

برنامج  
الأغذية  
العالمي



Programme  
Alimentaire  
Mondial

World  
Food  
Programme

Programa  
Mundial  
de Alimentos

**Executive Board  
Third Regular Session**

**Rome, 19 - 22 October 1999**

# REPORTS OF THE EXECUTIVE DIRECTOR ON OPERATIONAL MATTERS

**Agenda item 8**

***For information***



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## **BASIC ACTIVITY WITHIN A COUNTRY PROGRAMME, APPROVED BY THE EXECUTIVE DIRECTOR (1 JANUARY–30 JUNE 1999)— INDIA 2206.07**

### **Support to Integrated Child Development Services**

<b>Number of beneficiaries</b>	2,600,000 children and women
<b>Duration of project</b>	Three years (1 April 1999 to 31 March 2002)

	<b>Cost (United States dollars)</b>
Total cost to WFP	54,785,720
Total food cost	46,887,500
Total cost to Government	2,085,869
Total project cost	56,871,589

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## NOTE TO THE EXECUTIVE BOARD

**This document is submitted for information to the Executive Board.**

The Secretariat invites members of the Board who may have questions of a technical nature with regard to this document, to contact the WFP staff focal points indicated below, preferably well in advance of the Board's meeting.

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Should you have any questions regarding matters of dispatch of documentation for the Executive Board, please contact the Documentation and Meetings Clerk (tel.: 066513-2641).



1. The Country Programme for India (WFP/EB.1/97/5/Add. 1) was approved by the Board in January 1997. The Country Programme covers the period 1 April 1997 to 31 March 2002 and involves a total planned commitment of US\$132.8 million. This document refers to expansion 7 of Basic Activity 1 under the Country Programme: “Support to the Integrated Child Development Services (ICDS) Programme”.
2. In accordance with decision 1999/EB.A/2 of the Executive Board, WFP focuses its development activities on five objectives. This activity addresses objective 1 (enable young children and expectant and nursing mothers to meet their special nutritional and nutrition-related health needs). The overall goal is to reduce malnutrition and promote early childhood development by directly reaching expectant and nursing mothers, and young children. The key initiatives for achieving this long-term objective are the distribution of a nutritious food and strengthening of the management capacity and strategies of the service providers. Activities are community-based, and the participation of women’s groups is a key component.
3. In order to increase the intake of nutritious food among 2.6 million vulnerable children and women, WFP is distributing daily supplementary rations of blended food in 38,610 centres located in five of the poorest states in India. Over the three-year duration of the activity, WFP is committed to providing 155,000 tons of food, at a total cost of US\$54.8 million.
4. In addition to providing supplementary feeding, WFP is actively working with the Government to improve the effectiveness of ICDS through better targeting, community participation and capacity-building. Different food distribution strategies are being used to strengthen attendance and encourage mothers to use health services, to attend nutritional and health education sessions, and comply with recommendations given. The project continues to organize activities promoting community level monitoring with the support of grass-roots organizations and local NGOs.
5. One of the major problems in India is the lack of education in and knowledge of key caring practices and nutritional care. Under this activity a number of initiatives, financed through special grants and from funds generated under Basic Activity 2 of the Country Programme—Improvement of Food Security in Tribal Areas—have successfully complemented the feeding aspect by developing a community-based childcare approach, promoting nutritional messages through awareness campaigns, and strengthening programme management. These have been implemented through NGOs and local community groups in collaboration with the Government.
6. Particular attention is being paid to micronutrient deficiencies. The feeding programme supported by WFP has found ways of addressing this issue in a cost-effective manner. WFP has been helping local enterprises in the production of *Indiamix*, a fortified blended food based on wheat, full-fat soya and micronutrients. The production of *Indiamix* as a women’s enterprise and social marketing strategies are also being promoted.
7. Expansion 7 of the project will be operational in the states of Assam, Kerala, Madhya Pradesh, Rajasthan and Uttar Pradesh. In order to ensure maximum effectiveness of WFP’s food intervention and to secure synergy effects with other components of the Country Programme, this project expansion will further strengthen its focus on geographical areas with a large proportion of poor and undernourished populations. To this effect, a planned phase-out of Kerala has been proposed and scaling down of assistance will begin in 2000. At the end of this phase of assistance resources previously provided to Kerala will be allocated to the more needy, drought-prone areas of Orissa.

