

# Leveraging the Private Sector Resources in Nutrition

Shaping dietary practices among children under 2 years

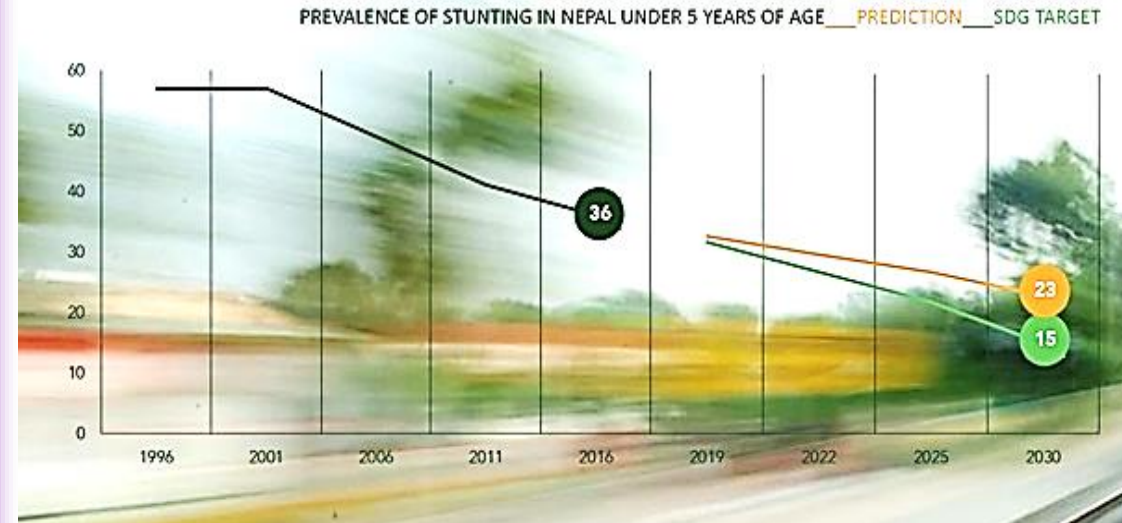
Atul Upadhyay, Chetana Panthi, Roshan Dangol, Pratik Niraula  
Program & Research Division  
Baliyo Nepal Nutrition Initiative



# Background

		CURRENT STATUS		TARGET	
		NDHS (2016)	MICS (2019)	WHA (2025)	SDG (2030)
STUNTING		35.8%	31.5%	25%	15%
WASTING		9.7%	12%	5%	4%
ANAEMIA		40.8%		18%	10%
EXCLUSIVE BREAST FEEDING		66%	62%	90%	90%

Will we be able to reach our goals with the level of effort we are putting in to address malnutrition at this rate?



# Analyzing and addressing the gaps

## Findings of the Gap analysis:

- Unhealthy snacking habits of children
- Reduced LFA in children (6-23 mo) due to unhealthy snacking in Kathmandu Valley

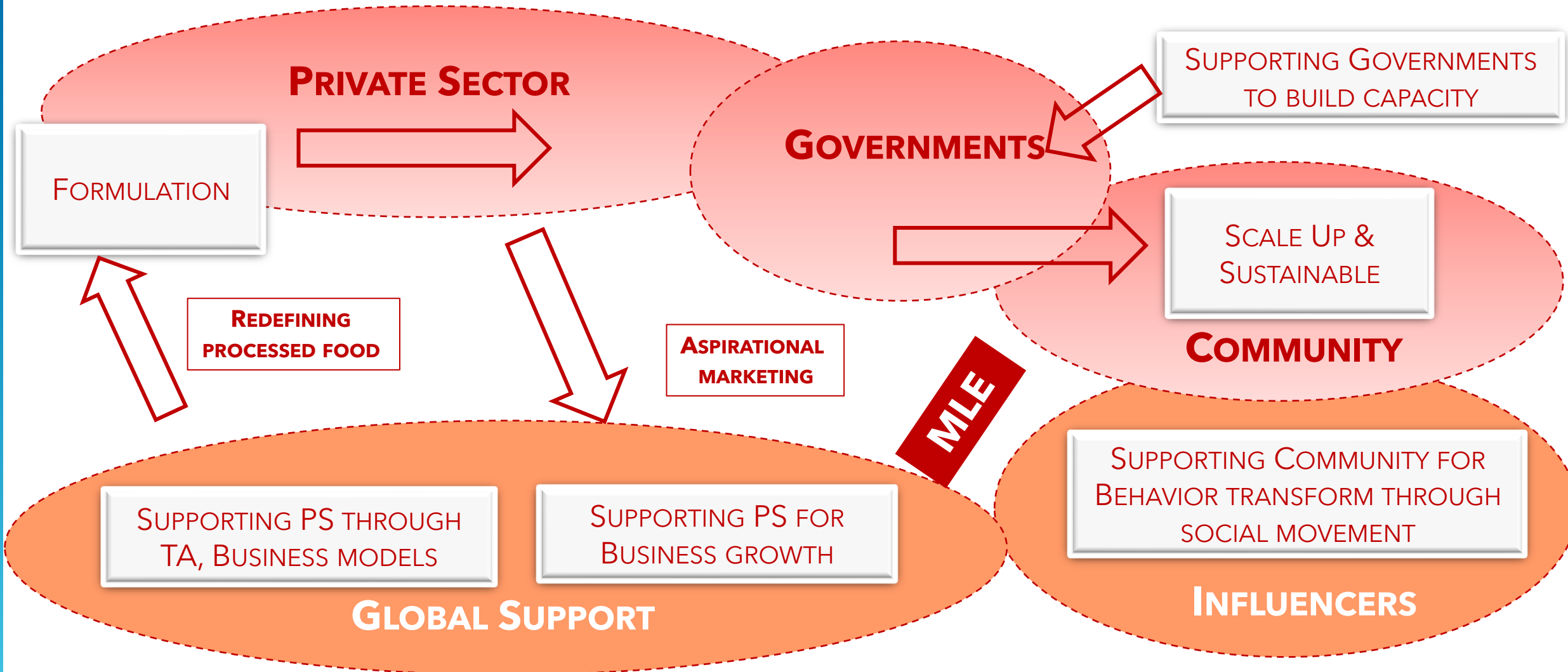
-(2018, ARCH Study)

- Unclear role of the private sector
- Ineffective regulation and monitoring
- Declining rate of EBF

## Intervention approach to address the gap - Initiation of the 'Baliyo Nepal Movement':

- Partner with the private sector (food companies) and their resources to produce and supply fortified foods
- Engage and involve with private sector to create a demand through awareness for increased consumption of nutritious, fortified foods
- Work with the regulators for effective policy drafting and implementation

# Poshan Mantra



# Program Approach and Implementation



## Demand Side Intervention



- 426 FCHVs oriented on importance of feeding fortified foods to children



- Nutrition orientation in schools
- 1,260 students engaged through nutrition & sports club



- Grassroots cricket developed as a tool to promote nutrition through sports

## Supply Side Intervention



- Partnered with two large food companies to produce CFP sachets that meets HSR-3 standards
- Each 25 gm sachet provide 30% RNI to the children.



- Oriented shopkeepers to play the role of influencers and message carriers for promotion of CFPs

## Working with Govt.

- Support and participation during implementation of the market test of CFPs in Palpa & Nepalgunj

### Jointly working on:

- Profiling of traditional food items
- Labeling guidelines of PLW's and children's food products
- Fortification action plan for the food products targeted to PLW and children

# Findings/ Results

**76%** sales in CFP and **32%** increased sale of other porridges in market

**Affordability: 89%**  
(n = 75)  
of customers think it is affordable to provide CFP to a 6-23-month-old child once per day.

**Appeal: 80%**  
(n = 75)  
of those who bought a sachet today will buy it again in the future.


## Promotion Channels for Baliyo Nepal Porridge (n = 44)



**93%**  
Shopkeeper




**75%**  
Family member  
or friend



**27%**  
FCHV or  
mother's group

## Top Three Reasons for Future Purchase (n = 60)



**93%**  
Price



**82%**  
Accessibility



**45%**  
Preferred Over  
Other Products

# Significance

- Availability, affordability and convenience of healthier options can increase the consumption of safe and nutritious foods.
- Private sector can play a major role in producing safe, fortified and nutritious food products and making them available in the market. This business model would be sustainable in the long run.
- Government could work on effective regulatory mechanism to ensure quality control and aware public on what to look for while purchasing food products

# Application



- Replication of the Baliyo Nepal Movement by scaling up the market model .
- New food items fortified and in process of market experimentation:



*CFB for PLW*



*CFP for 2-5 years children*



*Fortified Cookies for all age group*