



Project Proposal for Ph.D.

Project Details

Project Title	A systematic approach for improving communication of fortified rice at national and international markets.
Project Summary (Minimum 500 and maximum 2000 characters)	Malnutrition is major public health concern in India. Rice fortification has been acknowledged as one of the strategies to provide micronutrients (Fe, Vit B12 & D, etc) at the population. Although technology for manufacturing of fortified rice has been established and introduction of fortified rice has been taken a momentum in public distribution system in India, there is significant gap in the whole supply chain. At the same time, consumers perception/ acceptance for fortified rice needs to be boosted in the rice fortification ecosystem. Hence, this project would involve a mix method approach to explore the challenges that fortified rice experiences in supply-chain in various (state govts and central govt) public distribution systems. It would establish an effort - consequence framework and propose actionable suggestions and communicable media for marketing and branding efforts for fortified rice in domestic markets.

Ph.D. Supervisors

Role	Faculty	Academic Unit in IITD/Institute/University	Email ID (Official)
Supervisor 1	Prof Jatindra K Sahu	Center for Rural Development and Technology, IIT Delhi	jksahu@iitd.ac.in
Supervisor 2	Prof Biswajita Parida	Department of Management Studies, IIT Delhi	biswajitap@dms.iitd.ac.in

Project requirements (Student qualifications, experience required, etc)

- MBA in Food & Agri-business / M.Sc in Agriculture with first division from CFTIs or any central university or self-sponsored/deemed universities or
- M.Tech in Agriculture/Food Engineering with first division from CFTIs
- GATE/NET as per IIT Delhi admission process

Source of fellowship/funding

(CSIR/UGC/DBT/ICMR/ICAR/NEET-PG/DST-INSPIRE/IRD/FITT Project details, if any)

Candidate with his/her own fellowship/Project funding

Role of Faculty Members involved:

The faculty members will act as supervisors and will be guiding the candidate(s) to achieve the stated objective. They will monitor the progress of the work and give meaningful feedback to expedite the process.