



FORTIFY HEALTH

FORTIFYING FLOUR TO FORTIFY HEALTH

AN OVERVIEW OF OUR AIMS & WORK

- WHO WE ARE
- OUR OPEN MARKET APPROACH
- OUR ENGAGEMENT WITH MILLS
- OUR UPCOMING PLANS
- OUR GOVERNMENT APPROACH



TECHNOLOGY AND TRAINING PARTNER:
WHEAT FLOUR FORTIFICATION

WWW.FORTIFYHEALTH.GLOBAL

1. WHO WE ARE

OUR MISSION

Fortify Health's mission is to use cost-effective and evidence-based solutions to **tackle hidden hunger**, so that it does not continue to adversely affect health and livelihoods at mass scale.

WHAT WE DO

Fortify Health is working in India to **increase coverage and mainstream provision of fortified wheat flour (aka atta)** in the open market and in government safety net programmes across Maharashtra and West Bengal. Our aim is thereby to **prevent and reduce the incidence of anaemia and neural tube defects**, and to prevent the downstream effects of these conditions.

OUR PHILOSOPHY

We are guided by the principles of **effective altruism**, a philosophy that focuses on doing the most good with the time, money and resources available. We apply this philosophy to our organisational decision-making to ensure **our programs are rigorous, fill an important gap, are backed by strong evidence, and are cost-effective.**

OUR SUPPORTERS

Fortify Health is funded by Centre for Effective Altruism's Global Health and Development Fund, and **endorsed by GiveWell**, a San Francisco-based foundation focused on the most effective public health interventions.

2. OUR APPROACH

Fortify Health employs two main approaches to ensure that fortification is expanded reliably, sustainably and across a range of populations in our focus states:

Approach 1

Supporting millers to cost-neutrally fortify their atta in the open market

Approach 2

Supporting government to mainstream wheat flour fortification in safety net programs and open market

Cross-cutting approach

Generating evidence

2.1 OUR OPEN MARKET APPROACH

Our first approach is to **support wheat flour manufacturers supplying chakki atta in the open market**. We do this by partnering with wheat flour manufacturers in the open market, and supporting them in beginning and sustaining fortification of their atta. We facilitate this support by:

- providing **equipment and premix** to the millers, so that they can overcome the entry barrier to fortification;
- providing **miller training** and supporting the **set-up of quality control and monitoring systems**, to ensure that the atta that they manufacture maintains the standards prescribed in the national fortification guidelines. We facilitate the millers to adhere to standards as prescribed by FSSAI;
- providing training and insights to millers on **consumer awareness generation** around fortification.

We are currently working with mills in Maharashtra and West Bengal, India. See page 4 for more information on our current open market outreach work.



2.1.1 HOW DO WE ENGAGE WITH MILLERS TO FORTIFY THEIR ATTA FOR THE OPEN MARKET?

1

Initial consultations

- Fortify Health (FH) conducts initial consultations with the miller to explain the benefits of fortification, how Fortify Health supports cost-neutral fortification and to better understand the production details and the customer reach of the mill.
- During the follow-up consultations, FH's technical team explains the scope of the partnership and has rounds of clarifications.
- FH enters partnership with mills willing to adopt fortification cost neutrally.

2

Pre-installation

- FH procures premix containing NaFeEDTA, as per FSSAI standards for wheat flour fortification.
- FH procures equipment as per mill capacity and operational set-up in the mill.

3

Installation and testing

- FH's technical team installs and calibrates the dosing machine in the mill.
- FH technical team trains the mill staff on operations and also works with the miller on content development and labelling of the packets.
- The miller makes batches of fortified atta which are sent for customer feedback and testing at an NABL accredited lab. This ensures that fortification is acceptable to their customer and meets FSSAI standards.

4

Launch of fortification

- The miller launches fortification of atta, and continues regular trouble shooting, calibration checks and training with support from FH.
- FH, alongside the miller, works on the potential scale-up strategies to ensure that fortification is phased into all the atta that the mill produces.

5

Internal monitoring and review

- FH works with the mills to collect data on premix usage, production and sale of fortified atta.
- FH conducts regular monitoring of the operations and lab tests for both atta and premix at NABL accredited labs.
- FH supports the mills in trouble shooting about fortification operations.

6

Ongoing support to millers

- FH continues support and renews partnership if both parties are satisfied.

2.1.2 WHAT ARE OUR CURRENT ACTIVITIES TO INCREASE COVERAGE OF OPEN MARKET ATTA FORTIFICATION?

We have partnered with 6 mills in Maharashtra and West Bengal

- **Mill partners already fortifying:** One of our mills, Nutrapoorna Pvt. Ltd., in Mumbai (Maharashtra), is producing fortified atta and has endorsed fortification. Fortify Health is currently in our 2nd year of partnership with Nutrapoorna.
- **Mill partners awaiting equipment installation:** The remaining 5 mills have confirmed a partnership with Fortify Health, and now await installation of microdosers and arrival of premix in order to launch fortification. These 5 mills are located in Nagpur, Jalna, Pune, Shrirampur (Maharashtra), and Purulia (West Bengal). Due to the COVID-19 pandemic / lockdown restrictions, there have been delays in setting up fortification in these mills.

We have associated with CFTRI



- Fortify Health has associated with CSIR - Central Food Technological Research Institute for the transfer of technology and training in the domain of wheat flour fortification.



2.1.3 WHAT ARE OUR UPCOMING PLANS TO IMPROVE COVERAGE OF OPEN MARKET ATTA FORTIFICATION?

1 **Introducing and launching fortified atta in our existing partner mills**

Fortify Health is working with 6 mills ranging from 10 to 100 MT/day wheat flour production capacity. We will continue to support these mills from installation of equipment to monitoring and evaluation of their fortified atta.

2 **Conducting further mill outreach and onboarding more mills**

Fortify Health is reaching out to more mills in Maharashtra and West Bengal, and is planning how to travel to these prospective mills, given that travel may still not be advisable due to COVID-19 prevalence across India. We have already been in contact with new mills, several of which are large mills that have voiced a strong interest in fortification. The installed capacity of these mills ranges from 35 MT/day to 100MT/day. We received such interest via phone, and further progress will take place once team travel safely resumes.

Fortify Health plans to expand the number of partnerships to 12 mills across Maharashtra and West Bengal by September 2021, with a total of 215 MT/day of fortified atta produced across these mills.

3 **Identifying retailers**

Fortify Health is indentifying channels to bring local retailers and millers together on the same platform for generating interest in wheat flour fortification, and to generate cross-industry conversation about the importance of nutrition and fortification, especially in a COVID-19 world. Our objective is to hold a workshop for millers on the benefits and process of fortification, although is held up due to travel restrictions. We are currently prioritising the groundwork of making connections.

2.2 OUR GOVERNMENT COLLABORATION APPROACH

We believe that it is essential to work with the government system in order to reach the most vulnerable communities, and to have maximum impact. Effective avenues for collaboration include: **a) supporting governments in introducing and scaling up fortification programmes**, and; **b) providing ongoing technical assistance to governments once programmes are set up**. We work closely with the government ministries and departments to mainstream fortified wheat flour in government safety net programmes.

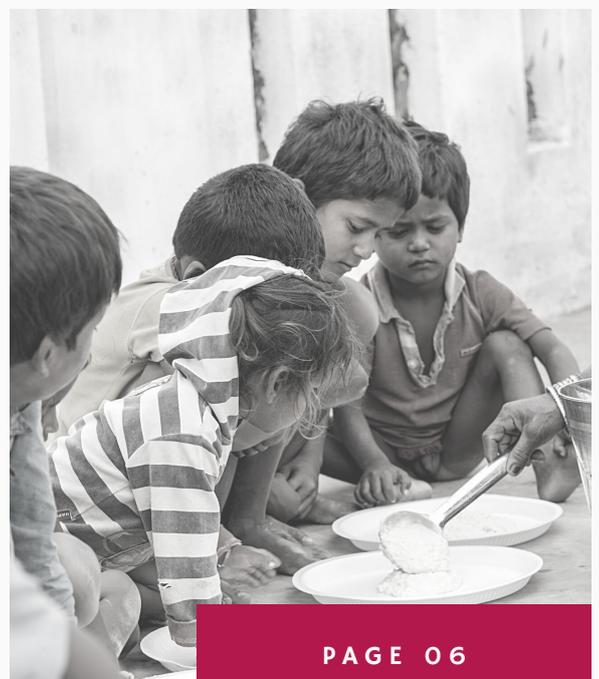


Our proposed work with the government includes working with:

- the **Tribal Development Department (TDD) of Maharashtra** to provide fortified atta in the residential ashram schools for tribal children
- the **Food and Drug Administration (FDA), Maharashtra** to facilitate open market fortification of atta.

In the short-term future, we plan to:

- support the **Food and Civil Supplies department of Maharashtra** to introduce and monitor fortified atta in the PDS in the state
- support governments to mainstream fortification of staples in **other safety net programs**, such as the Integrated Child Development Scheme (ICDS)



2017

SEPTEMBER DECEMBER



Brendan Eappen and Nikita Patel found Fortify Health and received seed grant from Charity Science



Founders conduct scoping visit to India based on initial analyses of fortification effectiveness

JUNE



Fortify Health receives first GiveWell Incubation Grant, of approx. \$295,000

JULY & AUGUST



Fortify Health conducts shallow market research and confirms to set up operations in Maharashtra and West Bengal

OCTOBER



Founders hire Fortify Health's first team members, set up office in Mumbai, and begin ground operations in Maharashtra

JANUARY



Fortify Health confirms its first partnership with a mill in Mumbai

FEBRUARY



Fortify Health welcomes Dr Urmi Bhattacharya as newly appointed Country Director

JUNE



Fortify Health receives second GiveWell Incubation Grant of approx. \$1 million to scale up fortification in Maharashtra and West Bengal

NOVEMBER



Fortify Health signs contract with fourth partner mill, totaling 3 partner mills in Maharashtra and 1 in West Bengal

MAY



Fortify Health provides aid for immediate COVID-19 relief efforts in Maharashtra

SEPTEMBER



Fortify Health team is 8 people strong, signs a partnership with CFTRI, and confirms our sixth mill partnership

2020



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twitter.com/fortify_health

ADDRESS

Flat No-6, Block-7, Narmada, Nelson Mandela Marg, Vasant Kunj, New Delhi-110070

WEBSITE

www.fortifyhealth.global

Fortify Health is a project of multiple partner organisations including Fortified Health Foundation, whose Corporate Identity Number is U74999MH2018NPL317551