

GOVERNMENT OF INDIA  
MINISTRY OF CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION  
DEPARTMENT OF FOOD AND PUBLIC DISTRIBUTION

LOK SABHA  
UNSTARRED QUESTION NO.44  
TO BE ANSWERED ON 7<sup>TH</sup> DECEMBER, 2022

**AWARENESS PROGRAMMES FOR FORTIFIED RICE**

†44. SHRIMATI JASKAUR MEENA:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:

- (a) whether the Government has organized an awareness programme about the benefit of fortified rice in the tribal areas of the country;
- (b) if so, the details thereof including Rajasthan;
- (c) the details of the amount sanctioned, distributed and utilised for this programme;
- (d) the details of the target set in this regard; and
- (e) the achievements made as a result in this regard?

**A N S W E R**

MINISTER OF STATE FOR MINISTRY OF RURAL DEVELOPMENT AND  
CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION  
(SADHVI NIRANJAN JYOTI)

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(a) and (b): Various State Governments including Government of Rajasthan were requested to organize programmes to create awareness on benefits of fortified rice and its positive impact on nutritional security in the tribal areas of the country. Accordingly, workshops/seminars in 9 districts having tribal population - in the States of Gujarat (Vapi), Maharashtra (Nashik and Nandurbar), Chhattisgarh (Kanker), Jharkhand (East Singhbhum), Madhya Pradesh (Shahdol, Mandla, Barwani) and Kerala (Wayanad) were conducted with the involvement of DFPD, FCI and other stakeholders such as Field Experts including Medical Professionals members of Media, prominent personalities, local leaders and Development Partners.

**(c) and (d): A provision of Administrative/Contingency Cost which inter-alia includes Information, Education, Communication (IEC) and Capacity Building to the tune of Rs. 5.00 lakh per district has been made, which is to be borne by the Government of India during the implementation of rice fortification initiative in Phase-II and Phase-III.**

**(e): With the increased awareness and knowledge about the positive impacts of consumption of fortified rice, during 3<sup>rd</sup> quarter of FY 2022-23, out of 291 targeted Districts for the implementation in Phase-II, the coverage of implementation has increased to 250 Districts including districts having tribal population. Besides, some States have reported that awareness programme on rice fortification has had a positive impact on the mindset of public in general about the benefits of consumption of fortified rice.**

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