



Britannia Nutrition Foundation Seminar on Nutrition

Presentation Abstracts

Child Malnutrition and Corporate Social Responsibility

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The presentation focused on three main areas of interest from WFP viewpoint

1. About the WFP relationship with Britannia Industries
2. Some challenges that India is facing currently
3. And Corporate Social Responsibility

At the outset Ms. Mihoko shared a message from the International congress of Nutrition emphasizing that we really have to adopt a life cycle approach to reduce the level of malnutrition. The level of malnutrition has not changed and there is need to focus on prevention at this stage

World Food Programme (WFP) & Britannia Industries

The relationship between UN World Food Program & Britannia started a decade ago when Britannia started supplying fortified biscuits to the children in Afghanistan for WFP's "Food for Education Program". The government of India supports WFP's activities financially

WFP's country head congratulated the Managing Director of Britannia Industries on the launch of Britannia Nutrition foundation & expressed that WFP really hopes to enhance this relationship .Our relationship will further progress on the nutritional status of children particularly in India.





Challenges for India

Currently, the challenges that India faces from WFP's perspective are

1. Climate change : India now produces enough food to feed its own people but with an average temperature raises by 1 degree centigrade, the production of food grain will be reduced by 15-20%. It is a big issue for India that needs to be addressed
2. High Food Prices : As you are aware, food commodity prices for past more than 12 months is increasing so people are eating less nutritious food and cannot afford to buy animal based foods and vegetables
3. Poverty: The BPL (Below Poverty Line) finally is now 38% of the entire population rather than 28% .It is indeed a huge gap

According to the Planning Commission all of these are happening despite economic growth and government's comprehensive welfare program with remarkable enough budget provisions and good policy guidance

World Food Program works with government of India to help government target the specific areas of interventions particularly food based programs. WFP is also trying to work with the government to improve existing food based programs and public distribution system (PDS). Also, address the micronutrient malnutrition through food fortification, energy dense food product development, paste like food products that are made locally using locally available ingredients & commodities

There are challenges in developing new products and WFP is trying to produce new products for children below two years at the centre as well as community level. Obviously, there will be lot of challenges when trying to





produce such foods at community level and will need to overcome challenges like sanitation, hygiene etc.

Additionally, WFP is trying to make sure availability of safe drinking water and promote livelihood opportunities for the poor. Lot of challenges are faced while trying to produce food products at community level like sanitation, hygiene that we must be overcome. Moreover, quality control is a big issue

Corporate Social Responsibility

Lastly, she spoke about the corporate social responsibility. Globally, World Food Program has partners like DSM, KMP and many others committed to providing assistance to WFP through financing activities and provision of certain commodities on CSR basis. It is a great partnership that WFP globally appreciates & takes advantage of technical expertise of the global partners

These are basis of World Food Programme's India Intervention programs and without technical expertise from the global partners, it will be challenging for the WFP to continue to provide meaningful technical expertise to government of India. Particularly, WFP is keen to working on the technical expertise from Britannia. Would like to identify the areas of working together with Managing Director, Britannia Industries Limited

WFP's aim is to enable poor people buy food products that are locally made and affordable. And if these products are available on the shelf probably nutritional status can improve and malnutrition can reduce. Corporate sector can play a role by providing affordable products while meeting the government's nutrition norms

