

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

LOK SABHA
UNSTARRED QUESTION NO. 5083
TO BE ANSWERED ON 2ND APRIL, 2025

DISTRIBUTION OF FORTIFIED RICE

5083. SHRI Y S AVINASH REDDY:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) the details of the awareness campaigns implemented to encourage the consumption of fortified rice, highlighting the involvement of various stakeholders, State-wise; and
- (b) the details and the number of districts covered and the quantities of fortified rice distributed under the Targeted Public Distribution System (TPDS), Integrated Child Development Scheme (ICDS) and the Prime Minister Poshan Shakti Nirman (PM-POSHAN) Scheme across different districts?

A N S W E R
MINISTER OF STATE FOR MINISTRY OF CONSUMER AFFAIRS,
FOOD & PUBLIC DISTRIBUTION
(SHRIMATI NIMUBEN JAYANTIBHAI BAMBHANIYA)

(a): To educate people about the benefits of fortified rice, various State Governments 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. Besides, various workshops were held at Divisional/Regional Office level by FCI to sensitize the stakeholders about the nutrition related benefits of fortified rice. Further, FSSAI had also issued an advisory to the Commissioners of Food Safety of all States/UTs to conduct special campaigns among beneficiaries of the Public Distribution System (PDS) to raise awareness about the nutritional benefits of fortified rice.

IEC materials were also shared by this Department with States/UTs for their dissemination for spreading awareness about it.

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 was made, which was to be borne by the Government of India, during the implementation of rice fortification initiative in Phase-II and Phase-III.

(b): The Rice Fortification Initiative was implemented in a phased manner, with the target of achieving 100% Rice distribution/lifting in all central Government schemes by 2024. The phase-wise implementation status is as under;

- Phase I (2021-22): Covered Integrated Child Development Services (ICDS) and Pradhan Mantri Poshan Shakti Nirman (PM-POSHAN), and nearly 17.51 LMT of fortified rice was lifted during the phase.
- Phase II (2022-23): Phase I plus Targeted Public Distribution (TPDS) and Other Welfare Schemes (OWS) in 291 aspirational and high-burden districts, with nearly 136 LMT of fortified rice was lifted during the phase.
- Phase III (2023-24): Phase II plus the remaining districts of the country, with nearly 322 LMT of fortified rice was lifted/distributed during the phase.

As of March 2024, all schemes replaced custom-milled rice with fortified rice across the country.
