Gujarat introduces three models of wheat flour fortification

Ahmedabad: 3 February, 2011: Dr. S.K. Nanda, a senior Gujarat Government leader and a pioneer who promoted fortified flour in Gujarat, invited Scott Montgomery, Director of the Flour Fortification Initiative (FFI) and Subrata Dutta, Coordinator of the India Flour Fortification Network (IFFN) to discuss how flour fortification was introduced in the state. Dr. Nanda is associated with IFFN, and he volunteers his time for promotion of flour fortification in India.

Dr. Nanda introduced a 3-phase model for wheat flour fortification in the state. He came up with the Public-Private Partnership strategy under which 22 millers out of the 34 millers in Gujarat started fortifying 100% of their atta production supplied to the open market. After seeing the success of open market flour fortification, he invited 34 millers which had already started production of fortified wheat flour to join the government public distribution program through which a million tons of wheat are supplied to the people living in below and above poverty levels. In the second phase, flour fortification was introduced in the government-run programs, and in its third phase, flour fortification was introduced in ICDS and MDM programs.

Scott and Subrata later met Sangeeta Singh, Director and S.N. Rao, General Manager, Gujarat Food and Civil Supplies Corporation. Sangeeta explained the government's procurement and distribution patterns in the state. She said tests of the premix and sample tests of the fortified flour by third a party largely ensures the quality of the flour fortified in the state.

Scott provided his technical expertise related to shelf life and soya-atta fortification with micronutrients. Before this, S.N. Rao made a presentation and described how Gujarat has been promoting fortification in the state through various phases of program implementation. The Government of Gujarat is spending about 296 crore (US$ 20.96 million) for all forms of food fortifications in the state.