

# PROTEIN

(Programme to Revitalize Overall health of Tribals by  
Ensuring Intake of Nutri-products)

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*A comprehensive program to address malnourishment in the tribal  
and rural blocks*

## Food Processing Clusters at Wada

*A Joint Initiative of IOCL and TERI*



# Rationale

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1. Micronutrient deficiency, is a phenomenon that is observed in all sections of society, irrespective of the strata of the society or if he/ she is a rural or urban citizen.
2. Almost 56% of the population in India is malnourished, according to the World Food Programme report.
3. According to a World Bank Report, the prevalence of underweight children in India is one of the highest in the world; almost double than that of Sub-Saharan Africa.
4. The problem is even worse in tribal areas, most of the malnourishment related deaths in India have occurred in tribal areas with Maharashtra being one of the most affected state.
5. To prevent and combat the hidden form of malnutrition, micro-nutrient deficiency, a sustainable food based approach is needed to improve their diets and raise the nutrition levels.
6. TERI (The Energy and Resources Institute) attempted to address this critical issue through this project in a sustainable manner.

# Malnourishment in Palghar district -Problem statement

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1. Prevalence of malnutrition in Maharashtra is unacceptably high with Palghar district being one of the worst performing districts when it comes to malnutrition.
2. The deaths of malnourished children were reported to be 1274 between the months of June 2014 to March 2015.

# Project Location



Figure No. 1: Palghar District Map, Source: Maps of India

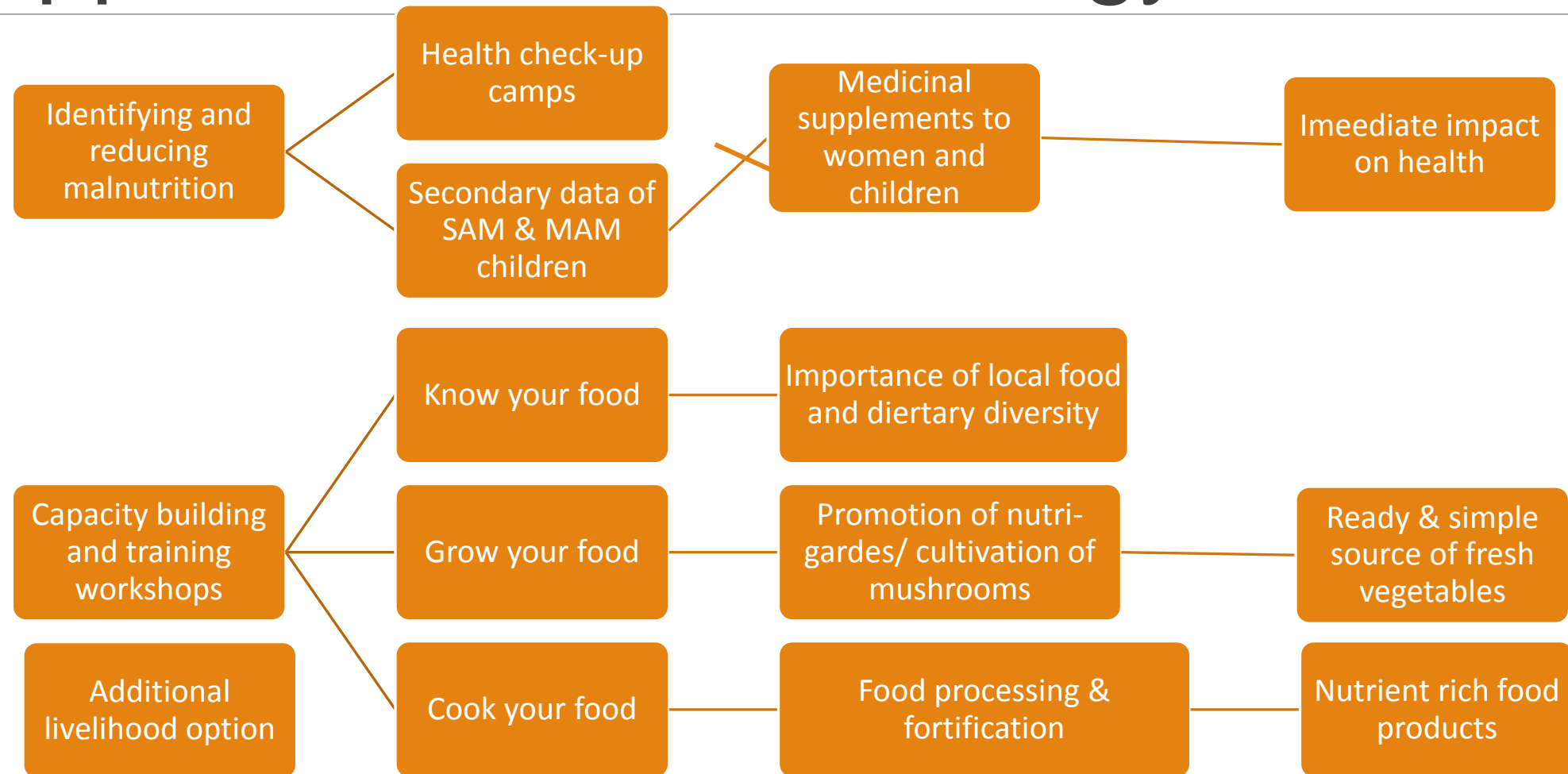
# Project

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TERI in collaboration with IOCL, adopted a three-pronged approach:

1. Nutrient supplementation as an immediate intervention;
2. Capacity building, focusing on capability to provide sufficient nutrition through food fortification and processing;
3. Dietary diversification by establishing nutri gardens, aimed at creating long term impacts to promote intake of balanced nutrition.

# Approach and Methodology



# Activities: Health Check-up Camp



Camp in February 2016



Camp in November 2016

# Distribution of health supplements to children



Medicines distribution to malnourished children and women in August 2016.



# Distribution of health supplements to women



The medicinal supplements were distributed twice that is in August and in November 2016 followed a health check up camp to assess the impact on the supplements before and after the distribution of supplements

# Activities

## Capacity building and training workshops

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KNOW YOUR FOOD- Awareness workshop on Food and Nutrition security



GROW YOUR FOOD: Promotion and Creation of nutri-gardens

# Activities

## Capacity building and training workshops

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COOK YOUR FOOD: Capacity building and training of food fortification and processing

few members of 'Jagrut Mahila Udyog Gruh'



Capacity building on maintaining hygiene while handling food and food products

# Activities

## Capacity building and training workshops

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Khakhra Making Workshop

# Assisting in the establishment of market and forward linkages

## Khakhra Sale at IOCL

To promote the nutritious food products and enable women to improve their management and marketing strategies, fortified Khakhras were displayed for sale along with the Diwali special food items in the month of October 2016.



# Marketing of Khakras in Jawhar and Wada Anganwadis and local shops in the (5<sup>th</sup> to 7<sup>th</sup> December 2016)

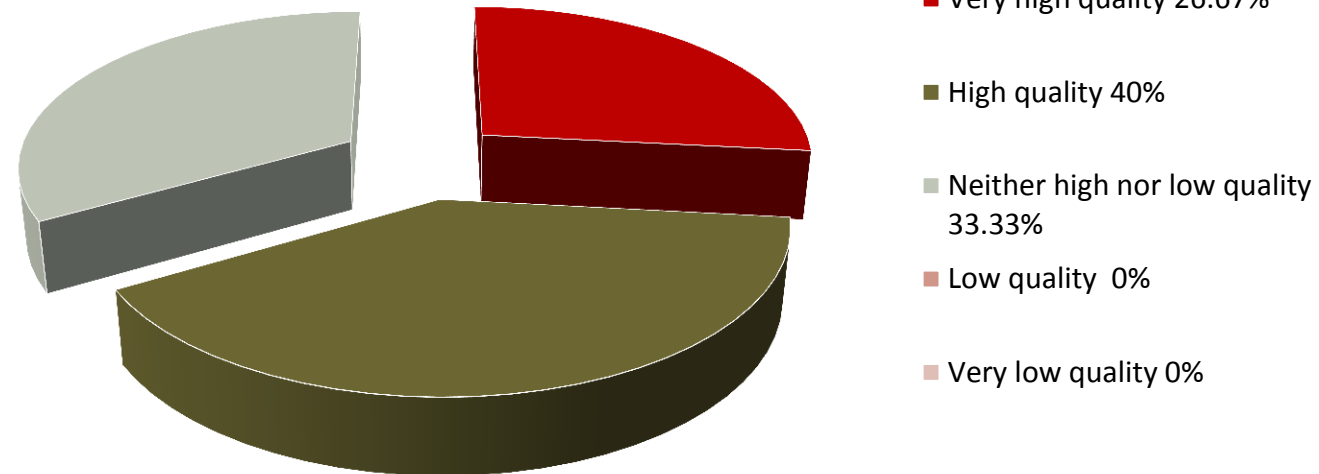


# Survey-Feedback Analysis of Khakhras

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Over 80% of the respondents rated the *khakhras* to be above average or excellent in terms of the value for money.

Respondents found the *khakhras*' quality to be



# Impacts

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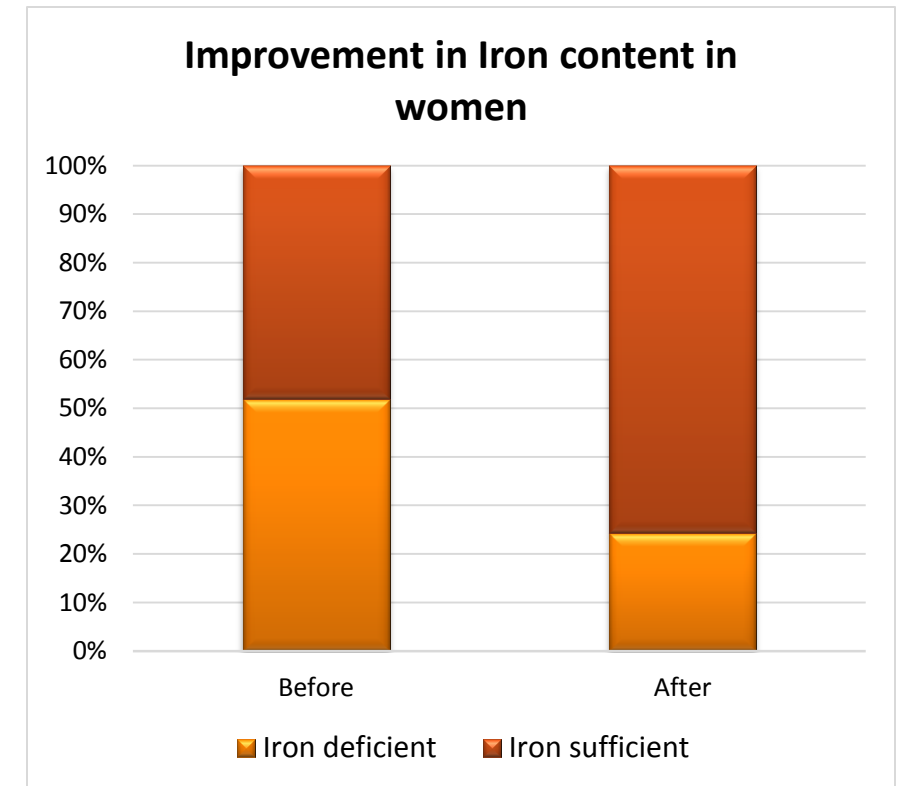
1. The women, who are mostly responsible for their family's health and nutritional needs have become aware about hidden forms of malnourishment, nutrient deficiencies, and ways to combat these.
2. These families are also now maintaining nutri-gardens by which they can provide their families wholesome nutrient rich foods with the limited resources available to them.
3. Through training and capacity building TERI ensured that the women were introduced to the benefits of super-foods like mushrooms and their cultivation, training on food safety and hygiene, and so on.
4. The introduction of the fortified *khakhras* at the local level and the anganwadis slowly increased the consumption of this food product in the area, especially, by children.



# Impacts

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5. The chart marks 29% improvement in the iron content of targeted women due to consistent efforts of encouraging women to consume a wholesome diet as a source of natural nutrients.
6. A variety of vegetables such as sweet potato, spinach, banana, beetroot and so on were highly recommended and were supplemented with nutrition supplements
7. The additional livelihood opportunity generated by the food processing unit has provided the SHG women with the opportunity to be financially independent and help supplement their families' incomes.





*Thank you!!!*