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MP Govt collates community feedback on fortified rice

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By **Manbeena Chawla** | December 10, 2021



mp-govt-collates-community-feedback-on-fortified-rice

WordPress post #13220

The study reiterates the implementation of rice fortification through Social Safety Net Programs

Supported by Nutrition International, a global nutrition organization focused on delivering low-cost, high-impact nutrition interventions to people in need, the government of Madhya Pradesh (MP) conducted an assessment of community feedback about fortified rice in three districts in February 2021.

A similar activity was conducted as part of the *Azadi Ka Amrit Mahotsav* in November 2021 in three new districts of Madhya Pradesh (Rajgarh, Barwani, Bhind) with the support from the departments of Food, Women and Child Development and Panchayat and Rural Development.

As one of its first kind, the assessment aimed at evaluating consumer response to organoleptic properties of cooked fortified rice through its features like taste, colour, smell, and shape. The study conducted in February, covering 481 beneficiaries, showed over 80% of beneficiaries rated dishes prepared with fortified rice as ‘extremely liked’.

In November 2021, the assessment was conducted amongst 1,200 beneficiaries and similar feedback was received. Beneficiaries acknowledged that there was no change in organoleptic features like taste, colour, smell, etc. of fortified rice as compared to normal rice. They also liked that despite no difference in taste, smell and color, the fortified rice had a higher nutritional value than normal rice. All the beneficiaries expressed interest in purchasing and consuming fortified rice under the Public Distribution System (PDS), Integrated Child Development Services (ICDS), and Mid-Day Meal (MDM).

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