**Brief on Fortified Staple Demonstration**

**Introduction**

In India, the micronutrient intake for most micronutrients is less than the recommended dietary allowances across age groups; in most cases the gap varies between 50%-70%. Micronutrient deficiency disorders (MNDs) have many adverse effects on human health, not all of which are clinically evident. Even moderate levels of deficiency can have serious detrimental effects on human functioning along with profound implications for economic development and productivity, particularly in terms of potentially huge public health costs and the loss of human capital formation. The control of micronutrient deficiencies is an essential part of the overall effort to fight hunger and malnutrition. Food fortification is the effective strategy to ameliorate the existing situation.

Food fortification is basically the addition of vitamins and minerals to a staple foods or any other food that is consumed in fairly consistent and sufficiently large amounts.

Fortified foods are completely safe with no impact on the shelf-life of a product; Moreover, fortification does not change the appearance, taste, texture and flavor of the food. As fortification does not affect any inherent characteristics of food, awareness campaigns on importance of fortified staple foods are being conducted to build trust of people and debunk myths associated with fortification process.

**Demonstration Procedures**

What is to be done in the demonstration activity?

To create awareness about fortified staple food and to build the trust of people on fortified staple food, demonstration of various delicacies prepared from the fortified staple foods is an effective method. In demonstration activity, people are invited and served with a famous local delicacy which is prepared from the fortified staple. For example, Biryani/khichadi from the fortified rice, Rotis from the fortified wheat flour, Kheer from the fortified milk etc. During the demonstration process meals can be prepared live in front of audiences as well as pre-cooked meal can also be served as per the convenience.

Why Demonstration is done?

The main objective of demonstration is to create awareness about the use of the fortified staple food and to demonstrate that fortification does not change the appearance, taste, texture and flavor of the food. Another intention behind the demonstration is to bust the fallacies which are lurk in peoples’ mind such as fortified rice is made up of plastic, fortified staple foods looks, smells and tastes different from the normal unfortified staple foods. Basically, it is an awareness campaign on importance of fortified staple foods and its use to bolster peoples’ trust on fortified staple foods.

**How demonstration is done?**

Demonstration activities are carried out synergistically and following stakeholders are involved in the demonstration activities.

1. **District level with support of State FDA** – The state nodal officer for fortification would coordinate the activity. They will identify the venue, invite the participants to the stall, arrangement of fortified staples along with any 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.
2. **Through CSR support** – Corporates are supporting the initiative by funding through their CSR activities for conducting such awareness programs at a district level.
3. **Development partners in collaboration with Fortification Division, FSSAI** – Development partners coordinate with fortification division to do demonstration activities and awareness campaign in Eat Right Melas or other state level awareness programs. Fortification division coordinates with all stakeholders. They also create awareness about the fortified staple foods through information, education and communication (IEC) materials and social media engagement.

**About the report preparation**

Following points are need to be included in the report. (Two-page report preferably in word document format)

1. Details about the Venue, date & time of the programme.
2. What awareness was done/ purpose of the event. for example – creating awareness about the fortified rice.
3. Name of the fortified staple used for the demonstration purpose. For example – Fortified wheat flour, fortified rice etc.
4. How many people attended the programme?
5. Glimpses of the programme in form of photos and videos. (Please also include the pictures of attendees attaining the demonstration, distribution of meals to attendees and attendees having meal.)