

SUN BUSINESS NETWORK PAKISTAN



“In alignment with SUN’s Strategic objectives SBN Pakistan mobilizes businesses to contribute sustainable economic development through market driven Food System approaches, focusing on increasing the availability and affordability of safe, nutritious foods, especially for low-income consumers”



SBN Pakistan: A strategic vision towards sustainability

Promoting sustainability where businesses thrive with a conscious commitment to produce safe and nutritious food particularly for low-income consumers. SBN leverages the transformative power of businesses to positively influence proper nutrition for Pakistan.

A DYNAMIC PLATFORM: CORE OBJECTIVES

CONVENE

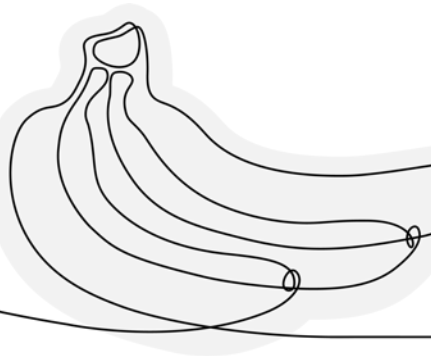
- Convenes diverse stakeholders e.g., business community, government, NGOs, and academia
- Drives collective action
- Inclusive participation of key players
- Opportunities for networking and partnerships
- Platform for sharing best practices
- Fostering synergies among stakeholders

ADVANCE

- Commitment to advancing sustainable business practices
- Targeted capacity-building programs
- Facilitates knowledge exchange and best practice
- Providing knowledge and tools for integration into operations
- Promotion of sustainability and responsible business conduct

AMPLIFY

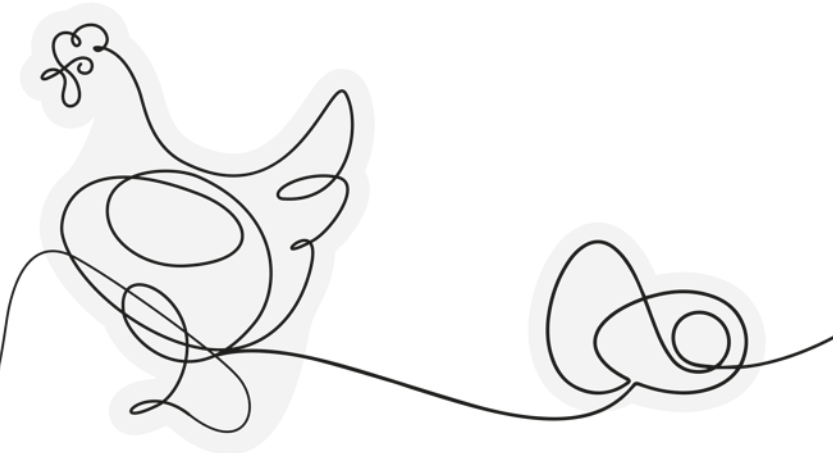
- Amplifying the impact of sustainable businesses
- Active engagement in advocating for policies
- Collaboration with policymakers
- Showcasing success stories and best practices



OVERVIEW OF SBN PAKISTAN'S THEMATIC AREAS

- **Fortification**
- **Supplementation**
- **Food Processing/Manufacturing**
- **Dairy, Livestock, and Fisheries**
- **Improving Standards and behaviors in water sanitation and hygiene**
- **Nutrition Sensitive Agriculture**
- **Cross Cutting/Other Thematic area**

The SBN Pakistan Executive Committee, comprising 14 members with a Chair and Co-chair, is dedicated to formulating and actively supporting strategies addressing nutrition challenges. Their collective expertise contributes to comprehensive initiatives for fostering nutrition and well-being.



BACKGROUND: POWER OF NUTRITIOUS FOODS

Within the fortification thematic area of SUN Business Network Pakistan, our mission is to amplify the impact of nutrition initiatives in promoting overall health and combating malnutrition. By strategically incorporating essential vitamins and minerals into daily foods and drinks, we aim to empower these nutritional superheroes, fostering community health and resilience.

**26
million**

Face undernutrition

37.6%

**Children affected by
stunting**

41.3%

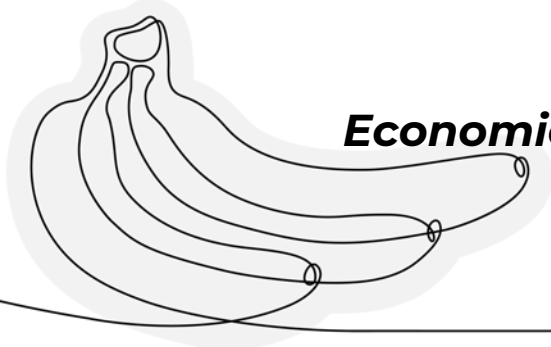
**Women aged 15-49 are affected by
anemia**

EVIDENCE GENERATION

	Wheat Flour		
	As per Pakistan Recom. Standards	As per ANSA Standards	% to Average Monthly Family Income
	Rupees		
Household of 6	10.42	15.36	0.040%
Household of 8	13.89	20.48	0.053%
Household of 10	17.37	25.60	0.066%
Household of 12	20.84	30.72	0.079%

	Edible Oil		
	As per PSQCA Standards	As per ANSA Standards	% to Average Monthly Family Income
	Rupees		
Household of 6	0.54	0.48	0.002%
Household of 8	0.72	0.65	0.003%
Household of 10	0.90	0.81	0.003%
Household of 12	1.08	0.97	0.004%

Economic impact of fortification to consumers.

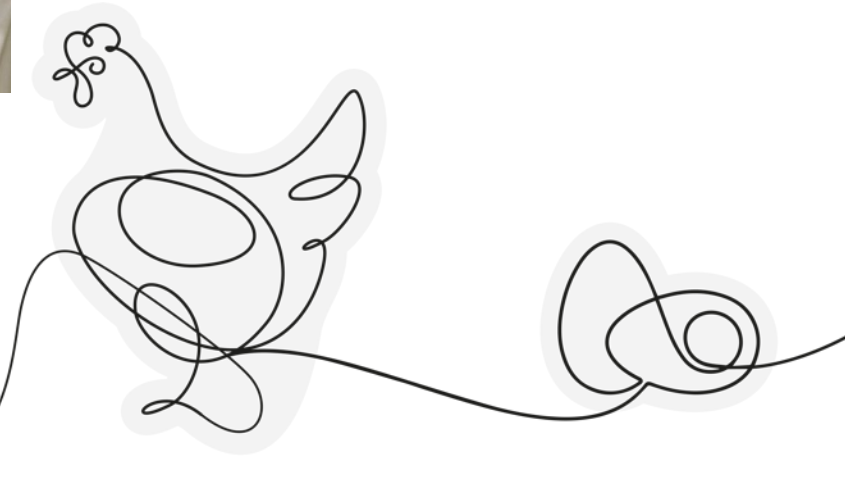


- SBN facilitated GAIN in developing linkages with stakeholders, overseeing evidence gathering on Fortification Costing, Fortification Premix Options Analysis, and assessing Vitamin A&D availability in Edible Oil.
- The FACT Survey, utilized by SBN, assessed nationwide Fortification Coverage, supporting local SMEs in addressing community nutritional needs.
- SBN strategically positioned local SMEs to provide affordable foods and access non-traditional sales channels.
- Facilitated linkages between SMEs and larger corporations by SBN offered opportunities to enhance products and business practices.

FOOD SAFETY & QUALITY REGULATORY MONITORING

SBN facilitated food businesses in complying with regulatory authorities, ensuring food safety and quality enforcement. The initiative also included nationwide capacity-building efforts.

- Capacity assessments of Provincial Food Authorities
- Capacitating Businesses on QA/QC
- Capacitating the testing function of the regulators
- Generating evidence and research on compliance.
- Consumer demand and awareness.



SBN PARTNERSHIPS



Convening:

- Actively engaged businesses in food fortification.
- Advocated for improved standards and monitoring.

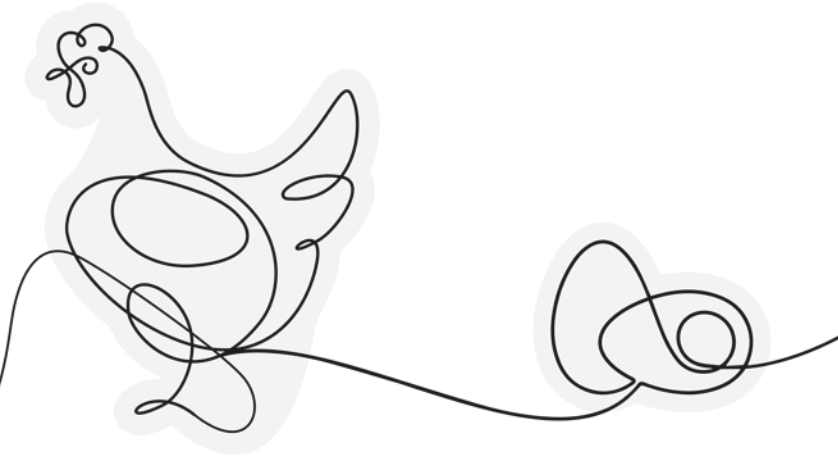
Promoting Development:

- Supported business development and innovation.
- Engages in joint research and knowledge sharing.

Facilitating Linkages:

- Facilitated connections between suppliers and markets.
- Enhanced distribution of fortified food products.

- Coordinated meetings with stakeholders on fortification and export of wheat flour and edible oil as per the regional harmonized standards.
- Organized meetings with PFMA along with 35 mills and PVMA along with 6 mills on capacity building.

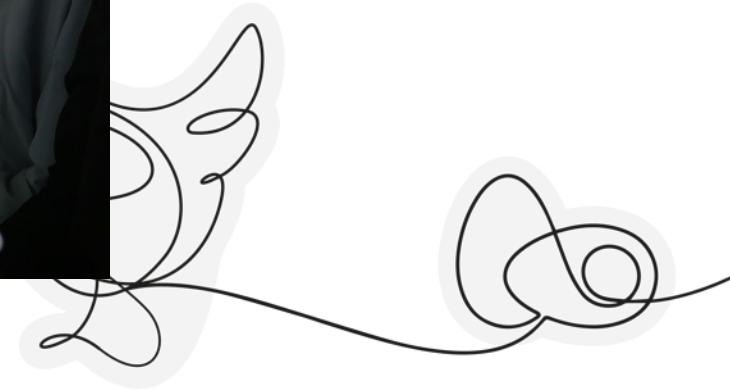


INITIATIVES TO REACH THE LOW-INCOME CONSUMERS

SBN facilitated the engagement between charitable and industrial food distribution networks with flour mills, ensuring the delivery and consumption of fortified wheat flour.



Under GAIN's Industrial Food Distribution Networks, SBN facilitated linkages with businesses to ensure the provision of healthy food in the workplace.



“Greening and Scaling” Project Whey2Value

Fostering Sustainability, Community Well-being, and Nutritional Fortification

Project Facilitation:

- SBN in Pakistan facilitated the "GAIN Access to Better Dairy" Project.
- Collaboration with MoPDSI and other partners for malnutrition alleviation.

SHARP Model Implementation:

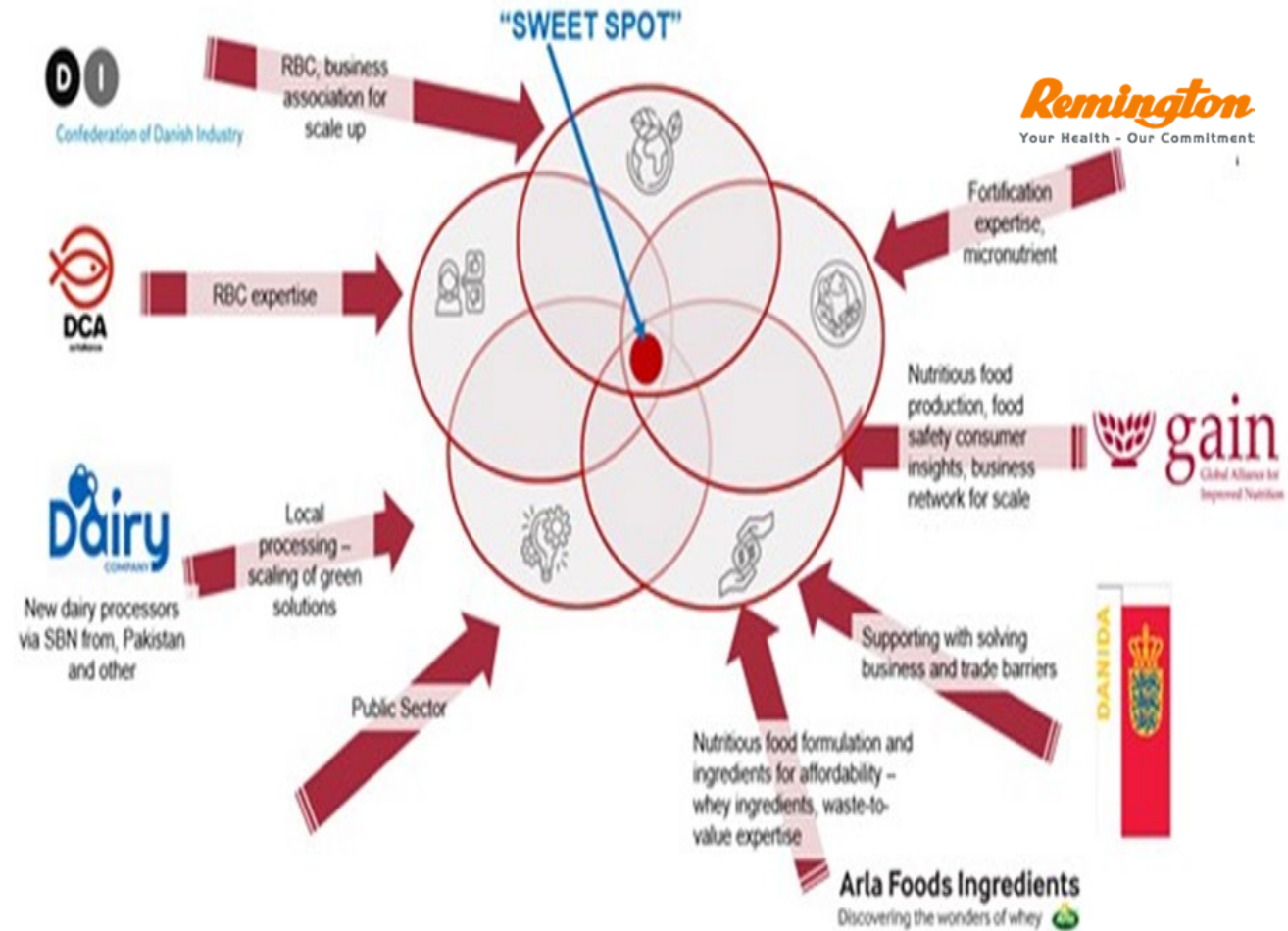
- Employed the SHARP model for project execution.
- Leveraged diverse partner expertise for comprehensive impact.

Sustainability Commitment:

- Demonstrated a commitment to sustainability.
- Strived for environmental conservation and community well-being.

Holistic Fortification:

- Prioritized fortification in the Green Dairy Project.
- Integrated essential nutrients into dairy products.



Thank you

Website: www.sunbusinessnetwork.org

Email: sbn@gainhealth.org

Twitter: @SUNBizNet

LinkedIn: Scaling Up Nutrition Business Network



Business Network

ENGAGE • INSPIRE • INVEST