- It is a walkthrough of India's food system.
- It gives a first-hand look at the initiatives and campaigns by the regulator that are transforming the food and nutrition landscape in the country.



## Digitization of Videos

- FSSAI has developed various informative brochures for awareness generation among public.
- These include the Pink Book, Yellow Book, FOSTAC Training Module and Food Safety and Hygiene Manual.
- These brochures are being digitised for mass awareness generation with the support of Tata Trusts.
- The videos will soon be disseminated through various channels.



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THANK YOU!