

## CHAPTER 9

### FOOD AND NUTRITION BOARD

- 9.1.1 The problem of malnutrition continues unabated despite significant achievements made in various spheres, particularly agricultural production, food sufficiency and industrial growth. High levels of malnutrition particularly among women and children have been directly and indirectly influencing mortality rates in infants, children and women. Although the country has been able to eliminate florid nutritional deficiency syndromes like pellagra, beri beri, scurvy etc, chronic energy deficiency among adults, undernutrition among children and micronutrient deficiencies across all sections of the population continue to be a cause of concern.
- 9.1.2 Malnutrition is a complex phenomenon. It is both the cause and effect of poverty and ill health, and follows a cyclical, inter-generational pattern. It is inextricably linked with illiteracy, especially female illiteracy, gender discrimination against the girl child, lack of safe drinking water and proper sanitation. It is directly linked with poverty, lack of purchasing power, food and nutrition insecurity, ignorance, lack of awareness and ill health. It creates its own cycle within the larger cycle of poverty.
- 9.1.3 The Food and Nutrition Board, a non-statutory ministerial wing of the Ministry of Food, was transferred to the Department of Women and Child Development on 1st April 1993 as per the orders of the Prime Minister in pursuance of the National Nutrition Policy, which was adopted by the Government in 1993 under the aegis of this Department. The non-plan infrastructure of FNB comprising of a technical wing at the Centre, 4 Regional Offices and Quality Control Laboratories at Delhi, Mumbai, Kolkata and Chennai, and 43 Community Food and Nutrition Extension Units (CFNEUs) located in 29 States/UTs (the details are provided at **Annexure-XIII**) is engaged in its conventional activities as well as in new initiatives undertaken as a follow up of National Nutrition Policy. Some of the important areas of FNB activities are as under:

- v Nutrition Education and Orientation
- v Training in Home scale Preservation of Fruits and Vegetables
- v Monitoring of Supplementary Feeding under ICDS
- v Development, Production and Distribution of Educational/Training Material
- v Mass Awareness Campaigns
- v Mass Media Communication
- v Development and Promotion of Nutritious Foods
- v Fortification of Foods
- v Food Analysis and Standardisation
- v Research and Development
- v Follow up Action on National Nutrition Policy

## **Nutrition Education and Orientation**

9.2.1 Awareness generation on various aspects of nutrition is the most important sustainable strategy to combat malnutrition and promote nutrition of the people. Advocacy and sensitisation of policy makers, nutrition orientation of programme managers and capacity building of field functionaries is one of the important activities of Food and Nutrition Board towards creating nutritional awareness for promoting nutrition of the people. Different activities are carried out for different target groups for disseminating nutrition information.

9.2.2 Education of the community is undertaken by organising nutrition demonstration programmes in rural, urban and tribal areas by CFNEUs in 29 States/UTs, which are equipped with a mobile van, audio visual aids and equipments and are manned by technical personnel to undertake these activities. About 13,000 programmes benefiting about 5 lakhs persons are organised

annually. This component is undertaken as a Non Plan activity of FNB.

9.2.3 Education and capacity building of the grassroots level functionaries is undertaken by organising 5-day Integrated Nutrition Education Camps (INEC) at the field level. About 75 participants comprising of Anganwadi workers, ANMs, Multi Purpose Health Workers, Adult Education Instructors etc, are covered in one camp. The participants are deputed by the State Government and the expenditure is met under the plan scheme of Integrated Education in Nutrition.

9.2.4 Nutrition orientation of trainers and supervisors is undertaken by organising 5-day Orientation Training Courses (OTCs) at State and District level training institutions. About 30 participants comprising of CDPOs, Medical Officers, Adult Education Supervisors, Mahila Mandal Adhyaksh and representative of NGOs are covered under the programme. This activity is also covered under the Plan scheme of IEN.

### **Training in Home scale Preservation of Fruits and Vegetables and Nutrition**

9.3.1 The CFNEUs impart education and training in home-scale preservation of fruits and vegetables and nutrition to housewives and adolescent girls with a view to promote preservation and consumption of fruits and vegetables which provide much needed micronutrients, as well as skills which could be useful for income generation. About 850 training courses of two-week duration are organised annually benefiting about 23,000 trainees throughout the country.

9.3.2 Processing facilities are also offered to the community at these units at nominal charges. The members of the community can bring the raw material at the unit and get their preserved products prepared under the technical guidance of the staff.

9.3.3 Four CFNEUs located at Udaipur (Rajasthan), Bhopal (Madhya Pradesh), Ranchi (Jharkhand) and Vizag (Andhra Pradesh) also organize two-week training courses in fruit and vegetable preservation only for SC/ST adolescent girls and women

under the Accelerated Programme for the Development of SC/ST Communities. A stipend of Rs.50/- is given to each candidate so as to enable her to meet the expenditure on the raw material required for the training purpose. These are also non-plan activities of FNB.

9.3.4 The performance of the field units during the year 2001-2002 and the areas covered are given **in Annexure-XIV and Annexure-XV** respectively.

### **Monitoring of Supplementary Feeding under ICDS**

9.4.1 The CFNEUs monitor the supplementary feeding component of ICDS in areas of their location. About 7200 anganwadies are inspected by CFNEUs annually and suggestions are given to the field staff and State Governments for improving the quality of supplementary feeding under ICDS.

### **Development and distribution of educational/training material**

9.5.1 Development of educational and training material for different level functionaries and the community is one of the important activities of FNB. The educational/training material including electronic software is developed and produced in various regional languages and distributed widely throughout the country. During the year, the existing folders on importance of green leafy vegetables, fruits and vegetables and the activities of CFNEUs were reprinted in regional languages.

9.5.2 Guidelines for management of Grade I and II malnutrition in children were printed in Regional Languages. A Booklet on 'Home Remedies for Common Ailments' was printed and distributed widely. The following three posters were developed during the year and printed in Hindi, English and Regional Languages for distribution to various field agencies, particularly ICDS and health infrastructure.

- v Ensure Nutrition of the Girl Child and Eradicate Malnutrition.
- v Prepare Infant Food Mixes at Home to enable frequent and adequate feeding of the child from six months of age.
- v For Your Child to be Intelligent, Use Iodized Salt.

9.5.3 A Nutrition Calendar for the year 2002 on the theme 'Nutritional Health in All Age Groups Represents a National Economic Asset' carrying nutrition messages particularly for infants, children, adolescents and women was developed, printed and distributed to State Governments, national institutions, social organisations, ICDS projects, hospitals, Kendriya Vidyalayas etc.

### **Mass Awareness Campaigns**

9.6.1 Nationwide celebration of events like National Nutrition Week (1-7 September), World Breast Feeding Week (1-7 August), World Food Day (16th October) etc on specific themes, enlisting cooperation of State Governments, educational institutions, NGOs and the media was undertaken with a view to create mass awareness among people on different aspects of nutrition. Dissemination of nutrition information to people was also undertaken by organising exhibitions in prestigious melas/fairs. During the of year the CFNEUs organised 853 exhibitions, arranged 1136 video film/slide shows, 317 TV/AIR coverage and 590 press coverage.

### **National Nutrition Week**

9.7.1 The 20th National Nutrition week was celebrated throughout the country from 1-7 September, 2001 on the theme of 'Break the Cycle of Malnutrition and Improve Women's Health'. The Chief Secretaries of all the States and State Secretaries in charge of Women and Child Development were provided background material on the theme with the request to disseminate the same

background material on the theme with the request to disseminate the same through their field infrastructure. A half-page and a quarter-page advertisements highlighting the theme were released in national dailies in Hindi, English and regional languages during the week. TV, Radio and press covered various programmes organized by 43 CFNEUs during the week.

Smt. Sumitra Mahajan, Minister of State for Women and Child Development addressed the nation on All India Radio on the eve of the National Nutrition Week. An interview with the Minister on nutrition was also telecast on Doordarshan during the Week. Other programmes on Doordarshan during the Week included a panel discussion on nutrition, a health show and a women's programme. 27 State level workshops to disseminate information on importance of nutrition for women throughout their life cycle to break the intergenerational cycle of malnutrition were organised by CFNEUs in different States.

Six audio jingles were prepared on Infant and Young Child Feeding and Nutrition of the Adolescent Girls were broadcast during the month of September through AIR. Five video spots on these critical issues were also developed and telecast.

### **World Breast Feeding Week**

The World Breast Feeding Week was observed from 1st to 7th August, 2001 on the global theme of 'Breastfeeding in the Information Age' by CFNEUs throughout the country. Background information and necessary guidance was given to all the field units with a view to disseminate the importance of breastfeeding, mandate of the World Health Assembly 2001 advocating exclusive breastfeeding for first six months, introduction of home based complementary foods from six months and continued breastfeeding upto two years and beyond. The CFNEUs organised programmes in various States/UTs in collaboration with Breastfeeding Promotion Network of India, State Governments, NGOs and Home Science Colleges. A quarter page advertisement was released in Hindi, English and Regional language newspapers highlighting the correct facts about breastfeeding during the week. Four audio jingles on 'importance of breastfeeding', 'early initiation of breastfeeding', 'exclusive breastfeeding for first 6 months' and 'continued breastfeeding for two years with introduction of complementary foods from 6 months' were prepared and broadcast throughout

the month through AIR.

## **World Food Day**

9.9.1 FNB collaborated actively with the Ministry of Agriculture in organizing World Food Day on the theme 'Fight Hunger to Reduce Poverty' on 16th October, 2001. This year's theme had special relevance to nutrition as it highlighted the adverse impact of hunger and malnutrition on productivity and economic growth. A nutrition exhibition was put up at the function on World Food Day organised by Ministry of Agriculture at Krishi Bhavan. Technical Adviser (FNB) delivered a keynote address on the theme of the World Food Day at the State level workshop organised at Patna on 16th October, 2001. Special programmes on the theme of the World Food Day were organised by CFNEUs in different parts of the country.

## **Global Iodine Deficiency Disorders (IDD) Day**

The Global IDD Day was observed on 21st October, 2001 for disseminating information on consequences of iodine deficiency at various stages of life and how the simple technology of iodisation of salt can help eliminate the iodine deficiency disorders. The field infrastructure of FNB organized special nutrition education programmes on prevention of Iodine Deficiency Disorders and observed this day in collaboration with State Health Departments.

## **Universal Children's Day**

9.11.1 Universal Children's Day (14 November 2001) was also observed by field infrastructure of FNB by way of organising special programmes on nutritional needs of children. In addition to celebrating the national nutrition events through special programmes, FNB put up nutrition exhibitions in fairs/exhibitions organised in different parts of the country by other organisations, some of which are as under:

- v Social Development Fair, Pragati Maidan, New Delhi (May 16-21, 2001),
- v Shimla Knowledge. Com. 2001, International Exhibition (June 7-9, 2001).
- v National Diabetes Mela, New Delhi (September, 30-2 Oct., 2001)
- v Swadeshi Mela, Indore (October 2-8, 2001),
- v Seminar on the Role of Voluntary Organisations in the Development of Uttar Pradesh, Lucknow (22-23 October, 2001)
- v Perfect Health Mela, Lal Qila Grounds, Delhi (November 17-25, 2001),
- v Science, Agriculture and Industrial Fair, Kolkata (November 30-December 11 2001)
- v Gramin Mela, District 24 Parganas (South), West Bengal (23-27 January, 2002).

### **Mass Media Communication**

- 9.12.1 A radio sponsored programme on 'Poshan aur Swasthya' (Nutrition and Health) with 30 episodes on various aspects of nutrition was developed in Hindi and 10 North Eastern languages and was broadcast through 15 AIR Stations in North Eastern Region during the year.
- 9.12.2 Six audio jingles on Infant and Young Child Feeding and Nutrition of Adolescent Girls were developed in Hindi and 16 regional languages and were broadcast during the National Nutrition Week and the entire month of September 2001. A consolidated cassette containing 6 audio jingles in Hindi and regional languages was also prepared.
- 9.12.3 Five video spots on topics like Nutrition and National Development, Nutrition of the Young Infants, Inter Generational Cycle of Malnutrition were developed and produced during the National Nutrition Week for telecast. A documentary film on Nutrition was produced by the Films Division in collaboration with FNB

for the Women's Empowerment Year.

### **Development and promotion of nutritious foods**

9.13.1 FNB had been promoting setting up Energy Food/Ready-to-Eat Food Units through State Governments. The Units sanctioned for Orissa, Maharashtra, Gujarat and Haryana are in different stages of establishment. Twelve units for Community Based Production of Nutritious Foods involving social organisations and women groups are producing low cost nutritious foods at the community level for use in supplementary feeding programmes.

### **Fortification of Foods**

9.14.1 FNB participated in various Task Forces and Steering Committees of Ministries of Food Processing Industries and Consumer Affairs, Food and Public Distribution on fortification of cereal products, sugar and oil. The idea of fortification of salt with both iron and iodine was advanced through Working Groups of Planning Commission on Nutrition and Micronutrients. Fortification of wheat flour with soya flour and utilising soyabeans in supplementary foods for vulnerable groups comprising of infants, children, pregnant and lactating women was also promoted. Fortification of milk with vitamin A was continued by 32 dairies in the country producing about 24 lakh litres of fortified milk per day.

### **Food Analysis and Standardisation**

9.15.1 FNB has four Quality Control Laboratories (QCLs) at Delhi, Mumbai, Kolkata and Chennai, which analyze processed fruit and vegetable products as well as various supplementary foods used in feeding programmes. The samples of the supplementary foods used in ICDS and Mid-Day Meal programme are received from the State Departments of Social Welfare and Women & Child Development for analysis. About 23 599 samples were analysed by the four

Development for analysis. About 20,000 samples were analysed by the four QCLs during April to December, 2001.

- 9.15.2 FNB rendered technical expertise on food quality and standardization in various committees of Department of Health, including Codex, BIS, etc.. FNB examined nutrition related agenda items of the Executive Board Meeting of WHO and offered comments on 'Global Strategy on Infant and Young Child Nutrition', 'Health of Children and Adolescents', and 'Diet, Physical Activities and Health' to the Department of Health.

### **Research and Development**

- 9.16.1 Research and Development scheme of Food and Nutrition Board has been merged with the main Research and Development scheme of the Department. Two research proposals viz., (i) Mapping of Micronutrient Deficiencies in Uttaranchal State, and (ii) Social Mobilization for nutrition promotion, were considered during the year.

### **Follow up action on National Nutrition Policy**

- 9.17.1 The National Nutrition Policy adopted by the Government of India in 1993 under the aegis of the Department of Women and Child Development, advocated a multi-sectoral strategy for eradicating malnutrition and achieving optimum nutrition for all. The implementation strategy involves setting up Inter Sectoral Coordination mechanism at Centre, State and District levels, Advocacy and sensitisation of policy makers and programme managers, intensifying micronutrient malnutrition control activities, reaching nutrition information to people, establishing nutrition monitoring and mapping at State, District and Community level, and developing district-wise disaggregated data on nutrition. Development of State Plans of Action on Nutrition by respective States was also an important mandate.

9.17.2 The Chief Secretaries and Secretaries in charge of Women and Child Development have been addressed from time to time for undertaking action under the National Nutrition Policy. Minister for Human Resource Development addressed the Chief Ministers of States having high levels of malnutrition apprising them of various nutrition and health indicators in their State in comparison to other States and other countries of the world, causes of such scenario and requesting them to direct the implementing Departments to:

- i. Formulate a State Plan for Eradication of Malnutrition and accord very high priorities to it.
- ii. Regularly review the malnutrition situation in the State, particularly with reference to children from 0-6 years, for which data exists at Anganwadi level, anaemia in women, adolescent girls and children, and Vitamin A deficiency.
- iii. Increase resource allocation and accelerate performance and coverage of the existing nutrition programmes such as ICDS, iron and folic acid and Vitamin A supplementation.
- iv. Set quantified, time-bound targets and fix responsibility and accountability on the implementing machinery to decrease the levels of malnutrition and anaemia.

9.17.3 The State Ministers and Secretaries in charge of Women and Child Development were also apprised of the current nutrition scenario and the strategies to be adopted for nutrition promotion in the meetings convened at Delhi.

### **Advocacy and sensitisation**

9.18.1 Integration of nutritional concerns in policies and programmes of concerned sectors of the Centre and State Governments is the main thrust of the National Nutrition Policy. Advocacy and sensitisation of policy makers and programme managers on consequences of malnutrition, human resource development on productivity of the people and economic growth of the country besides propagating community based strategies for controlling the problem of malnutrition has been undertaken at national, regional, divisional and district levels.

9.18.2 A Nutrition Advocacy Workshop for Hissar Division was organised at Haryana Agricultural University at Hissar on 7-8 June 2001. The Commissioner of Hissar Division, Deputy Commissioners of 5 districts, Civil Surgeons, District Level Officers of education, Agriculture, Women and Child Development, representatives of State Commission for Women, State Council for Child Welfare were some of the important participants in the workshop. The workshop was followed by adequate press coverage in different newspapers.

### **Nutrition Monitoring and Surveillance.**

9.19.1 Nutrition Monitoring, Mapping and Surveillance undertaken through ICDS infrastructure in Andhra Pradesh in collaboration with National Institute of Nutrition, Hyderabad and the State Government demonstrated a significant reduction in malnutrition levels in children in all the districts of the State. Encouraged by this experience, projects in 5 more States namely Maharashtra, Rajasthan, Meghalaya, Karnataka and Madhya Pradesh are being undertaken in close collaboration with NIN and the State Governments. The project envisages orientation of various personnel involved in ICDS starting from State level to the Anganwadi level. State and district level workshops have been completed in the States of Karnataka and Madhya Pradesh during the year.

### **District Nutrition Profiles.**

9.20.1 Disaggregated data on nutrition is available upto district level for 187 districts of 18 States/UTs in the India Nutrition Profile released by the Department in 1998. The district nutrition profiles for the States of Uttar Pradesh, Orissa and West Bengal were completed during the year and the reports are under compilation by the National Institute of Nutrition, Hyderabad. Proposals for developing district nutrition profiles for the remaining States/UTs were invited from established research organisations and NGOs.

## **Infant and Young Child Feeding**

9.21.1 The Food and Nutrition Board has been striving to protect the interest of infants of developing countries through Codex Committee on Nutrition and Foods for Special Dietary Uses and Codex Alimentarius Commission since 1996. Because of intensive efforts and a forceful projection of India's view point in the 54th World Health Assembly held in May 2001 at Geneva, the World Health Assembly passed a resolution in May 2001 recommending exclusive breastfeeding for first six months, complementary feeding from 6 months of age with home based nutritious foods and continued breastfeeding for two years and beyond for all sections of the population as a global public health recommendation. FNB development posters, audio jingles and video spots for disseminating correct facts about breastfeeding and complementary feeding. Wider disseminating of these guidelines has been planned through workshops at national and regional levels and training of trainers from WCD and Health Sectors and would be undertaken enlisting support of NIPCCD and BPNI.

## **National Nutrition Mission**

9.22.1 Recognising the urgent need of addressing the widespread problem of malnutrition particularly in vulnerable groups comprising of infants, pre-school children, adolescent girls, pregnant and lactating women, the Department had been working towards a National Nutrition Mission with a view to address the problem in a mission mode approach. Prime Minister in his Independence Day speech of 2001, expressing concern about hunger and malnutrition, announced the launching of a National Nutrition Mission and distribution of food grains at subsidised rates to adolescent girls, expectant and nursing mothers belonging to below poverty line families. Supplying cheaper food grains to religious, social and educational organisations engaged in mass feeding programmes for the poor was also mentioned.

9.22.2 The basic objective of the Mission will be to address the problem of malnutrition in a holistic manner and accelerate reduction in various forms of malnutrition specially in women and children such as undernutrition, anaemia, vitamin A deficiency, iodine deficiency disorders and chronic energy deficiency

in adults so as to reduce prevalence of low birth weight, infant mortality rate, child mortality rate and maternal mortality rate. The National Nutrition Mission would become responsible for the review and implementation of the National Nutrition Policy and National Plan of Action on Nutrition. The existing nutrition interventions would be strengthened. Concerted efforts towards dissemination of nutrition information on infant and young child feeding, low cost nutritious foods for achieving nutrition security, significance of safe drinking water and sanitation, health and family welfare issues and research and development would be made. It is proposed to launch the Mission in 150 relatively most backward districts of the country through the Anganwadi Centres of the ICDS. A Cabinet note has been prepared and circulated to various Ministries and Departments for their comments on the proposal.