

## NDDB Foundation for Nutrition

The National Dairy Development Board (NDDB) played a pivotal role to make India self-sufficient in milk and become world leader in milk production. During its Golden Jubilee year 2015-16, NDDB along with its subsidiaries and GCMMF Ltd embarked on a noble mission of providing a glass of milk to every child to address malnutrition among school children (preferably girls). This led to the formation of 'NDDB Foundation for Nutrition'. NFN is registered as a Society under the Societies Registration Act 1860 and as a Trust under the Bombay Public Charitable Trust as applicable to the state of Gujarat on 9 October 2015 at Anand. Apart, it has been granted approval for u/s 80G(5) of IT Act 1961 which provides 50% tax deduction for the individual donors.

To begin with NDDB Foundation for Nutrition (NFN) launched a "Giftmilk" programme to deliver flavoured and fortified milk beverage free of cost to school children (preferably in government /municipal schools) belonging to low income households, with the help of donations. NFN strives to mobilise donations from various institutions under Corporate Social Responsibility (CSR) commitment to supply milk and milk products to the school children through the network of dairy cooperatives. The funds raised from these sources are used to deliver 200 ml to 250 ml per day per child of processed flavoured milk to school children. Once the funds are received they are channelized to source milk from dairy cooperatives. At the delivery end, NFN distributes milk and milk products directly through dairy cooperatives or through democratic village institutions, civil society organizations and other organizations



which align to its underlying objectives. A web based platform is being used for tracking transactions to ensure utmost transparency and accountability.

NFN launched "Giftmilk" programme on 26<sup>th</sup> February 2016 in Z P High School, Lakshmapur, Telangana State under Corporate Social Responsibility (CSR) contribution of IIL, Hyderabad. Till 26<sup>th</sup> July 2016, MDFVPL supplied chocolate flavoured milk in 200 ml Tetra pack. Presently, Nalgonda-Ranga Reddy Milk Producers Mutually Aided Cooperative Union Limited (NARMUL) is supplying sterilised flavoured milk of various flavours in bottles. NARMUL has agreed to supply milk to school children who belong to their milk shed as part of their social responsibility also. The 'Giftmilk' initiative has started in Sarvodaya Kanya Vidyalayas located in Chirag and East of Kailash, South Delhi in March 2016. MDFVPL is supplying chocolate flavoured milk in 250 ml 5 layered poly pouch on all working days under their CSR commitment.

IDMC limited, Anand too adopted four schools in Anand under their CSR commitment. From 15<sup>th</sup> August 2016, "Giftmilk" has been launched in Adarsh Nivasi Shala, Nagar Prathamik Shala, No. 24 and Nagar Prathamik Shala No. 14. The Kaira Milk Union Limited (Amul) has been supplying fortified pasteurised milk to school children in Anand. Further, NFN has also launched milk distribution in Mujkuva government school, Anand on 26<sup>th</sup> January 2017. 





As on February end 2017, NFN has covered around 3,600 students and served more than 4,00,000 child milk days (CMD). CMD means one child getting a glass of milk for a day. The goal is to cover 10 million CMDs by the end of 2020. The preliminary responses received from school children, parents, teachers, local leaders and public are found to be encouraging. On the other hand, States like Assam and Jharkhand have expressed their interest to distribute flavoured milk in association with NFN.

Recently, Government of India through an amendment in companies rules 2014 permitted to undertake CSR activities to a registered trust or society established by an entity established under Act of Parliament before completion of three years in undertaking similar programmes or projects. It implies that the donations received by NFN will be exempted under CSR. Subsequently, the exemption will allow NFN to receive CSR funds from corporates other than NDDDB subsidiaries.