

# Healthy Line Shops for Last Mile Delivery

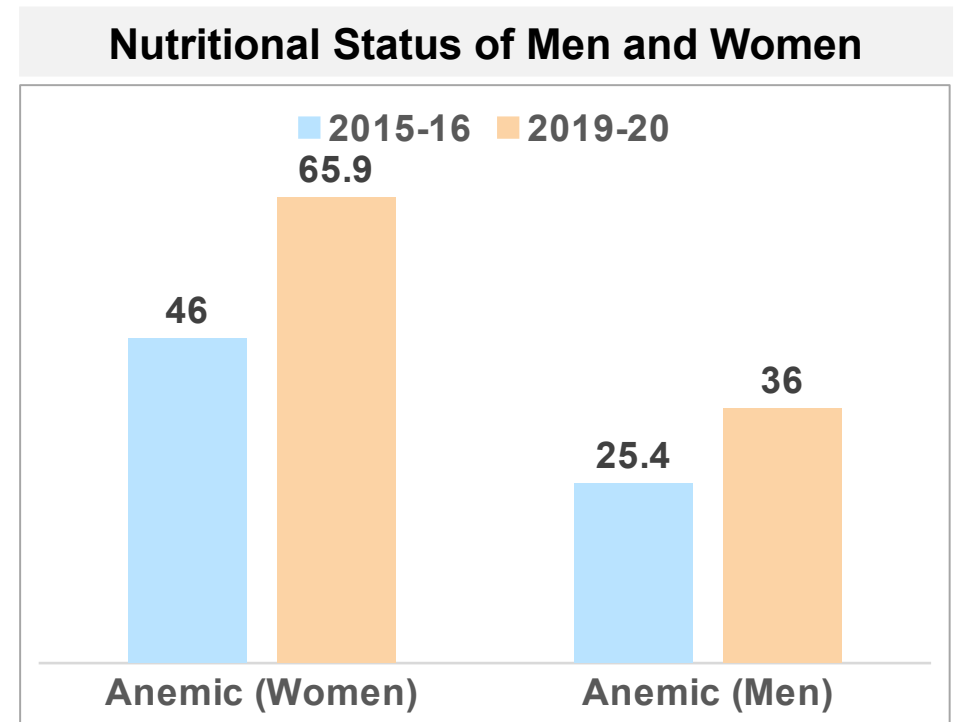
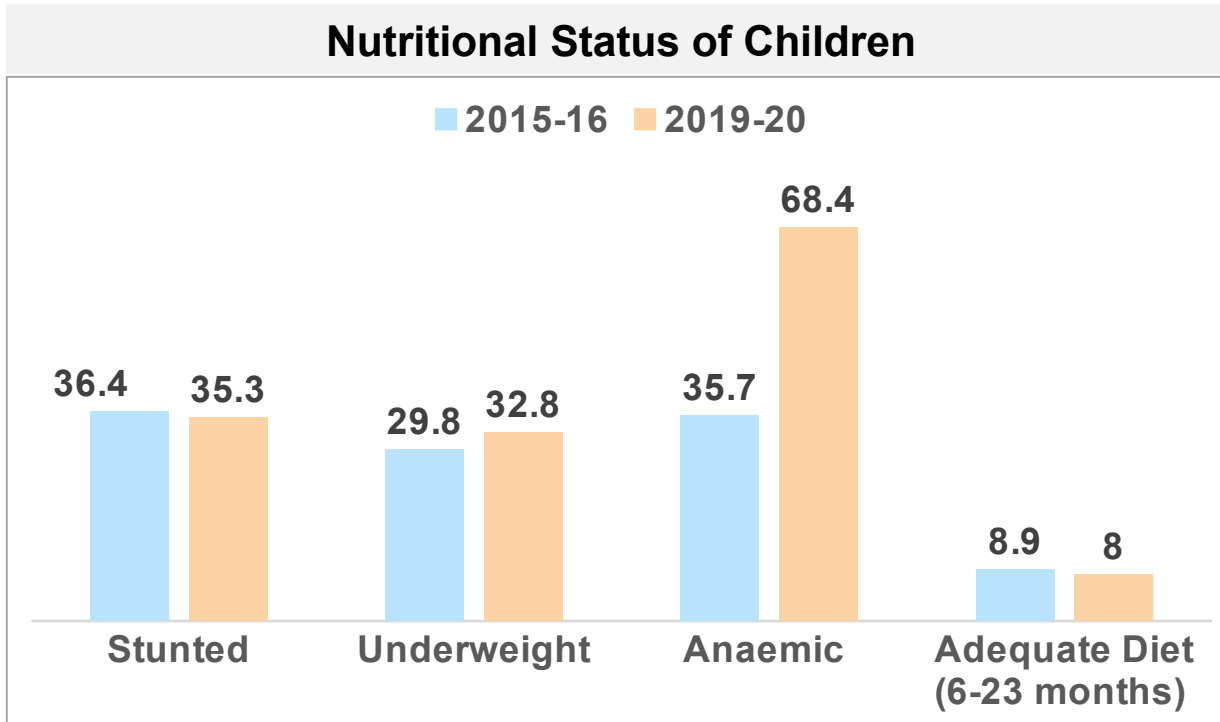
Supply chain innovation to deliver more nutritious food options for tea plantation workers of Assam

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(GAIN)



## Tea Workers in Assam

Teaworkers and their family members **remain nutritionally vulnerable** on account of **poor dietary habits**.



This is often due to a **lack of awareness** and **access** to healthier diets

## Workforce Nutrition - India

### Objective:

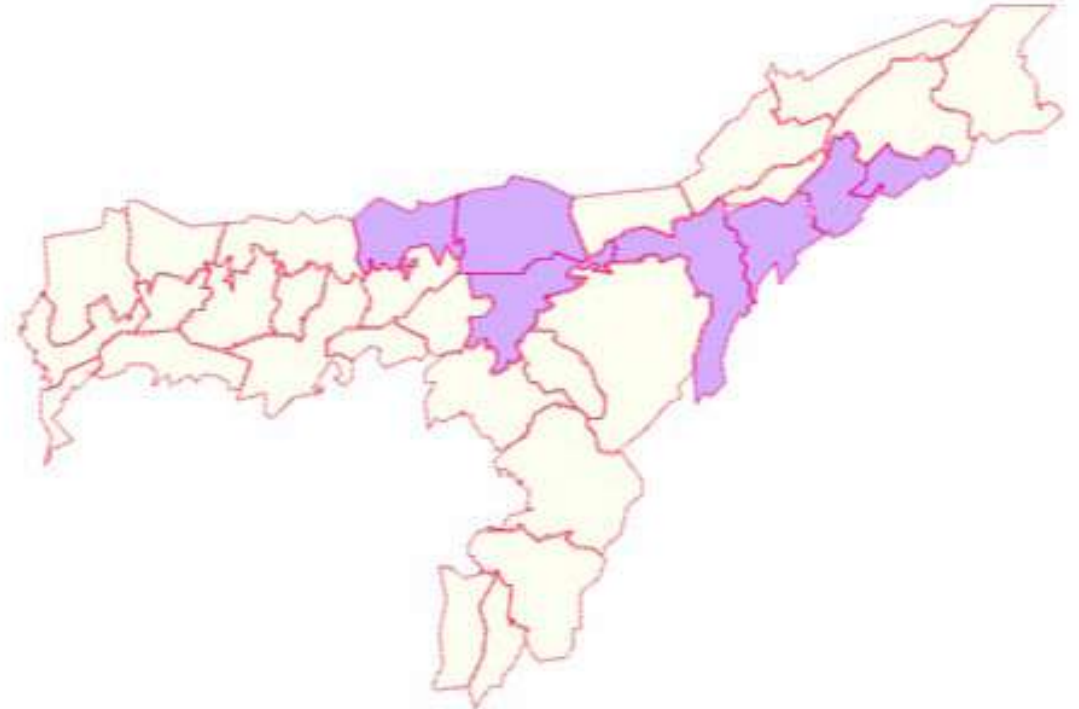
To **improve the nutritional status** of the tea worker communities through the consumption of healthier diets using existing **business structures** as entry points (**workplaces** or **supply chains**)

### Approach:

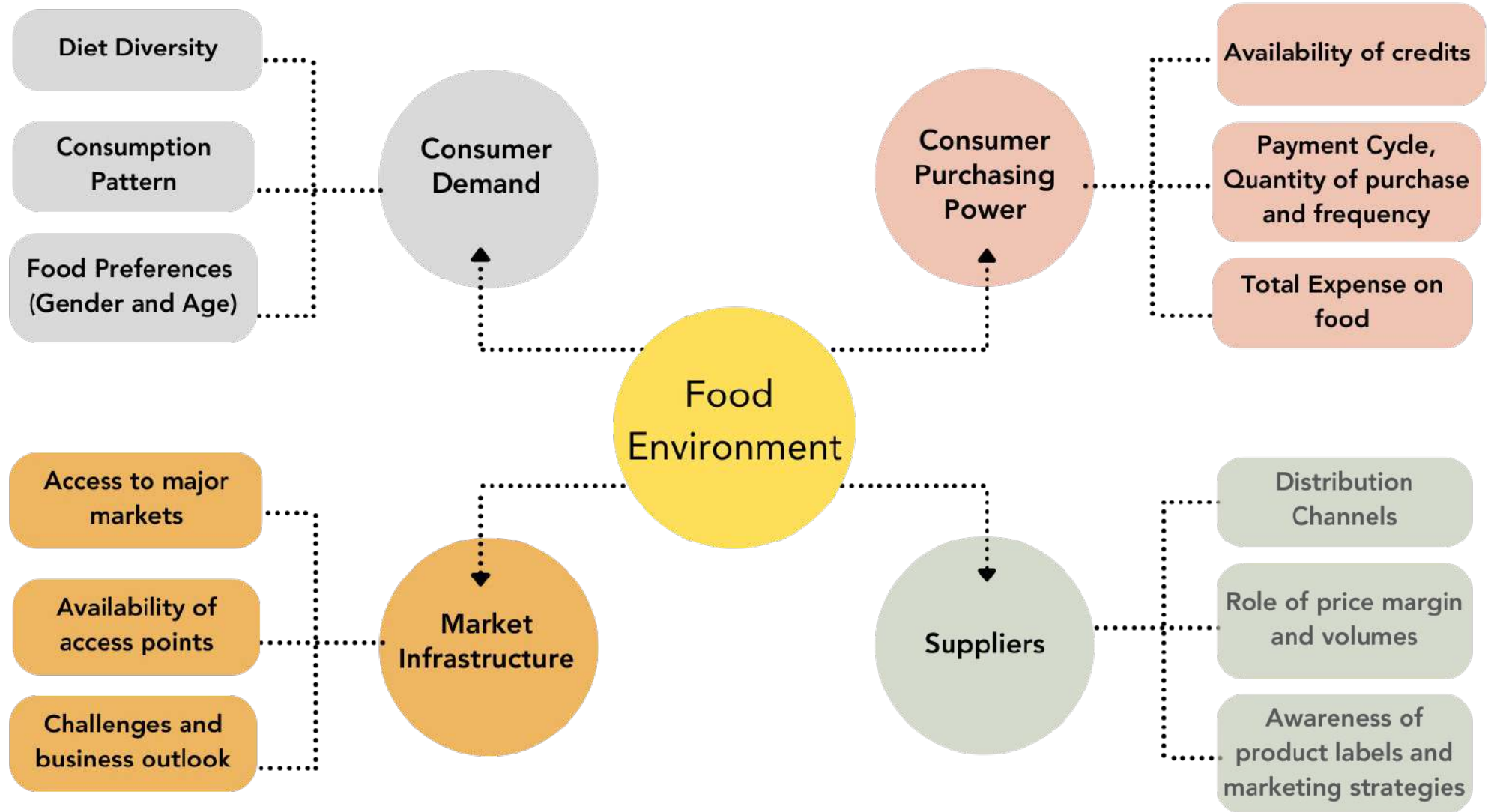
The effort of the project was to **enable the environment** with a combination of **behavior change activities** and **supply-side intervention** together to make a nutritional shift

### Coverage:

Currently, we are covering **110 tea estates** across **7 districts** in Assam reaching out to **160,000 workers** and their family members.



# Understanding the food environment



## Designing innovation based on findings

- Preoccupied with **margins and volumes**
- Preferred cash dealings
- **Low engagement** in push sales
- **Low awareness of product labels**

Suppliers/  
Wholesalers



- High preference for **fast-moving items**
- Stocking based on **customer preferences**
- Purchase through **intermediaries**
- **Low awareness** about the products

Existing Infrastructure /  
Retailers



- Dependence on **unhealthy, high-calorie food products**
- **Dependence on credit** for purchase
- **Lack of diet diversity**
- Preferred mom-and-pop shops (Retailers) nearby for purchases
- **Purchase low quantity**, dependence on payment cycles

Beneficiaries



Developing a sustainable market-driven solution to enhance access to nutritious food by **engaging retailers and wholesalers**

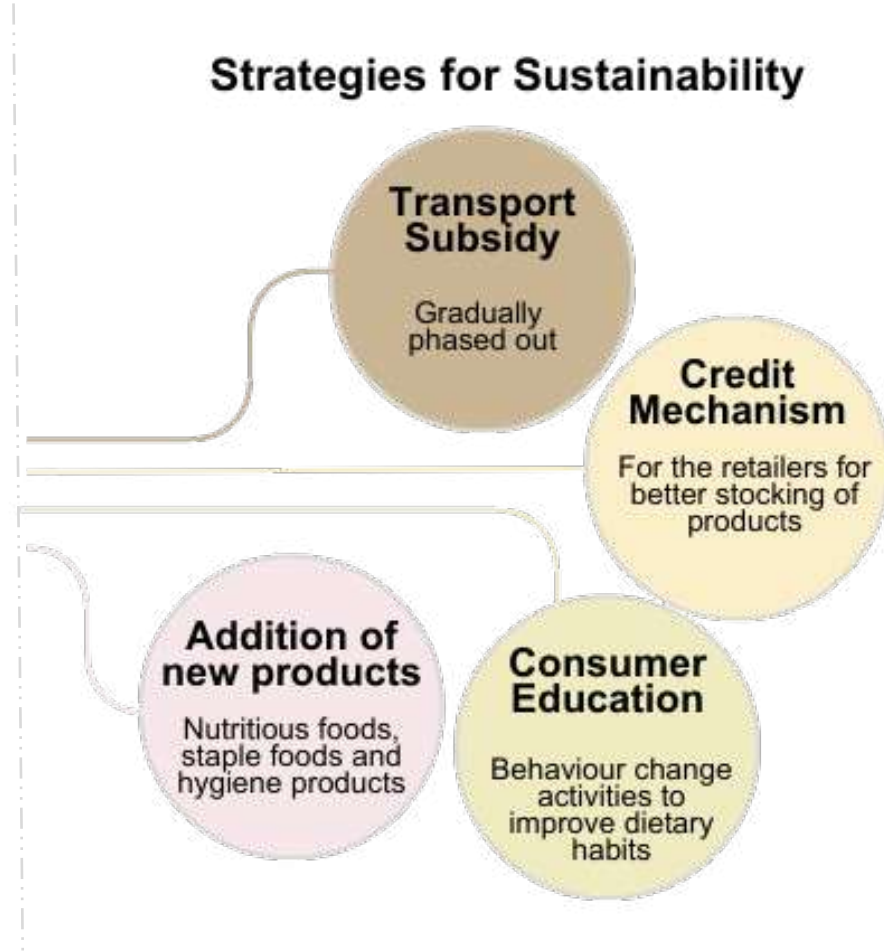
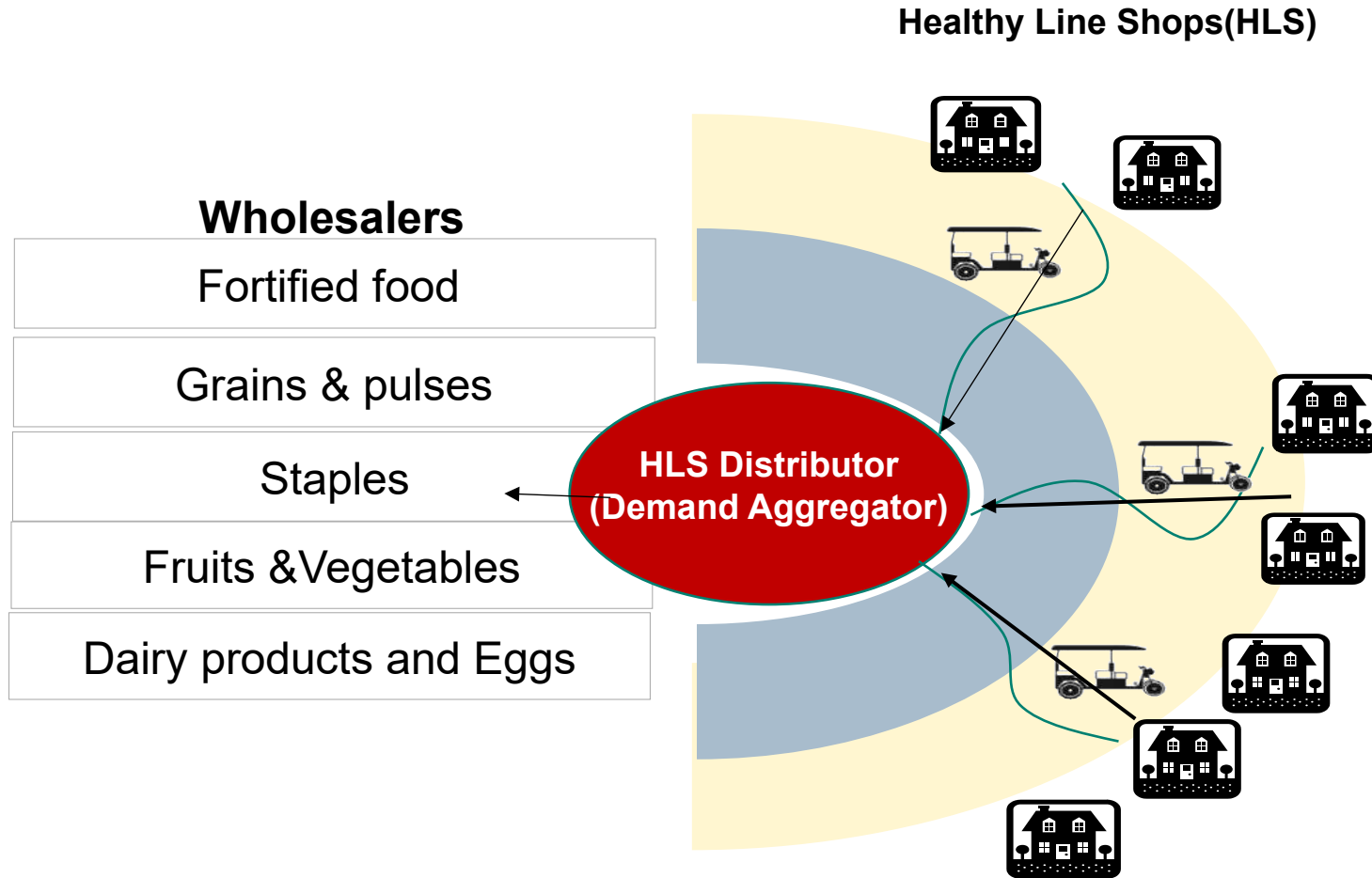


# Healthy Line Shop (HLS)

An innovative market-based supply chain model to improve access using existing estate retail shops (mom and pop shops)



# Innovation in Supply Chain





# Win-Win for all

## Wholesalers



- Additional customers
- Improved business volume

## HLS Distributor



- Earns a margin

## Retailers



- Doorstep delivery
- Increased product offering



## Impact in terms of Sales

**152**

Healthy Line shops established

**5**

HLS Distributor access to five regions

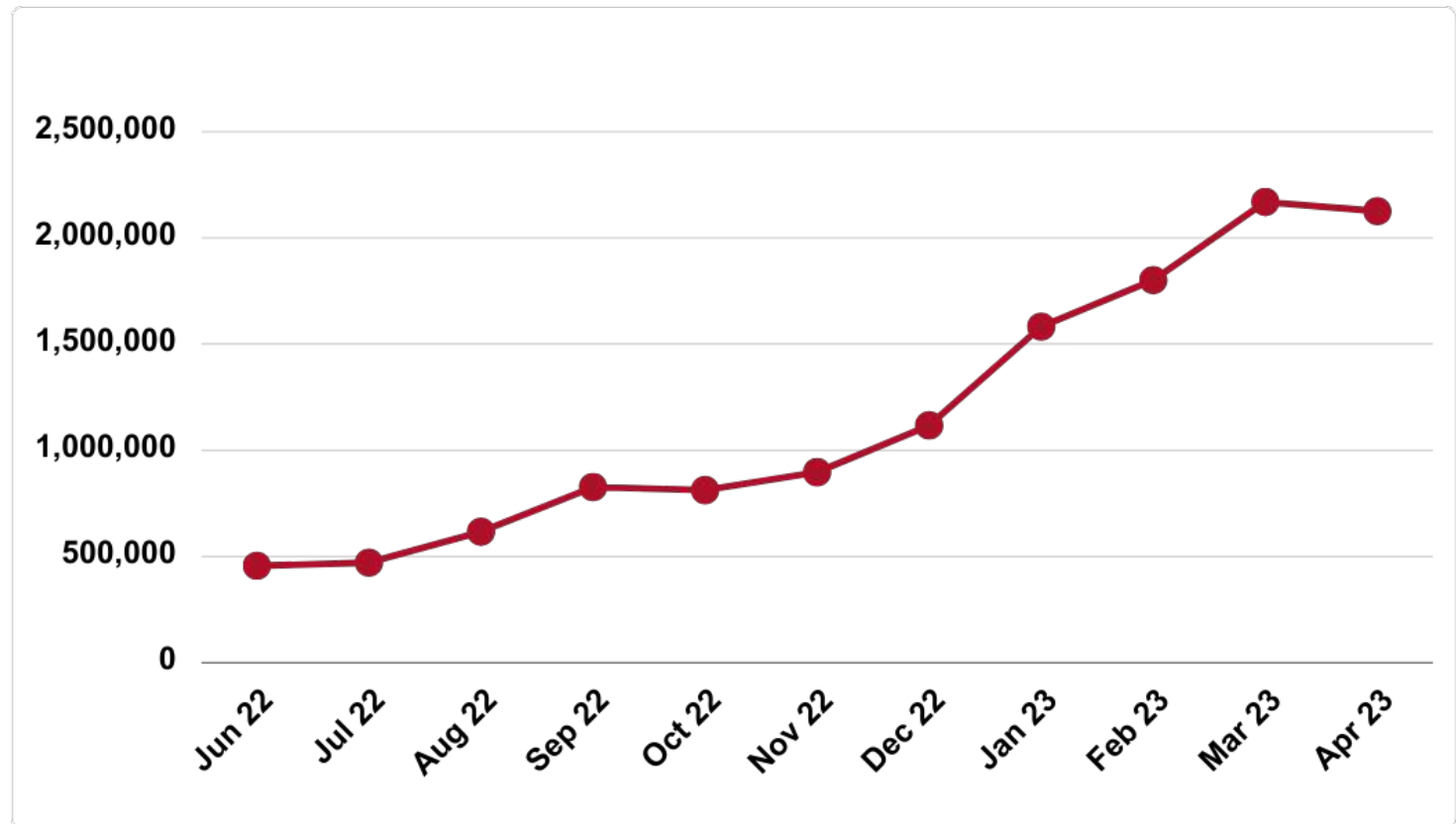
**60000**

people with improved access to nutritious food

**INR 2.5 Million**

Average worth of nutritious foods made available per month through HLS

- Growth in aggregated value of nutritious food products, health products, staples, and other food products sold, from **INR 456080 (USD 5847)** in **June 2022** to **INR 2524910 (USD 28,562)** in **April 2023**



All the HLS functioning on its own without external support from project since March 2023

**Impact**  
in terms of  
Knowledge,  
Access and  
Consumption,

**Improved Knowledge**



99% of women (endline) knew about **balanced diet benefits**, compared to 83% (baseline).

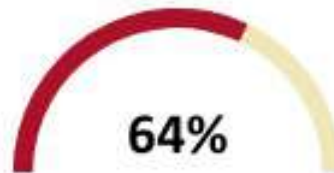


8 out of 10 women knew about **fortified oil**, compared to 4 out of 10 at baseline



women knew about benefits of having **seasonal vegetables and fruits** compared to 85% in baseline

**Improved Access**



targeted **nutritious food more available** through HLS

**12,000**

worker households were provided access to nutritious food **through HLS**

**Improved Consumption**

**4.4 times**

women were more likely to **consume targeted food groups (Orange/green Vegetables)** compared to baseline

**4 times**

more likely to **use fortified oil** at the end of the project compared to baseline (HLS consumers were 14 times)

**1.3 food groups**

**Change in Diet Diversity score** of 1.3 food groups when controlling for food insecurity, age, income, education, decision making power of women.

## Future Ahead



- A scalable, sustainable, and replicable approach suitable for similar geographies and hard-to-reach areas
- Ready to incorporate any other specific food products or any other food products in the supply chain to enhance the availability

### Way Forward:

- Collaborate partnerships with state governments to facilitate adoption and expansion
- Engage with partners to offer technical assistance in implementing market-driven solutions



**There is no silver bullet within food systems,  
but a range of actions that need to happen.**

**Thank you**