Multiple micronutrient fortification of salt with iron, iodine, B12, Folic acid, zinc and Vitamin A - Condiment and seasonings' fortification - All population groups

Programme: Multiple micronutrient fortification of salt with iron, iodine, B12, Folic acid, zinc and Vitamin A

Programme Description
Social marketing of the multiple micronutrient fortified salt is ongoing in Dindigul district. In other areas, research studies have been conducted. In Kolkata, the fortified salt is given free of cost to poor families in urban slums for the past 8 years. The multiple micronutrient fortified salt has been able to effectively combat multiple micronutrient deficiencies in all our research projects.

Program type
Community/sub-national

References

Implementing organisations

Action data

Start date
Country(ies): India
Status: On-going
Area:
Rural
Peri-urban
Place:
State- Tamilnadu, district Virudhnagar, Dindigul, Valparai, State- AndhraPradesh, Karnataka, Gujarat, MadhyaPradesh, WestBengal-Kolkatta
Topic:
Condiment and seasonings' fortification
Target group:
All population groups
Delivery:
Community-based
Implementation details:
Consumption of the fortified salt daily
Target population size:
Communities, overall few thousands in our research trials, now 1 million in our social marketing
Coverage level (%):
miniscule
Outcome indicator(s):
Hemoglobin, ferritin, transferrin receptor, body iron stores, serum zinc, serum Vit A, serum folic acid, serum B12 and urinary iodine
M&E system:
Hemoglobin, ferritin, transferrin receptor, body iron stores, serum zinc, serum Vit A, serum folic acid.
serum B12 and urinary iodine significantly improved after fortified salt used for 6-8 months

Outcome reported by social determinants: Vulnerable groups

Personal story: The tears of joy in the eyes of women who walked several kilometers just to thank us because their lives had improved significantly when their anaemia had decreased because of the use of the fortified salt, keeps us going despite all the hurdles.

Typical problems

Solutions

Other actions from same programme

Multiple micronutrient fortification of salt with iron, iodine, B12, Folic acid, zinc and Vitamin A - Other food fortification - All population groups