



Background of the intervention

PM's Announcement on Fortified Rice:2021

To enhance the nutrition security of the vulnerable population, Government of India announced the availability of fortified rice across the country's food-based safety net schemes in 2021.

Launch of the SBCC Campaign:2022

World Food Programme launched the SBCC Campaign on Fortified Rice in Uttar Pradesh, Kerala & Odisha during 2022-2023. The campaign was implemented along with respective state governments, community workers and beneficiaries.

Objectives

- Addressing barriers around the consumption of fortified rice among the beneficiaries.
- Addressing the myths, misconceptions on fortified rice
- Creating an enabling environment around the consumption of fortified rice.

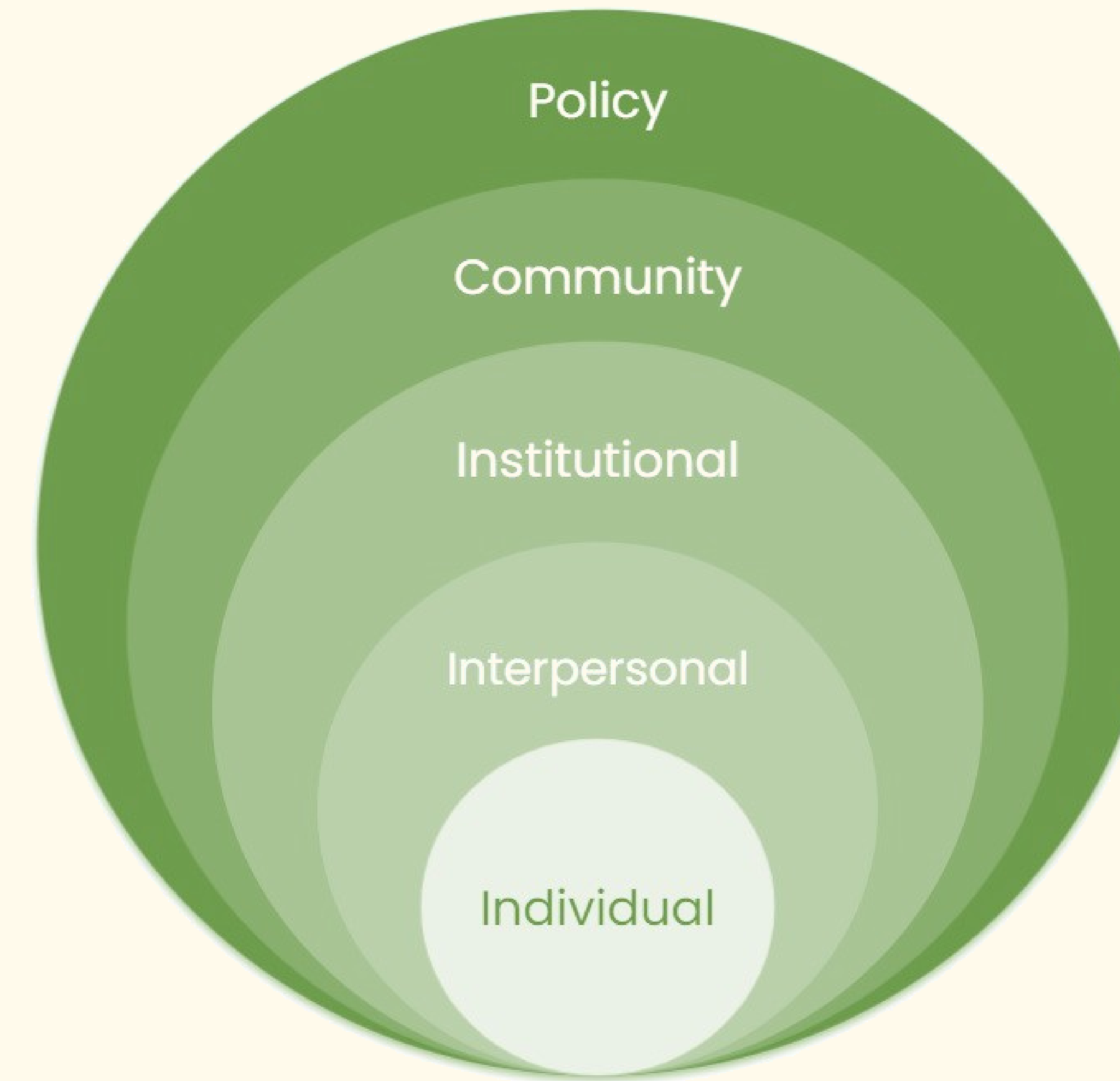
Implications of the Campaign

The SBCC Campaign through engagement with multiple stakeholders has resulted in:

- Demand-side strengthening and building strong social capital around fortified rice.
- An improved understanding of its health benefits.
- Increased uptake leading to better acceptability of fortified rice for beneficiaries from the vulnerable population.

“Through this cooking demonstration, people will now be able to understand the benefits of fortified rice. The misconceptions on fortified rice will no longer be there. I will also make people aware about fortified rice when they come to my shop and encourage them to consume it since it is good for health.
— Avinash, Fair Price Shop owner, Baburi village, Chandauli, UP”

Methods



- Campaign based on the **socio-ecological model**.
- Focuses on **various levels of influences** for the uptake of the desired nutrition behaviors, i.e., increase in the demand and consumption of fortified rice.
- Used a **360-degree multi-media mix** approach
- **Platforms**-Community engagement, social mobilization, and advocacy.

The SBCC Activities Implemented

The Reach

