BAKING HAPPINESS FOR INDIA. SINCE 1918.

NOURISHING INDIA TO MAKE IN INDIA
THE BRITANNIA NUTRITION FOUNDATION WAS SET UP AS AN AUTONOMOUS BODY IN 2009 WITH THE GOAL TO SECURE EVERY CHILD’S RIGHT TO GROWTH AND DEVELOPMENT THROUGH GOOD FOOD EVERY DAY.
PARTNERING WITH THE ECOSYSTEM TO FIND SUSTAINABLE SOLUTIONS TO MALNUTRITION
BNF: TRANSFORMING NUTRITION

NOURISHING CHILDHOODS
PUBLIC-PRIVATE PARTNERSHIPS TO FIND SUSTAINABLE SOLUTIONS TO CHILD MALNUTRITION

NOURISHING COMMUNITIES
ENGAGING DEEPLY WITH COMMUNITIES AROUND OUR FACTORIES

INNOVATION IN NOURISHMENT
FIGHTING ANEMIA AMONGST CHILDREN WITH FOOD INTERVENTIONS THAT ARE TASTY AND EFFECTIVE
NOURISHING CHILDHOODS
PARTNERSHIP WITH THE
STATE GOVERNMENT OF MAHARASHTRA

THE MELGHAT NUTRITION PROJECT
WHY MELGHAT NEEDS NUTRITION FOCUS

- 500 CHILDREN ON AN AVERAGE DIE EVERY YEAR, AS AGAINST ITS POPULATION OF 3 LAKH

- 75% TRIBAL DOMINATED DISTRICT
- HILLY TERRAIN LEADS TO INACCESSIBILITY

- 35% CHILDREN UNDER 5 YRS ARE MALNOURISHED

- 2 OF THE MOST SEVERELY HIT DIVISIONS
- CHIKHALDARA & DHARNI
PROCESS FLOW

1. Capturing Legacy Data of Every Child
2. ID Creation for Every Child and Identifying MUW/SUW*
3. Feedback to ICDS & Health Officials
4. Image Capturing of MUW/SUW Children & Validation of GM Data
5. Monthly Growth Monitoring of All Children through IVRS
6. IVRS Data Transcription
7. Feedback to Officials
8. Follow-up Action

*MODERATELY UNDER-WEIGHT / SEVERELY UNDER-WEIGHT
REAL-TIME MONITORING OF NUTRITION

1. IVRS CALLS TO ANGANWADI WORKERS

2. ANGANWADI WORKER RECORDS THE DATA OF THE CHILDREN

3. VOICE DATA TRANSCRIPTION

4. SERVER
   DATA STORING AND PROCESSING
   (FOR VIEWING BY ALL STAKEHOLDERS)
**BENEFITS & OUTCOMES OF THE PROGRAM**

**AWW / SUPERVISOR LEVEL**
- Timely alerts on deterioration of child health
- Easy identification of malnourished children
- Email reminders for taking preventive actions
- Timely data from AWCs*

**AT THE STATE LEVEL**
- Improved multi-sectoral coordination
- Real-time, actionable reports on malnutrition
- Village level GIS representation to bring focus to AWCs* having high burden of incidence of malnutrition
- Accessible by all state level stakeholders

*AWC-ANGANWADI CENTRE
NOURISHING COMMUNITIES
NOURISHING COMMUNITIES AROUND OUR FACTORIES
PROMOTING EARLY CHILD NUTRITION

**Awareness:**
Awareness generation in community towards better child care and health entitlements

**Skill building of Govt:**
Resources-Engaging with existing health & ICDS resources for better delivery of services

**Better infant and early childhood nutrition**

**Create demand for Govt programs:**
Focused on pregnant women/ lactating mothers/ children

**Focused interventions:**
To enable early detection & better care for SAM/ MAM" children at home, government centres and through telediagnostics

*Severely acutely malnourished / Moderately acutely malnourished*
INNOVATION FOR NOURISHMENT
INNOVATING FOR TASTY, SUSTAINABLE SOLUTIONS FOR IRON FORTIFICATION

- IRON FORTIFICATION (20 MG/DAY) USING BISCUITS AS A VEHICLE AMONG SCHOOL CHILDREN LEADS TO SIGNIFICANT IMPROVEMENT IN HEMOGLOBIN, IRON STORAGE AND OTHER IRON STATUS INDICATORS

- IRON FORTIFICATION USING BISCUITS AS A VEHICLE RESULTED IN 68% DECREASE IN PREVALENCE OF ANEMIA

- HIGH ACCEPTABILITY, NO SIDE EFFECT AND HIGH COMPLIANCE TO BISCUITS AS VEHICLE FOR IRON FORTIFICATION
52% of Britannia’s commercial product portfolio is fortified with micro-nutrients.