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LIVES



WFP/Rafi P

# WFP in India

## 2017 in Review





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WFP's support to the Mid-Day Meal programme is enhancing nutrition among school children



# Message from the Country Director

2017 was a year that ushered in change at WFP. WFP globally is in the midst of a very strategic and timely reform of its operations as a humanitarian and development agency. Internally known as the Integrated Road Map, WFP is one of the first UN organizations to be going through this strategic shift, in line with the UN reforms.

WFP's new way of working combines strategic vision with national priorities in an effort to maximize our impact and help build a better future for the people we serve, focusing first on the people with the greatest need. The Integrated Road Map links strategy, planning and budgeting, implementation, and resources to results achieved, so that WFP continues to evolve as a transparent, results-oriented and cost-efficient partner of choice. At the country level this translates into supporting the government develop and implement their national plans on Sustainable Development Goal 2 (SDG 2) and its linkages with other SDGs.

In 2017, WFP in India partnered with government institutions like NITI Aayog and the Research and Information System for Developing Countries (RIS), a policy think tank for the Government of India, to develop a national SDG 2 roadmap framework. Consultations with government stakeholders, the private sector, UN agencies and development partners saw a further refinement to this framework which will also serve as a guide to WFP's upcoming Country Strategic Plan (2019-2023).

As WFP's current Country Strategic Plan (2015-2018) comes to a close, we have been working towards the development of our next five year plan – one that reflects India's priorities on food and nutrition security based on the national SDG 2 roadmap framework. While consultations are still underway, it is heartening to see that WFP continues to be a partner of choice for the national and state governments in areas of systemic and nutritional enhancement to food safety nets as well as supporting the planning and monitoring process of food and nutrition programmes. In addition, there have been increasing requests from the government for an expansion of WFP's role in the areas of direct benefit transfer in food subsidy, supply chain optimization for grain procurement and distribution through safety nets, convergence of food safety nets, food fortification in safety nets, nutritional awareness and education, and south-south collaboration.

2017 saw WFP supporting the national as well as state governments on reforms to the Targeted Public Distribution System towards improving efficiency in targeting and service delivery of the food safety net. Our support included

capacity strengthening and advisory services towards policy reform. Enhancing nutrition, our work on fortification gained steam with us demonstrating successful models for mainstreaming fortification into food safety nets and advocating for scale-up.

We have entered 2018 with our calendars packed. At the national level, 2018 will see WFP focus on supporting the finalization of the SDG 2 roadmap framework as well as the development of our next Country Strategic Plan. At the state level, apart from ongoing work in Odisha and Kerala, we have entered into a new partnership with the Government of Uttar Pradesh. This partnership will have WFP working in the largest state of India, with a population of just over 200 million, equaling that of Brazil. WFP will be supporting the state in increasing efficiencies in its Targeted Public Distribution System and also fortifying food served to children through the Mid-Day Meal programme. Expected impact made in Uttar Pradesh has the potential to push the needle for India on its SDG 2 targets.

Recognizing the significant contributions of women not only at the production level on farms, but also at the household level where in most cases they provide meals for their families, we have been systematically incorporating gender concerns into our programming. Our awareness and communication material continues to address concerns of food and nutrition among women and adolescent girls. Gender disaggregated data gathered from our initiatives helps with more inclusive planning and implementation.

2017 saw WFP forging new partnerships with the private sector. These partnerships brought together our work and expertise on addressing challenges to SDG 2. It is without doubt that there lies a huge void in this space that needs support from businesses who bring in innovation and skills, both being key ingredients necessary to formulate a comprehensive response to food and nutrition security.

With the launch of the National Nutrition Mission at the center, and states getting ready with their nutrition action plans towards addressing issues of access to food and nutrition, we are committed to working closely with our stakeholders, bringing in world-class expertise, and a passionate and dedicated workforce to enable and support the government's prioritized actions towards achieving the SDGs in India.



**Dr. Hameed Nuru**

# India – Facts and Figures



**1.32 billion**

**Population**

(World Development Indicator,  
World Bank - World Development Report 2017)



**100** (out of 119 countries)

**Global Hunger Index**

(International Food Policy Research  
Institute, 2017)



**53%** (2014-16)

Share of **household income**  
**spent on food** in rural India

(NSSO - 2011-12)



**277.49 million** (2016-17)

**Food grains production** in tons

(Ministry of Agriculture, Government of India)



**14.5%**

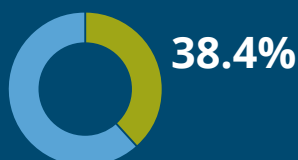
**Percentage of undernourished**  
**population**

(Food and Agriculture Organization, *The State*  
*of Food Insecurity in the World*, 2017)

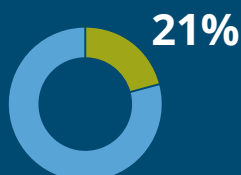


**Percentage of under-5 children who are:**

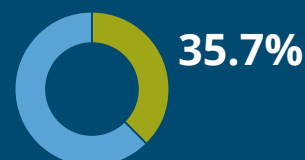
**Stunted**



**Wasted**



**Underweight**



(National Family Health Survey - 4, 2015-16)



**Prevalence of anaemia among:**



**58.4%**

children aged  
6-59 months old  
(Haemoglobin <11g/dL)



**53%**

women aged  
15-49  
(Haemoglobin <12g/dL)



**22.7%**

men aged  
15-49  
(Haemoglobin <13g/dL)

(National Family Health Survey - 4, 2015-16)

WFP's support to the Targeted Public Distribution System has increased efficiency and accountability in the system



# Highlights

## TARGETED PUBLIC DISTRIBUTION SYSTEM

Support provided to national and state governments



Achieved 100% automation at fair price shops with 12,720 point of sale devices deployed in Odisha



91% of households linked their ration cards to their *Aadhaar* in Odisha



Assessment of supply chain and paddy procurement systems of Odisha completed, with recommendations shared across India by the Ministry of Consumer Affairs, Food and Public Distribution



Analysis of TPDS data completed for 4 states to enhance transparency and service delivery of the system. Report shared with respective states for necessary action and to all states for guidance



Analysis for fair price shop viability shared across India by the Ministry of Consumer Affairs, Food and Public Distribution



Grievance redressal system developed and deployed across Odisha and best practices in grievance redressal mechanisms shared across India



## MID-DAY MEAL PROGRAMME

Support provided to Government of Odisha through a pilot project in Dhenkanal district



Fortified food distributed to all 127,882 school children consuming mid-day meal in Dhenkanal, with government expressing an interest in scale-up



Sensitization of more than 240 state and block level government stakeholders on fortification



Capacity building of 3,352 teachers on project specifics including causes, consequences and solutions for micronutrient deficiency disorders



All 3,479 mid-day meal cooks trained on aspects of food safety and hygiene



Evidence-based advocacy on mainstreaming of fortified foods into social safety nets



Working towards convergence of supply chain of food safety nets, shared report on the integration of TPDS and MDM supply chain

## INTEGRATED CHILD DEVELOPMENT SERVICES

Support provided to Government of Kerala through a pilot project in Mananthavady municipality and taluk



Fortified food distributed to all 3,152 children consuming take-home rations in Mananthavady, with government initiating a state-wide scale-up reaching 431,327 children



WFP's information, education and communication (IEC) material on infant and young child feeding practices scaled -up across the state



All 152 Anganwadi workers in Mananthavady trained on complementary feeding practices

## WFP INDIA UNDERGOES A REVIEW OF ITS COUNTRY PLAN

As part of the review and evaluation of all its activities under the Country Strategic Plan for 2015-2018, WFP India in 2017 underwent a Mid-Term Review by external reviewers. The Review critically looked at the work done so far, suggested mid-course corrections and provided long-term recommendations.

The Review recognized the role played by WFP in strengthening government food safety nets by increasing efficiencies as well as enhancing nutrition. It highlighted that WFP was on the right track to address Sustainable Development Goal 2 (SDG 2) targets, and recognized the appreciation that WFP has received from the Government of India in its supportive role in the end-to-end computerization of the Targeted Public Distribution System (TPDS) as well as fortification of food in the Mid-Day Meal (MDM) and the Integrated Child Development Services (ICDS). The Review underscored the pivotal role that WFP can play in the sphere of policy advocacy and recommended greater focus in this area.

The Review and its recommendations are guiding refinements in the existing programme and also informing WFP's next Country Strategic Plan (2019-2023). The Country Strategic Plan is aligned to national strategies and priorities, and guides WFP's support to the Government of India to make significant and measurable progress in ensuring food and nutrition security for all.

## WFP'S WORK ON GENDER

Our corporate motto 'Saving lives, Changing lives', is reflected in our goal to ensure that every man, woman and child enjoys their right to adequate and nutritious food; and that all food systems are sustainable and resilient. WFP recognizes the central role women play in society, and their significant contributions towards ensuring food and nutrition security.

In multiple ways, WFP India is mainstreaming gender in its programmes. Support to the end-to-end computerization of TPDS is ensuring that no eligible woman under the National Food Security Act gets left out of the TPDS, and gets food grains at affordable prices as part of her 'right to food' entitlement. Efficient grievance redressal mechanisms introduced by WFP have potential to provide a voice to women.

WFP promotes consumption of nutritious foods including fortified rice through MDM and ICDS in order to address micronutrient deficiencies among children, adolescent girls and women. Our communication material on nutrition education focuses on benefits of fortified foods, prevention of anemia and malnutrition, importance of breastfeeding, first 1000 days, and health risks of poor feeding practices. In addition, WFP is continuously working towards capacity development of frontline community workers who reach out to women. Gender

analysis is being incorporated into regular programming efforts to integrate gender in all initiatives of WFP.



## SOUTH ASIA SCHOOL FEEDING WORKSHOP

In supporting South-South collaboration, WFP India organized a South Asia School Feeding Workshop in New Delhi where experts from six South Asian nations gathered to share learnings and best practices from their school meal programs, in an effort to improve health, nutrition and education outcomes among school-going children. Participants from Afghanistan, Bangladesh, Bhutan, India, Nepal and Sri Lanka shared their country perspectives – policies, practices and challenges with peers from neighboring countries as well as international experts including those from WFP. Key areas of focus that emerged during the meeting included the need to strengthen national school feeding policy frameworks, undertaking evidence-based studies to make the case for investment in school meal programmes, and incorporating innovative approaches into school meal programmes in order to enhance the nutritive value of school meals, especially through the use of fortification.

The meeting from November 27 to 29 concluded with a declaration from all participants pledging to strengthen the South Asia regional network for school feeding and taking back concrete action points from the meeting.





## CELEBRATING WORLD FOOD DAY 2017

On the occasion of World Food Day (October 16), in the spirit of partnership, WFP brought together stakeholders from the government, private sector and the diplomatic community to understand and address challenges to food and nutrition security that exist in our country. The evening highlighted India's world-class home grown solutions to the problem, and was an effort to bring together multi-stakeholders who could potentially collaborate by sharing expertise, knowledge and resources.

The evening saw a *Dastan Goi* (storytelling in Urdu) performance that weaved in a narrative of hunger and malnutrition with Indian mythology. A youth-led NGO, Feeding India which delivers excess food from weddings and conferences to shelter homes and orphanages shared their on-ground experiences with the gathering. Excess food from the evening was also taken by Feeding India and redistributed at a shelter home in Nizamuddin.



# WFP's Support to the National Government

## ROLL OUT OF SUSTAINABLE DEVELOPMENT GOAL 2 ROADMAP FRAMEWORK

India has adopted the resolution on the '2030 agenda for sustainable development' with 17 goals and 169 targets. As part of achieving the Sustainable Development Goals (SDGs) by 2030, India is committed to support all the 17 goals through a dedicated institutional mechanism under the leadership of NITI Aayog, a premier policy think tank of the Government of India.

Among all the SDGs, WFP contributes significantly towards action on SDG 2 that aims to *End hunger, achieve food security and improved nutrition and promote sustainable agriculture*. WFP has partnered with the Research and Information System for Developing Countries (RIS), an autonomous think tank, along with Public Health Foundation of India (PHFI) to formulate a national roadmap framework for achieving SDG 2. This analytical report provides inputs to the policy dialogue by drawing the projections and trajectories that India will need to follow to achieve SDG 2 targets, clearly highlighting linkages with other SDGs, and areas where most significant work will be required by all stakeholders and partners. WFP is supporting a consultative process under the guidance and leadership of NITI Aayog. WFP has also been providing inputs to various state SDG 2 plans based on requests received.

## SUPPORTING CASH TRANSFERS FOR FOOD SUBSIDY

Cash Transfers in the Targeted Public Distribution System (TPDS) are aimed at empowering beneficiaries by improving transparency, timeliness and efficiencies in the food safety net. WFP has been supporting the Government of India in their endeavor to introduce cash transfers in TPDS. Powered by our global expertise where WFP has been providing assistance to vulnerable communities in emergencies through cash-based transfers in nearly 60 countries, WFP is providing technical support to India with models tailored to specific geographies and the socio-economic landscape. The aim is to have a system that is able to meet the specific needs of the various states in India.

In an effort to spark interest in cash transfers in TPDS, and help states understand the system better, WFP has with

the Government of India developed a handbook on cash transfers in TPDS. This will serve as a guide detailing out the process, and roles and responsibilities of all stakeholders involved in cash transfers.

Cash transfers in TPDS provide a direct transfer of the subsidy amount into the beneficiaries' bank accounts. The money can then be used by the beneficiaries to buy food. In India, cash transfers in TPDS were piloted in 2015.



## USE OF DATA ANALYTICS TO IMPROVE SERVICE DELIVERY IN TPDS

Data analytics for TPDS is important as it helps the government in improving the quality of implementation of its food safety net, therefore having significant impact on access to food for all beneficiaries. Data analytics helps in identifying trends, patterns and areas of concerns which include potential leakages, anomalies in beneficiary data and stock management, and gender considerations which could result in violations of the National Food Security Act, including denial of food grains. WFP, at the request of the Government of India, analyzed beneficiary and transaction data from five states. The data analyses informs policy so that it can effectively address current gaps in the service delivery of TPDS, and ensure that all beneficiaries realize their right to food. The analysis drills down to geographic location and category of beneficiaries, so that informed improvements can be made to the system. The results of the analyses have been shared with the respective states by the national government so that errors in the system can be rectified. The results have also been shared pan-India to facilitate cross-learning.

## PROVIDING TECHNICAL SUPPORT TO NATIONAL PORTABILITY IN TPDS

Addressing key challenges in food security like access to food for migrating populations, WFP has shared a concept note on the feasibility of national portability in TPDS. The basis of the reform lies in leveraging technology to create a common platform where systems across states can communicate and provide food entitlements to beneficiaries on their ration card in any state, without the process of surrender and reissue of ration cards. While this involves not only the creation of digital platforms, it also impacts supply chain operations through the entire country. Using its global expertise on supply chain management and food distribution, WFP has been providing support to the national government as part of its technical support to increase efficiencies in food safety nets.

## ADVOCACY FOR FOOD FORTIFICATION

WFP's work in the area of food fortification is well recognized across the country. Our on-ground work on fortification of school meals under the Mid-Day Meal (MDM) programme as well as fortification of take-home rations for children between 6-36 months under the Integrated Child Development Services (ICDS) have demonstrated the impact of fortification on vulnerable groups.



Based on our global experiences as well as success in India, WFP has been advocating for the inclusion of fortified foods into government food safety nets. Sharing good practices and technical know-how, WFP has been supporting the Food Safety and Standards Authority of India (FSSAI) in their effort to sensitize state governments

on fortification. WFP is also working with industry so that they understand the process and standards of fortification, and are adequately informed to deliver fortified foods to the market.

Over the last year, WFP received requests from the state of Tamil Nadu and the union territory of Dadra and Nagar Haveli for technical assistance and building capacities on mainstreaming fortification in food safety nets.

Sharing our experience and learning with countries in the region, WFP in India has been visited by a number of international delegations who expressed their desire to learn from WFP's work in India. Supporting South-South learning, WFP India has hosted delegations from Bangladesh, Bhutan and Sri Lanka who visited WFP's fortification projects in India to understand the operations, and learn about the challenges in integrating fortification into government food safety nets.



## CONDUCTING A COSTING ANALYSIS FOR FORTIFICATION OF RICE

While advocating for the inclusion of fortified rice in food safety nets, the perceived high cost associated with fortification of rice is often a reason why government and industry are reluctant to move towards fortification. Addressing this concern, WFP undertook a costing analysis of fortifying rice. This detailed analysis laid out all costs associated with the fortification of rice and the different models available. The analysis suggested that the cost associated with fortification of rice isn't a deterrent to mainstreaming fortified rice into food safety nets. This analysis will support the government in taking policy decisions and designing nutrition programmes.



WFP's work supports the government in ensuring that beneficiaries have convenient access to food through government safety nets



# WFP's Work at the State Level

## SCALE-UP OF FORTIFICATION OF MID-DAY MEALS IN ODISHA

WFP is supporting the fortification of meals served to school children under the Mid-Day Meal (MDM) programme in Dhenkanal, Odisha. WFP's project is aimed at setting up a model to mainstream fortified food into the MDM, which can be replicated throughout the state. The Dhenkanal project has successfully completed one year of implementation and touched the lives of 127,000 students through either multi micronutrient fortified rice or curry.

Building on the success of WFP's work on fortification of school meals in Odisha, the Government of Odisha has expressed an intent to scale-up fortification to 15 tribal districts of Odisha. This move by the government with the help of WFP is expected to improve micronutrient deficiencies in school children, thereby improving cognitive development and strengthening the immune system of school-going children in tribal and other vulnerable areas of the state.

The project in Dhenkanal has not only demonstrated a scalable model for the fortification of school meals but has also built on-ground awareness on nutrition and health amongst students and their parents. The project also has a strong training and capacity building component that is enhancing knowledge and skills of government counterparts, teachers and cook-cum-helpers on fortification. In addition, with technical expertise from Sodexo India On site Solutions, trainings have been organized for cook-cum-helpers on food safety and hygiene in school kitchens. To ensure a high level of hygiene in the school kitchen, model kitchens that facilitate proper storage of food, adequate washing areas and proper lighting are being set-up as well.

This follows WFP's pilot to scale-up approach, where WFP creates evidence and demonstrates results through a pilot and then supports government for a scale-up.

## SUPPORTING NUTRITION IN THE FIRST 1000 DAYS THROUGH FORTIFICATION IN KERALA

WFP's pilot initiative on fortification of take-home rations served to children between 6-36 months under the Integrated Child Development Services (ICDS) is being scaled-up by the Government of Kerala, through the entire state. WFP's pilot in Wayanad district has successfully demonstrated a feasible and cost effective model to mainstream fortified food into the ICDS.



Supporting activities like awareness campaigns on age appropriate feeding practices, and health and nutrition are also being replicated through the state. This includes development of IEC material, face-to-face awareness through flipbooks, and folk media activities in panchayats.

## BRINGING IN SYSTEMIC EFFICIENCIES IN TPDS IN ODISHA

In order to ensure that all beneficiaries, especially the most vulnerable, get their monthly food entitlements under the Targeted Public Distribution System (TPDS), WFP has been supporting the Government of Odisha in implementing effective reform measures that can be followed by other states to improve their food safety net. These measures include the deployment of effective technology using biometrics and point of sale devices in all fair price shops across the state, and sharing the guidelines for *Aadhaar* (unique individual identification number) seeding in the state. Such steps have proven to be effective in ensuring the distribution of food entitlements to the right beneficiaries.







WFP/Isheeta Sumra

While ensuring that the entire process is made more efficient, WFP, with the government ensured that there was ‘no denial of services’ to the beneficiaries. The introduction and roll-out of an effective grievance redressal system in the state further improved the system’s transparency and accountability. Acknowledging the success in transforming the TPDS into an innovative, impactful and sustainable e-governance initiative, the Government of Odisha along with WFP were adjudged one of the gems of Digital India by Coeus Age - a research and consulting organization.

### CREATING AWARENESS AMONG TPDS BENEFICIARIES IN ODISHA

Empowering beneficiaries with the knowledge of their rights and role in the TPDS, WFP is supporting the Government of Odisha in awareness building activities that will in-turn promote accountability and transparency in the system. The awareness activities focus on critical messages like a beneficiary’s right to food under the TPDS, and the actions that should be taken if they do not receive their entitlements. The awareness campaign also considers the needs of the fair price shop dealer as well as government officials who administer the TPDS on a day-to-day basis. This includes information regarding standard operating procedures and grievance redressal mechanisms. The awareness campaign is critical to ensuring an effective TPDS, as it builds community knowledge and strengthens service delivery.

### IMPROVING PADDY PROCUREMENT SYSTEMS AND THE SUPPLY CHAIN OF FOOD SAFETY NETS IN ODISHA

WFP is working to improve efficiencies in the procurement system for paddy which connects more than 1 million

paddy farmers in the state to government procurement. A strengthened system will improve government planning and forecasting, so that grains are procured in a timely fashion, and a larger number of farmers are connected to the system, including small holder farmers.

On enhancing the supply chain for food safety nets, WFP is working with the Government of Odisha towards optimizing resources and improving efficiencies, including reforms to transportation of grain, and integration of supply chains of the various food safety nets.

WFP’s support includes upgradation of technology, reform of current operations based on international best practices, and evidence-backed policy change. At the heart of the work lies farmer convenience and cost savings for the government which can be used to enhance the system further.

The initiative has been appreciated by the national government, who have encouraged other states to consider WFP recommendations in their procurement and supply chain systems.



WFP/Ankit Sood

# Partnerships

Partnerships are at the heart of everything that WFP does. WFP works closely with development partners, UN agencies and the private sector to address Sustainable Development Goal 2 (SDG 2).

## MULTI AGENCY COLLABORATION TO ACCELERATE SDG 2 PROGRESS

Issues related to food security and nutrition are multi-dimensional, and unless addressed through a comprehensive approach, SDG 2 targets will not be achieved. WFP is collaborating with the Government of Odisha and other UN agencies like FAO, IFAD and UNICEF to implement a convergent solution to food and nutrition security in Keonjhar, Odisha which has a large tribal population. This pilot is expected to demonstrate mechanisms that can enhance the progress towards achieving SDG 2 at an accelerated pace by working simultaneously on nutrition, agriculture and health interventions through the framework of food availability, access, utilization and sustainability. The ground work for the project was completed in 2017, and it is expected to hit the ground in early 2018. This project will showcase the coming together of various UN agencies under the guidance and leadership of the state government to work towards the shared goals of SDG 2.

## SPREADING AWARENESS ABOUT HUNGER AND MALNUTRITION TOGETHER WITH PARTNERS

WFP India in partnership with a youth-run NGO, Feeding India, launched an awareness campaign, *Have you been served? #togetherfornutrition*. The campaign, conducted in collaboration with private sector organizations, seeks to create awareness about the critical issue of malnutrition among women and children, and suggests ways that the private sector can contribute towards the solutions.

# Resource Mobilization

As WFP is entirely funded by voluntary contributions, the support from partners is essential in fulfilling our mandate of working towards ending hunger and malnutrition in India.

We work closely with multi-national corporations and Indian companies committed to contributing towards achieving SDG 2. In 2017, General Mills Foundation, Stop Hunger Foundation, Sodexo On site Solutions India, Teck Resources, KFC and MasterCard have helped to integrate fortified foods into the government's food-based safety nets in the states of Kerala and Odisha.



WFP's work on fortification of food has shown an improvement in the health and wellbeing of school children



**World Food Programme**

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