

## Ensuring Transparency, Quality, Efficiency & Accountability in THR distribution in Gujarat – PuShTI “Poshan umbrella for Supply chain through Tech Innovation”

The project aims to apply digital technology for transparent, timely and accurate supply chain management of Take Home Ration (THR) with a bottom up approach by eliminating the gap between actual requirement and supply of THR. The project is being implemented by Department of Women and Child Development, Gujarat, Gujarat Co-operative Milk Marketing Federation, SUMUL, AMUL & BANAS Dairy Unions and Gujarat Info Petro Limited (GIPL).

In 2017, Government of Gujarat signed an agreement with the Gujarat Cooperative Milk Marketing Federation (GCMMF) to procure energy dense micronutrient fortified food in form of THR and to ensure uninterrupted supply of THR through manufacturing at three leading District cooperative milk unions as Banas, Amul and Sumul Dairy under GCMMF. Three different products i.e. Balshakti for children, Matrushakti for pregnant & lactating women and Purnashakti for adolescent girls is designed considering the requirement of the specific age groups.

To streamline the THR service delivery and real-time monitoring, a software has been developed by the Department. Monthly indenting, approval and delivery of THR packets up to AWC level is being monitored through the dashboard. It also comprises of a web based application for demand & supply cycle and an Android based App for transportation solutions. This system ensures smooth, transparent, speedy and error free supply of THR at the Anganwadi centres.

### Benefits:

- It ensures **transparency**. The entire processes are available at public domain and all the stakeholders D/oWDC, GCMMF AWC etc. are made equally responsible
- Quality- It is ensured as THR is initially tested at Amul lab and after passing of decided parameters it is distributed at AWCs. To cross check the quality, it is again tested in Government of Gujarat Food & Drug Laboratory and after passing of the test, it is allowed to distribute to beneficiaries for consumption.
- Safety of products is ensured by proper packaging of the product to make it free from contamination.
- Standardization is done by making same quality & quantity of product in the entire state as per the prescribed norms.
- Community involvement and Social Audit (as the distribution of THR is also done on monthly basis on 4th Tuesday in the presence of local persons)
- The entire supply chain management follows the principle of demand driven supply as opposed to the supply driven management.
- OTP based tracking of distribution of THR up to AWCs.
- Online certification of delivery is provided in the system in order to ensure timely and correct payment to the supplier.
- Timely and regular supply of THR on monthly basis on 4th Tuesday (supply on monthly basis at the scheduled time)- Timely delivery of THR ensures timely distribution of Ration to beneficiaries, which will directly support in nutritional indicators.