Amit Chandra, Millennium Challenge Corporation
MCC Overview

- Founded in 2004
- Poverty Alleviation Through Economic Growth

Competitive selection

Country-led design

Country-led implementation

Focus on results
Context - Indonesia
Context- Indonesia

Community-Based Health And Nutrition to Reduce Stunting Project (CHNP)

• Ministry of Villages: Incentivized Community Block Grants (PNPM Generasi)

Private Sector Engagement

• Sanitation Entrepreneurs:

• Private Sector Response Activity: co-financing/matching grants to NGO-Private Sector partnerships
Private Sector Opportunities: Good

• Marketing approaches for nutrition products

• R&D and Innovation in nutrition science (e.g. Plumpy Nut), products (food preservation), and BCC

• Local markets: dietary diversity

• Locally produced fortified, therapeutic, and supplementary food products.
Private Sector Opportunities: Bad

• However, the private sector will not supply products if the demand is low.
Private Sector Challenges: Ugly

- Breast Milk Substitute marketing and distribution occurring at local level is at odds with media campaign and health worker IYCF training. Often use health workers to market commodities.

- Marketing and distribution of highly processed foods low in nutrient content.
Key Takeaways

• Private Sector can be a source of innovation, a mechanism to distribute products, and a driver of behavior change (aka marketing). It can ensure sustainability beyond project lifecycles.

• Requires appropriate policy & regulatory environment to “guide the market” towards nutrition positive outcomes. This process is not automatic.