

Project Name: Iodine Deficiency Disorders Elimination Project
Agreement Type: Core Funds
Duration: FY 2007 (yearly revised)
Geographic Scope: National
Technical Assistance Agencies: UNICEF
Implementing Agency: UNICEF

DESCRIPTION:

The IDD Project supports universal salt iodization at the national level. Through this project, UNICEF supports GOI to eliminate iodine deficiency disorders in India. The purpose of the project is facilitate the dialogue between government and salt suppliers to ensure access to iodized salt for underserved socio-economic groups and advocacy to maintain IDD elimination through USI high on the central and state governments' agenda.

KEY ACTIVITIES:

- Create awareness about IDD elimination and benefits of iodized salt to increase demand.
- Create an effective and sustainable demand for adequately iodized salt by continuing to educate consumers, shop keepers, as well as front line workers on the benefits of consuming adequately iodized salt and the danger of the absence of iodine.
- Create enabling environment for iodized salt production
- Ensure production of adequately iodized salt for all of India
- Strengthen monitoring the quantity and quality of iodized at all levels
- Create a supportive environment for the central ban on sale of non iodized salt for direct human consumption

KEY ACHIEVEMENTS:

- Mass media BCC campaign launched through national & regional TV & radio channels for using iodized salt.
- Ban on use of non-iodized salt was reinstated, exclusive use of iodized salt for animal and human consumption.
- Better monitoring of iodization of salt at various levels starting from site of production to consumption at household levels.

CONTACT INFORMATION:

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