



World Food Programme

SAVING
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LIVES

Quarterly Bulletin

UN WFP India | Jan-March 2021

This edition of Quarterly Bulletin for WFP in India includes updates on the new partnership with the Government of Odisha to promote millets for fighting hunger and supporting climate-resilient livelihoods; Progress around WFP's support to the One Nation One Ration Card campaign which allows beneficiaries of the Targeted Public Distribution System to avail their entitlements anywhere in the country; Activation of Take Home Ration production units that address the special nutritional needs of women and young children and empower the women in the community; *Scroll down for more.*

WFP AND ODISHA TO COLLABORATE ON FOOD AND NUTRITION SECURITY

WFP and the Government of Odisha will be partnering for promotion of climate-resilient millets. A Memorandum of Understanding (MoU) was signed on 18 March by Mr. Bishow Parajuli, WFP Representative and Country Director, and Mr. M Muthukumar, Director, Agriculture and Food Production, Odisha, on creating regional and global policy dialogues around millets as a climate-adaptable cereal for nutritional security.

March 2021

"The flagship programme for the promotion of millets in tribal areas of Odisha is aimed to revive millets in farms and on plates. Together with WFP, we will capture and share lessons learned from Odisha Millets Mission and widely disseminate it for adoption in other countries as well," said Dr. M Muthukumar.

The partnership will be implemented with the Department of Agriculture and Farmers' Empowerment, Odisha Millets Mission and is aligned with the United Nations General Assembly recently adopted resolution moved by India, declaring 2023 as the International Year of Millets.

[Read more](#) | [Watch](#)

Improving Nutrition

TAKE HOME RATION PRODUCTION UNITS IN UTTAR PRADESH

The Take-Home Ration (THR) production units established by WFP in Unnao and Fatehpur districts of **Uttar Pradesh** have started production of fortified blended foods for the Integrated Child Development Services (ICDS) scheme. The units are managed by women's microenterprises with support from WFP. These improved THRs will be distributed to around 37,000 young children and pregnant/lactating women through ICDS scheme in both districts, with the overall aim to improve maternal and child nutrition during the first 1000 days of life. WFP will also support the project by developing appropriate labelling guidance for the THR packages with key infant and young child feeding information for guidance.

ENHANCING FORTIFIED RICE UPTAKE

On 9 January, the Government of Uttar Pradesh launched the pilot of the Centrally Sponsored Scheme (CSS) to produce and distribute fortified rice in the Targeted Public Distribution System (TPDS) in the state. WFP is providing technical support to this project which will produce and distribute nearly 40,000 MT of fortified rice for more than 1.4 million TPDS beneficiaries this year.

In Malkangiri District of Odisha, WFP provided technical support for assessment of rice mills as part of preparatory actions to launch the CSS in the state, supporting the Government's plans to distribute



World Food Programme India @UNWFP_India · Mar 18

Odisha Millets Mission aimed at reviving millets in 'farms and on plates' has regional & global relevance, @UNWFP_India & @MilletsOdisha will work on showcasing #millets as #climate adaptable cereal for food and nutritional security, especially for vulnerable communities. #SDG2



United Nations in India and 3 others

6 66 274

fortified rice through ICDS and mid-day meals (MDM) schemes across 112 Aspirational Districts, starting in April.

SUPPORT TO ODISHA FOR LOCAL PRODUCTION OF TAKE HOME RATIONS

WFP signed an MoU with the Government of Odisha for improving nutritional outcomes in the state. Through this agreement, WFP will provide technical assistance for improving the quality of THR distributed under the ICDS and support the integration of fortified staples through THR and hot cooked meals under food safety net schemes.

WFP will also support in developing a state specific Social Behaviour Change Communication strategy for improving nutrition practices.

[Read more](#)



CMO Odisha @CMO_Odisha

Replying to @CMO_Odisha

@WCDOdisha and @mission_shakti also entered into technical collaboration with @csircftri, @UNICEFIndia, @ICMR_RMRCBBSR and @UNWFP_India for improving quality of Take Home Ration, capacity building of the OSCPS, annual nutrition survey & technical support etc.



8:49 AM · Feb 26, 2021 · Twitter Web App

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Access to Food

CAMPAIGN ON ONE NATION ONE RATION CARD

WFP is collaborating Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution in generating awareness on increasing the uptake of the One Nation One Ration Card (ONORC) scheme by migrant workers impacted by COVID-19. The ONORC provides national portability of food-security benefits under the TPDS where ration card holders can receive their entitlements from any Fair Price Shop across the country. In February, WFP expanded the awareness campaign to eight additional states. Once completed, the campaign will reach more than 10 million beneficiaries.

PILOTING MOBILE STORAGE UNITS UTTARAKHAND

WFP installed India's first Mobile Storage Unit in Uttarakhand which will be used by the Government to store food for nearly 300,000 TPDS beneficiaries. Through WFP's partnership with the Indian Institute of Technology - Delhi the MSUs are being converted to smart warehouses which use sensors and infrared cameras to monitor temperature, humidity, presence of rodents, and stack weights, sending data to the Government's management information system for quality control.

WFP has procured three MSUs to pilot their use in remote and hilly areas to reduce storage losses and allow the Government to store grains for use in their food-based safety nets.

[Read more](#)

INNOVATION: SMART WAREHOUSES

In order to address the issue of crop losses and maintain quality of food grains in the government supply chains, WFP has initiated a new project to design Smart Warehouses, in partnership with the Foundation of Innovation and Technology Transfer (FITT), Indian Institute of Technology, Delhi (IIT-D). These warehouses will help the Government optimize the management of food grains while systematically improving access to food grains using Internet of Things (IoT) devices and data analytics.

PARTNERSHIP IN RAJASTHAN

Supporting the new partnership with the Government of Rajasthan, WFP is providing support for improving targeting under TPDS, covering nearly 44 million beneficiaries. WFP recently completed the analysis of 600,000 'poorest of the poor' households and provided recommendations to support policy decisions which will enable nearly 80,000 beneficiaries to access additional food grains from the Government.

INTERNATIONAL WOMEN'S DAY 2021

To commemorate International Women's Day on 8 March, WFP published an [Opinion Piece](#), on how gendered social norms influence the distribution of food within households, often resulting in women eating last and least. While appreciating the Government's initiatives to address gender inequity in access to food, the article also provided recommendations to enhance gender equity in food and



Thanks to our donors: The Government of India; Associated Data Processing, Inc.; Cargill; DSM; Ericsson India Global Services; General Mills Foundation; General Mills Inc; Nutrition International; Citrix Systems; Bank of America Charitable Foundation; Stop Hunger Foundation; Sodexo FoodSolutions India Private limited; WFP Trust for India; WFP 2030 Fund; WFP Innovation Accelerator; and Individual donors via WFP SharetheMeal and wfp.org

Evidence, Impact and Capacity Building

PARTNERSHIP WITH DMEO

WFP held a panel discussion on 'Evidence When It Matters Most: Monitoring Food Security and Nutrition for Improved Results' in a two-day virtual national conference on monitoring, evaluation and learning hosted by the **Development Monitoring Evaluation Office (DMEO), NITI Aayog**. The panellists included Mr. Sudhanshu Pandey, Secretary of the Department of Food and Public Distribution, and Major General Manoj Kumar Bindal, Executive Director of the National Institute of Disaster Management, as well as Nicolas Bidault, Senior Regional Programme Advisor, and Yumiko Kanemitsu, Regional Evaluation Officer, from WFP's Regional Bangkok Bureau. Eric Kenefick, Deputy Country Director of WFP India moderated the discussion which was attended by over 285 participants. [Watch](#)

SOCIAL BEHAVIOUR CHANGE COMMUNICATION

WFP recently released a summary of **Social Behaviour Change Communication (SBCC)** initiatives and best practices implemented by the country office between 2017-2020. The document, entitled Change Within: Advocating Better Nutrition Outcomes through WFP India's SBCC strategy and interventions, will be disseminated to government partners as well as to development and multilateral organisations. [Read more](#)

DISASTER RISK MANAGEMENT

Based on a recommendation from the Government of India to explore options to support the northeast region of India in addressing climate change-related natural disaster, WFP organized a consultation with **Assam** Civil Society Organizations to understand the issues related to disaster preparedness and climate adaptation in the state, especially in the Char region. This is a first step to establishing a partnership in the flood-prone region.

United Nations World Food Programme

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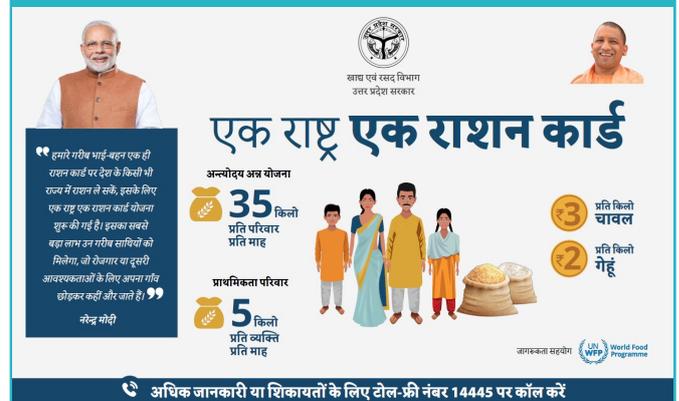
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Outreach



Bishow Parajuli, Representative and Country Director UN WFP in India, participated in Poshan Talks hosted by IMPAct4Nutrition. [Watch](#)



A range of publicity and outreach materials have been developed, apart from direct outreach through Fair Price Shops, for ONORC campaign. [Read more](#)

Opinion: Why Women Eat Last And Least?

It is important also to educate the community to dispel harmful myths on nutrition of young children, adolescent girls and pregnant and lactating women. Men's involvement is particularly crucial as the key enabler to meeting women's nutrition needs: World Food Programme

Nutrition, Swasth India, Women's Day Special | Written By: Dr. Aradhana Srivastava, UN World Food Programme | March 05, 2021 12:17 PM | 0



An Opinion Piece in NDTV to mark International Women's Day 2021. [Read more](#)

Photo page 1: One of the Take Home Ration production units in Uttar Pradesh with members of the Women Self Help Group in action.

Photo page 3: Women, part of the community involved in THR production, celebrating International Women's Day | [WFP/Manoj](#)