

## *From grant dependency to self-sufficiency and sustainability*

**The Karnataka Multisectoral Nutrition Pilot Project is now transitioning to a highly innovative project for Production and Marketing of Low Cost Fortified Energy food by SHGs in Kalaburgi and Raichur District of Karnataka.**

The World Bank assisted Karnataka Multisectoral Nutrition Pilot Project ended in September 2018. Thereafter it was supported by the Kalyan Karnataka Development Board until May 2019.

The Project has been extremely successful in improving nutritional status of the beneficiaries and the community. This is recorded through the real-time monitoring system set up within the project as has been confirmed by the NIN Impact Assessment. <http://www.karnutmission.org/documents/IMPACTEvaluation.pdf>

The World Bank has also declared this as a successful project. Please see - <https://blogs.worldbank.org/endpovertyinsouthasia/india-piloting-more-intense-approach-malnutrition-karnataka>

In order to ensure sustainability of the project and remove dependency on government grants, it was decided that the **SHGs who are the owners of the two production units at Chincholi and Devadurga making the fortified energy food Shakti Vita, will start marketing it both in the open market as well as through SHGs.**

**Tata Trusts is supporting this first time, innovative venture** which aims to convert a grant funded project into a market-oriented venture.

An important activity of the present project is again to mobilize the SHGs in Chincholi and Devadurga Blocks for marketing, through an innovative marketing strategy.

Progress has slowed down due to the COVID 19 pandemic lock-down and travel restrictions in both these Blocks, but we hope activities can start again in full swing within the next one or two months. Back end preparations are in progress.

**Karnataka State Women Development Corporation** is the nodal organization.

**Ms Rini Dutta** from **Centric Brand Advisors** is our Marketing Consultant.

**Karnataka Health Promotion Trust** continues to be our field partner.

