



Guidance Note for CSR and Employee Volunteering Outreach

How Nutrition Can Affect Outcomes of Education, Healthcare, WASH and Livelihood Projects?

Introduction: India is among the three countries which is home to nearly half (47.2%) of all the stunted children in the world, having the largest numbers of stunted (46.6 million) and wasted (25.5 million) children¹. Further, more than half (53.1%) of the women in India are anaemic². Poor nutritional status can drastically undermine the impact of even the best and most technologically advanced interventions in the areas of healthcare, education, livelihood and WASH. Research indicates that poor educational performance is higher among malnourished children³, and malnourished adults have been shown to have higher absenteeism due to illness⁴. On the other hand, improving nutritional status have been shown to improve outcomes of interventions in health and education, with the achievement of SDGs being linked to good health and nutritional status among children⁵ and eliminating anaemia among adults being linked to a 5-17% increase in productivity translating into a 2% increase in GDP among countries where prevalence of anaemia is high⁶.

The private sector with around INR 15000 Cr. annual CSR fund and multiple interventions in areas of education, health, livelihood and WASH can substantially improve the impact of their interventions by making interventions nutri-sensitive.

IMPAct4Nutrition has been engaging with the private sector to support the assessment of their existing interventions in areas of education, livelihood, healthcare and WASH and the integration of nutrition modules into their intervention models so as to help increase the impacts of their existing interventions.

Objective: To enable private sector to initiate nutrition-specific CSR and employee volunteering initiatives or to execute SBCC nutrition-sensitive projects which will help to improve the outcomes of interventions in areas of education, livelihood, healthcare and WASH through CSR outreach and employee volunteering initiatives.

Description of this Package: This package comprises concept notes for different projects ideas for SBCC CSR or Employee Volunteering Programs around the theme of nutrition.

The notes include:

- Intervention strategies
- Budgeting pointers
- Links to resource materials which can be used for awareness generation
- Monitoring and Reporting template for each of the projects

¹ <https://globalnutritionreport.org/reports/global-nutrition-report-2018/burden-malnutrition/> Accessed on 12-02-2020

² NFHS – 4 (2015-2016) – India Factsheet: <http://rchiips.org/NFHS/pdf/NFHS4/India.pdf> Accessed on 12-02-2020

³ Asmare, B., Taddele, M., Berihun, S. *et al.* Nutritional status and correlation with academic performance among primary school children, northwest Ethiopia. *BMC Res Notes* **11**, 805 (2018). <https://doi.org/10.1186/s13104-018-3909-1>

⁴ <https://siteresources.worldbank.org/NUTRITION/Resources/281846-1131636806329/NutritionStrategyOverview.pdf> Accessed on 12-02-2020

⁵ Maureen M Black, Rafael Pérez-Escamilla, Sylvia Fernandez Rao, Integrating Nutrition and Child Development Interventions: Scientific Basis, Evidence of Impact, and Implementation Considerations, *Advances in Nutrition*, Volume 6, Issue 6, November 2015, Pages 852–859, <https://doi.org/10.3945/an.115.010348> Accessed on 24-01-2020

⁶ <https://siteresources.worldbank.org/NUTRITION/Resources/281846-1131636806329/NutritionStrategyOverview.pdf> Accessed on 12-02-2020



This is a dynamic list of resources and the IMPAct4Nutrition Team strives to regularly add to this list new idea notes and resources to enable planning and implementation of more impact-oriented interventions. The list of concept notes is given in the table below and you may use the links to access them.

Template Number	Concept Note Title
1	CSR Projects
	https://drive.google.com/open?id=13bmKtVuktRXKc6675AxtKKjdmk7X82CN
1.1	Better Early Childhood Education and Child Development through Better Anganwadis
1.2	Performance Enhancement of Anganwadi Workers
1.3	Community-Based Nutrition Interventions
1.4	Health and Nutritional Status of Schoolchildren
1.5	MobyPod – Private Spaces to Nurse in Public
1.6	“Khelega India Toh Badega India” – A project to Advance the Indian Sporting Ecosystem
1.7	Holistic Adolescent Development
1.8	Mini Anganwadi Centres (Mini AWCs) – The Last Mile Delivery Solution for Remote Areas
2	Employee Volunteering Activities
	https://drive.google.com/open?id=1UZ9S2-EqRbBEahea1Kt7ZW3pbCx7MUe9
2.1	Anganwadi Refurbishment
2.2	School Anaemia Screening
2.3	Anaemia Screening Program for Housemaids
2.4	Nutrition Ambassador Training Program

Overall Monitoring and Reporting Template for CSR outreach and EV programmes

<https://docs.google.com/spreadsheets/d/16yTeCkLMqqwBCbQRRowR5xKN8BsiY7MDv2XsQeMuMHiU/edit?usp=sharing>