

## HCL Employee Volunteering Program

### Project Proposal by CSRBOX - IMPAct4Nutrition

#### The Context

Malnutrition is the leading cause of compromised adult health in India. Diet has a major influence on the health of an individual with a poor diet leading to malnutrition in terms of both, overweight and underweight. The workplace has been recognized internationally as an appropriate setting for health promotion.

Taking the above into consideration, IMPAct4Nutrition (I4N) a public-private partnership platform has been created to develop tools and implement roadmaps for wellness programs in nutrition. I4N is a knowledge and collaboration center on nutrition and provides a business link to the larger social movement around POSHAN Abhiyaan Jan Andolan where the Government of India (GoI) has recognized the private sector as a major driver and enabler for impactful change within its ecosystem.

IMPAct4Nutrition and HCL Foundation are collaborating to offer a nutrition wellness program to corporate employees of HCL in order to promote nutrition awareness and build a cadre of Nutrition Ambassadors to achieve the POSHAN Abhiyaan goals in a simple, smart, and engaging way for workplace nutrition.

#### **Why be a Nutrition Ambassador?**

The Nutrition Ambassadors can help nurture nutrition positive behaviors in the workplace and nudge their peers towards a healthy lifestyle.

The Nutrition Ambassadors will act as a crucial bridge to effectively reach the community by providing a better understanding of the importance of nutrition to develop a healthy lifestyle.

#### **Benefits:**

1. **To the employee:**
  - Increased nutrition awareness enabling the adoption of healthy lifestyle
  - Increased sense of purpose and satisfaction with being involved in a social cause
  - Recognition in the company and community as a Nutrition Champion
2. **To the company:**
  - Brand awareness and brand loyalty
  - Increased sense of pride of the employees in the company
  - Increased employee retention

## Program Intervention

The entire program would be rolled out in a phased manner. To raise awareness and identify volunteers, an “**Inspire**” session would be organized for the employees in the first phase. In phase II, training of trainers would be conducted for the employees who volunteered to participate in additional nutrition awareness-related sessions and activities. These TOT sessions would focus on improving the capacities of these volunteers to enable them to disseminate the knowledge and learnings to their peers, families, and members of the community in phase III. The I4N platform would facilitate all the technical support required for the sessions and the volunteer engagement activities.

### Phase I: Inspire Session

The aim of the employee nutrition and wellness session is to inspire HCL employees to make positive lifestyle changes to optimize their potential and energy levels in the workplace.

#### **Objectives of the session:**

- Capacity building of the employees
- Encourage staff to model healthy eating
- Encourage them to participate in employee volunteering activities
- Create a cadre of Nutrition Ambassadors in the company

#### **Session details:**

**Topic:** Nutrition at the Workplace - Your well-being is your riches

**Format:** Webinar using a presentation with interactive activities such as one on one dialogue, quizzes, and polls. etc.

**Duration:** 1 hour

**Date:** Friday 25th November, 3-4 PM

**Target Audience:** HCL Technologies Employees

**Trainers:** 1 or 2 from UNICEF/IMPAct4Nutrition/External (TBC)

#### **Pre-session information required from the company:**

Any current activities/initiatives/actions around healthy habits, hygiene, and nutrition undertaken as an organization for the workforce (list down any, just to help us align and contextualize the discussion)

*Note: The above information is essential and will be kept confidential. It will be used solely to set the appropriate level of information, context, and narrative of the session.*

### **Domains to be covered in the Inspire session:**

1. Introduction to IMPAct4Nutrition Platform
  - Goal and Objectives of the platform
2. Setting the context
  - Nutrition and foods groups
  - Importance of nutrition and healthy diet
3. Workplace nutrition:
  - Nutrition and Productivity
  - Good nutrition is good business - Copenhagen Consensus
  - Opportunity to be part of the social movement to impact the nutritional and health status of India
  - Risks associated with a Sedentary lifestyle -Lifestyle disorders, Stress
  - Managing/ Preventing Lifestyle diseases with healthy dietary practices
  - Correlation of mental health and nutrition
  - Adopt healthy dietary practices for better mental and physical health
4. Practical guidance to maintain a healthy diet:
  - Tips to maintain a healthy lifestyle while at work
  - Importance of physical activity
5. A way forward-
  - Ways to encourage and motivate employees to come forward and volunteer
  - Benefits of becoming 'Nutrition Ambassadors'
  - Call to action points and set up

### **Phase II: Training of Volunteers**

The volunteer employees will be identified following the first Nutrition Inspire Session and will be further trained in thematic areas of nutrition and wellness in multiple sessions conducted on a monthly basis to create a cadre of 'Nutrition Ambassadors'.

**Proposed format for TOT sessions:** (The final format can be mutually decided)

**Total number of sessions:** 3 (1 session per month)

**Format:** Virtual

**Duration:** 1-2 hrs

**Target Audience:** HCL Technologies Volunteers

**Trainers:** 1 or 2 from UNICEF/IMPAct4Nutrition/External (TBC)

### **Phase III: Volunteer Engagement Plan**

The Nutrition Ambassadors will play a crucial role in driving the engagement further to spread awareness about basic health and nutrition among peers, family, and community members.

**Proposed format for volunteer engagement activities:** (The final format can be internally decided by the company)

**Schedule of the Sessions:** Monthly/quarterly basis

**Sessions' theme:** Themes on which Nutrition Ambassadors were trained

**Format:** Onsite

**Duration:** 1-2 hr for each session

**Target Audience:** Peers, Family, and Community Members

**Trainers:** Nutrition Ambassadors

**Preparatory work:** Before every session, the Nutrition Ambassadors will be required to dedicate at least 1-2 hrs for session preparation. Refresher sessions can be organized by the I4N team to help the nutrition ambassadors with the preparation.

The following could be the approaches that can be adapted and modified as per the need assessment

post training session conducted by the Nutrition Ambassadors to continue engage the workforce and community while making them nutrition literate:

## **1. Family and Child Nutrition Program**

### Suggested Activities:

1. Awareness drive on nutrition (at community level)
2. Social media campaign on undernutrition (at workplace)
3. Introduce physical activity for a healthy lifestyle (at both workplace and community level)
4. Leverage newsletters to disseminate information (at workplace)
5. Cross-learning sessions among employees (at workplace)

## **2. Health and Wellness Program**

### Suggested Activities:

1. Fitness Programs (at both workplace and community level)
2. Fun Team Building Activities encouraging good health (at workplace)
3. Taking care of mental health (at both workplace and community level)
4. Nutrition literacy session (at the workplace)
5. Create a buzz on nutrition on your social media handles (at workplace)

### **Other ways to engage workforce and community in nutrition learning:**

- Nutrition-related webinars and sharing learnings
- Participate and contribute in large scale events like India POSHAN Summit, events during POSHAN Pakhwada, etc and share insights

## Role of Stakeholders

I4N	Partner Company	Nutrition Ambassadors
<p><b>Program designing:</b> I4N would be responsible to provide support in designing end-to-end program</p> <p><b>Technical support:</b> I4N shall support in co-creating IEC materials and providing resource materials</p> <p><b>Training:</b> Creating a cadre of for Nutrition Ambassadors in the company</p>	<p><b>Implementation:</b> Partner company would be responsible for implementing the agreed interventions</p> <p><b>Finance:</b> The company will be responsible for managing and deploying financial assistance if and as required</p> <p><b>Manpower:</b> The company would be responsible for deploying manpower to execute all the program interventions at the site</p>	<p><b>Extended Implementation:</b> Further engage peers and family in good nutrition learning at workplace and within the community</p> <p><b>Activities:</b> Organize and lead monthly/quarterly theme-based campaigns/activities throughout the year as per the convenience at workplace and within the community</p>

## Program Timeline

Activities	Implementation by	Schedule
Phase 1: Nutrition Awareness Session and Identification of Volunteers	By I4N Team	25th November 2022
Phase 2: ToT Sessions for Volunteers on Thematic Areas of Nutrition and Wellness	By I4N Team	December 2022 - February 2023
Phase 3: Volunteer Engagement Activities	By Nutrition Ambassadors	March 2023 - February 2024