

Bharatiya Poshan Krishi Kosh

June 20, 2020

The Union Minister of Women and Child Development (WCD) and Textiles along with Bill Gates, co-chair of Bill & Melinda Gates Foundation launched the Bharatiya Poshan Krishi Kosh (BPKK)

What is it?

- The Bharatiya Poshan Krishi Kosh seeks to promote healthy dietary practices and tackle under-nutrition in a sustainable manner.
- The initiative will be built on an essential understanding of social, behavioral and cultural practices that promote and reinforce healthy dietary behaviors both at the individual and community level.

Key Highlights

- The BPKK will be a repository of diverse crops across 128 agro-climatic zones in India for better nutritional outcomes.
- At the request of the Ministry of WCD, the Harvard Chan School of Public Health through its India Research Center and the Bill and Melinda Gates Foundation will document and evaluate promising regional dietary practices and the messaging around them and develop a food atlas on regional agro-food systems. Both efforts are aimed at mobilizing the diverse sectors of the society.
- In consultation with the Ministry of WCD and Bill & Melinda Gates Foundation, the project team will select around 12 high focus states which are representative of the geographical, social, economic, cultural and structural diversities of India.
- In each of the states or group of states, the team will identify a local partner organization which has relevant

work experience in Social and Behavior Change Communication (SBCC) and nutrition for developing the food atlas.