



## ABSTRACT

Evaluation Study – Co-operation, Food and Consumer Protection Department –  
Alleviating Anemia through Food Fortification at Scale – Sanction - Orders –Issued.

### PLANNING, DEVELOPMENT AND SPECIAL INITIATIVES (ST.2&E) DEPARTMENT

G.O.(Ms).No.95

Dated: 13.11.2015.  
Manmatha-lyppasi 27  
Thiruvalluvar Aandu 2046

Read:

1. G.O.Ms.No.81, Planning, Development and Special Initiatives (ST.2&E) Department, Dated 02.09.2014.
2. Government Letter No.2989/ Planning, Development and Special Initiatives (ST.2&E) Department / 2015, Dated: 27.07.2015
3. Minutes of the Second Steering Committee Meeting held on 28.07.2015.
4. The Proposal received from Thiru Jasmine shah, J-PAL, Dated:14.08.2015.

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### ORDER:

In the reference first read above, the Government issued orders for institutionalize an evidence-based approach to policy making to maximize the impact of anti-poverty programmes and policies in the state partnership with Abdul Latif Jameel-Poverty Action Lab (J-PAL), and constituted the Steering Committee to approve the new pilot programmes and evaluation.

2. The Second Steering Committee meeting was convened on 28.07.2015 under the Chairmanship of the Principal Secretary to Government, Finance Department. The proposal for Alleviating Anemia through Food Fortification at Scale has been included in the agenda for approval. The Co-Investigator is Dr.Alexssandro Tarozzi, Associate Professor of Economics and other researchers are Dr. Grant Miller(Stanford University), Aparajit Mahajan (UC Berkeley) and Dr. Renoldo Martorell (Emory University)

for the proposal of Alleviating Anemia through Food Fortification at Scale. The project aims to address anemia in the State of Tamil Nadu, where such deficiencies remain highly prevalent among the poor, by providing multiple-fortified rice (Ultra Rice) through the Universal Public Distribution System (PDS). They proposed to elevate the impact of the rice fortification by conducting a rigorous randomized controlled trial designed in collaboration with the concerned Department of Tamil Nadu. The proposal had identified working in the district of Cuddalore where the project will sample 220 villages/Fair Price Shops (FPS) and randomly allocate them to either treatment or control arms. The project is expected to start from October 2015, and will go on till September 2017.

The Steering Committee after careful consideration of the detailed agenda note and a presentation by the investigators has approved the above proposal. The total project cost for the first and second year are Rs.11,02,56,125/-. The component wise expected cost shared by J-PAL, Tamil Nadu Civil Supplies Corporation (TNCSC) and the Government of Tamil Nadu are tabulated below.

Line Item	J-PAL Share	TNCSC	GoTN Share	Total
Principal Investigator costs	75,91,500/-	---	----	75,91,500/-
Project staff compensation			1,79,98,350/-	1,79,98,350/-
Project related travel costs			44,65,600/-	44,65,600/-
Evaluation costs	2,19,72,352/-		1,08,93,766/-	3,28,66,118/-
Intervention & Monitoring Costs	2,56,52,036/-		79,94,643/-	3,36,46,679/-
Other costs		62,50,970/-	74,36,908/-	1,36,87,878/-
Total Estimated Budget	5,52,15,888/-	62,50,970/-	4,87,89,267/-	11,02,56,125/-

3. Based on the approval of the Second Steering Committee, the Government after careful consideration approve the total project cost for Rs.11,02,56,125/- and accord sanction for a sum of Rs.4,87,89,267/- (Rupees Four crores eighty seven lakhs eighty nine thousand two hundred and sixty seven only) towards the share of Government of Tamil Nadu for Alleviating Anemia through Food Fortification at Scale in Tamil Nadu. The roles and responsibilities of the Department and J-PAL are indicated in the annexure to the Government Order.

4. The Project funding Milestones /Deliverable against which funding may be released to M/s. Institute for Financial Management and Research who will receive the grant on behalf of Abdul Latif Jameel – Poverty Action Lab – South Asia (J-PAL –SA), are indicated below:-

**PROJECT FUNDING MILESTONES**

Milestone/Deliverable	Month	% of Milestone
Upon issue of G.O.	Sep-15	40%
Census and Sampling Report	Mar-16	20%
Baseline report	Sep-16	20%
Intervention Monitoring Report	Feb-17	15%
Final report after end line	Nov-17	5%

5. The Member Secretary, State Planning Commission is authorized to draw and disburse the amount sanctioned in para 3 above as per the percentage indicated above in the form of a crossed cheque in favour of "M/s. Institute for Financial Management and Research" under proper acknowledgement from out of fund allocated under the 5 percent Tamil Nadu State Innovation Fund intended for studies and capacity building.

6. This order issues with the concurrence of Co-operation, Food and Consumer Protection Department its U.O. No.1615/D1/2015, Dated:30.10.2015 and Finance Department its U.O No.61921/Public/2015, Dated: 09.11.2015.

**(BY ORDER OF THE GOVERNOR)**

**S.KRISHNAN,  
PRINCIPAL SECRETARY TO GOVERNMENT.**

To  
The Principal Secretary to Government,  
Finance Department, Secretariat, Chennai-9.  
The Secretary to Government,  
Co-operation, Food and Consumer Protection Department,  
Secretariat, Chennai 9.  
The Member Secretary,  
State Planning Commission, Chepauk, Chennai 5.  
Mr. John Floretta,  
Interim Executive Director, J-PAL South Asia at IFMR,  
Institute for Financial Management and Research,  
Buhari Tower, Thousand Light, Chennai-6.

Ms. Shobini Mukerji,  
Executive Director, J-PAL, SA,  
Buhari Tower, Thousand Light, Chennai-6.

**Copy to:**

The Finance (Public) Department, Chennai 600 009.  
The Private Secretary to the Chief Secretary to Government, Chennai-9.  
The Private Secretary to the Principal Secretary to Government,  
Planning, Development and Special Initiative Department,  
Secretariat, Chennai-9.  
Stock File / Spare Copy.

**//FORWARDED BY ORDER//**

  
SECTION OFFICER.

## Annexure

### ROLES AND RESPONSIBILITIES

#### J-PAL South Asia

1. Hiring a lead team of Research Associates, Research Manager and Project Associate who would work full time on the project.
2. Conduct preliminary research (including a literature and materials review, as well as interviews with GoTN officials) to better understand the existing Universal Public Distribution System (PDS) in Tamil Nadu, specifically in Cuddalore and assess the possibility of rolling out the intervention in tandem with the ongoing PDS.
3. Develop a study design and identify a sampling strategy (randomization at village/ Fair Price Shop level) in close coordination with the GoTN officials based on budgetary and logistical feasibility.
4. Working with the GoTN and District Collector of Cuddalore to design a route chart for PDS trucks during the intervention period.
5. Obtaining ICMR and IRB clearances.
6. Procuring all government papers required for transporting Ultra Rice kernels to TN.
7. Signing vendor and partnership agreements with PATH, Usher Agro, NARI, blending machine vendors, blood collection supply vendors etc.
8. Training the lead staff members on Dried Blood Spot collection with assistance from NARI.
9. Developing and piloting a survey instrument that can adequately assess cognition, productivity and other behavior patterns of the targeted population.
10. Hiring and training a survey team to conduct a mapping, census and baseline study including blood collection.
11. Purchasing and setting up one/two blending machines in Cuddalore civil supply godowns.
12. Procuring permission from the Electricity Board to set up a transformer and rewire the space.
13. Training Civil Supplies Godown staff to operate the blending machines and blend the rice in a 1:100 ratio.
14. Hiring and training a monitoring and implementing team who would be stationed at the godowns during the entire intervention period.
15. Designing specially marked bags to pack blended fortified rice.
16. Working with the GoTN to ensure that Ultra Rice consignments from Usher Agro arrive at Cuddalore godowns ahead of every month.
17. Working with the GoTN to ensure that blending, weighing and packaging of fortified rice in separate marked bags happens before the 15<sup>th</sup> of every month.
18. Communicate regularly with the GoTN on mapping, census, baseline, every step of the intervention, and end line.

Department of Cooperation, Food and Consumer Protection (Tamil Nadu Civil Supplies Corporation; and Cooperative Societies of Cuddalore)

1. Forwarding a Government Order which officiates the study, provides the funds and designates nodal persons at every step of the evaluation and intervention, including nodal persons at the State and district level from all two government agencies – TN Civil Supplies Corporation, and Cooperative Societies.
2. Assist J-PAL to identify the best possible way to randomize between villages/ Fair Price Shops receiving fortified rice and those who don't without compromising on ethical principles or scientific constructs
3. Assist J-PAL to create a route chart for PDS trucks to deliver fortified rice in chosen treatment villages during the intervention
4. Provide J-PAL with all health – ICDS, NFHS, DLHS and other information that would help J-PAL identify its sample population (extremely vulnerable, and severely anaemic)
5. Assisting J-PAL to obtain ICMR and other clearances, as well as provide papers and permissions required for setting up a transformer, rewiring, and shipping Ultra Rice kernels into TN
6. Providing access to all PDS documents, ration card documents, health documents and census data
7. Setting up a transformer, electrical rewiring and making the godowns blender-friendly
8. Monitoring delivery and storage of Ultra Rice kernels
9. Blending Ultra Rice with standard rice in the ration 1:100
10. Packaging and storing blended fortified rice in specially marked gunny bags
11. Ensuring the loading of fortified rice in trucks designated for treatment villages
12. Ensuring the unloading of fortified rice in identified treatment Fair Price Shops

S.KRISHNAN,  
PRINCIPAL SECRETARY TO GOVERNMENT.

//TRUE COPY//

  
16/11/15  
SECTION OFFICER.