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 Data

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
Peer-Reviewed Journal Articles

Implementing organisations

Action data

Start date
Country(ies): India
Status: On-going
Area: Rural
Place: State- Tamilnadu, district Virudhnagar, Dindigul, Valparai, State- AndhraPradesh, Karnataka, Gujarat, MadhyaPradesh, WestBengal-Kolkata
Topic: Condiment and seasonings' fortification
Target group: All population groups
Implementation details: Consumption of the fortified salt daily
Target population size: 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,
<table>
<thead>
<tr>
<th>Typical problems</th>
<th>Solutions</th>
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<tr>
<td>Other actions from same programme</td>
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Multiple micronutrient fortification of salt with iron, iodine, B12, Folic acid, zinc and Vitamin A - Other food fortification - All population groups

**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

**Post-intervention:** 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 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.

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