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IMPAct4Nutrition Newsletter

Special Edition – Celebrating 75 Years of Independence

We are a nation of indomitable spirit and unmatched potential to show excellence in every field. However, to keep India striding fast on its development trajectory, we need the people of the country—its human capital—to be stronger and healthier and nutrition is a key determinant of this. We must ensure that our people, particularly the youngsters, are well-nourished.

As per UNICEF, India has the world's highest number of children (5,772,472) with severe acute malnutrition. The situation has been described as the 'overlooked child survival emergency.' While there was some reduction in stunting rates (35.5% from 38.4% in NFHS-4), 13 States or Union Territories have seen an increase in stunted children since NFHS-4; this includes Gujarat, Maharashtra, West Bengal, and Kerala. India also has the highest prevalence of anaemia in the world. The NFHS-5 survey indicates that more than 57% of women (15-49 years) and over 67% of children (six-59 months) suffer from anaemia.

While the Government's focus has been on the consolidation of several programs to improve outcomes, there is a need for an increased financial commitment from the private sector. The private sector, given its expertise, resources, vast geographical spread, etc, has a huge potential to truly transform the health status of India. Moreover, the problem of undernourishment poses a great risk for businesses as well. It affects the mental and physical health of the employees leading to reduced work capacity, affecting the economic productivity of the private sector and impacting the overall economic growth of the country.

Reducing stunting during childhood is projected to increase employees' human capital, improve their employment opportunities and stimulate economic activity within the private sector, as well as national/global economies. According to a study by eClinicalMedicine, investing in effective direct nutrition interventions yields substantial returns, from US\$2 to US\$81 per \$1 invested annually, reinforcing that investing in early-life nutrition interventions represents "value-for-money".

IMPAct4Nutrition has been working with the private sector to address the problem of malnutrition in the country.

Understanding IMPAct4Nutrition:

- I4N works through a secretariat comprised of dedicated staff from the founding partners.
- I4N's goals are aligned with that of the Government's POSHAN Abhiyaan for improving the nutritional landscape of India
- I4N's operational model is based on the "ACE Card" i.e.,
 - Assets and Core Business for Nutrition
 - Cash/ CSR for Nutrition
 - Employee Engagement for Nutrition
- The platform acts as the interface to promote private-private collaborations between pledged corporate partners for nutrition.



UNICEF/UN0591862/Bhardwaj

#POSHANAbhiyaan

www.impact4nutrition.in

Launched on **13th March 2019**, IMPAct4Nutrition (I4N) is a **brand-agnostic** knowledge and collaboration center on nutrition. The platform acts as a link between the private sector and the larger social movement around POSHAN Abhiyaan Jan Andolan. I4N, along with its partners, facilitates, activates, and enables discussion & development for CSR and workplace nutrition.





Pro-bono services offered to our pledged partners:

- Providing technical aid for new and ongoing CSR interventions for better outcomes and impacts
 - End-to-end management of nutrition-specific CSR projects
 - Incorporating nutrition angle into the existing programs
- Providing ready-to-use Employee Engagement & Volunteering Program Tool Kits
 - Magnifying digital visibility in mainstream and global media
 - Exploring private-private and public-private partnerships
- Providing curated resource literature to support companies in their community engagement.

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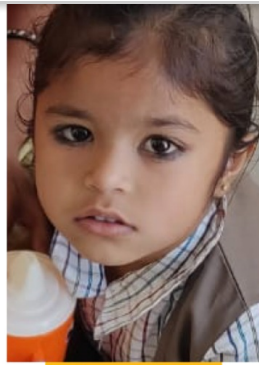
Over the past few years, we have ideated, collaborated and executed programs to increase corporate engagement in the country's nutrition needs and built a nationwide network of implementors to achieve the goals under POSHAN Abhiyaan. IMPAct4Nutrition, given its nutrition expertise, provides various pro-bono services to businesses to address the problem of malnutrition in the country.

Key Projects Undertaken with our Pledged Partners

FOUNDATION

**Bal Poshan Kendra, Hajipur**

Name :	Mahira Mir
Gender :	Girl
Age :	50 months

7% Weight Gain**Before: 10.5 kg****Severe Underweight****After: 11.2 kg****Moderate Underweight****Malnutrition Free Village, Hajipur | Arvind Limited**

Gujarat is one of India's most urbanized states in India and is home to more than 60 million people yet suffers from high rates of malnutrition in the community. Severe wasting has increased in the state from 9.5% to 10.6% in the span of five years from 2015-16 to 2019-20 (NFHS 4 & 5). Furthermore, rural areas in Gujarat have higher rates of severe wasting 11.1% compared to urban areas (9.7%). In order to combat malnutrition, an intervention was designed with our pledged partner, Arvind Limited, to identify Severely Acute Malnutrition (SAM) children 0–5 years and 6-10 years and provide them with facility-based and community-based SAM management for working toward a Malnutrition free Hajipur.

A Bal Poshan Kendra was established with 20 beds and provided intervention for 21 days. The center offered medical consultation by a doctor followed by micronutrient supplements, and therapeutic feeding (EDNF – Energy Dense Nutritious Food, F-75, and F-100) to children as per the advice of a pediatrician. Overall, the average weight gain among the children was 700 grams and 23 out 43 (54%) children moved out to MAM/MUW within three weeks of treatment. Facility Based management of SAM/SUW is very effective and helps in improving the nutrition status of children.



Picture Credit- Adani Foundation

Kishori Utkarsh Pehal | DCM Shriram

contribute to the social, economic and cultural growth of India as a nation. Adolescent girls lack access to information on issues affecting their lives and have limited space to develop competencies crucial for active participation. They are exposed to multiple layers of vulnerability due to pernicious social norms affecting the value of girls, which in turn affects their ability to move freely and to make decisions affecting their work, education, marriage, and social relationships.

The initiative 'Kishori Utkarsh Pehal' is a collaborative program of multiple partners to bring in robust program planning, design, execution, and monitoring to create a model program to be scaled up in newer geographies. The program has been designed as a 3-level program for a bottom-up approach to engage, educate and build aspirations among adolescent girls. The aim of this program is to bring awareness pertaining to nutrition, health and hygiene, life skills, rights and entitlements, and government schemes and to enhance adolescent girls' knowledge and awareness of higher education, career planning, and digital literacy.

Activities during World Breastfeeding Week in our Madhya Pradesh Chapter



The Madhya Pradesh chapter of the IMPAct4Nutrition secretariat has been engaging with diverse stakeholders, since inception, particularly with the private sector around nutrition. Here are some key activations carried out by our State Chapter during the World Breastfeeding Week (1-7 August 2022):

1. An awareness event on breastfeeding was conducted with women from a village in Bhopal. The women were given pictures for colouring and ending the event with a song sung on motherhood by one of the participants.
2. Seven Hoardings were put up with key messages on the importance of breastfeeding at various areas of Bhopal as part of mass awareness activity.

'A few snapshots from the activities undertaken'



UNICEF Chief of Field Services, Ms. Jalpa Ratna, along with the UNICEF MP field office team & corporate leaders, visited I4N Madhya Pradesh state secretariat and had discussions on deeper engagement with the private sector and lauded the Jagran Lakecity University for hosting the secretariat.



Mr. Pradeep Karambelkar, the Executive Director, BNI Bhopal joined the I4N platform and took a pledge to improve nutrition among children and women of Madhya Pradesh.



Margaret Gwada,

Chief, UNICEF office for Madhya Pradesh

"Nutrition is a very important issue in India today, as we complete our 75th year. We are extremely happy to encourage and partner with the corporate sector in Madhya Pradesh to collectively contribute to POSHAN 2.0 through the IMPAct4Nutrition platform. The corporate sector in Madhya Pradesh has come forward to spread nutrition literacy amongst their workers



Prof. Diwakar Shukla

Dean, Faculty of Journalism and Creative Studies

Head-JLU Office of Advancement & International Affairs

Jagran Lakecity University Secretary-Communication Committee, Association of the Universities of Asia and the Pacific

"Jagran Lakecity University is proud to be hosting the State Secretariat for I4N

International Breastfeeding week and I am hopeful to receive a similar response from more corporates from the region to partner with the I4N platform.

I am sure as we enter the 76th Independence year for India, we will move towards a healthier, fitter, malnutrition-free workforce, encouraging more corporates to come together for the common cause of nutrition literacy in the state of Madhya Pradesh”.

get them onboard to contribute to nutrition for children and women of the State. Jagran Lakecity University, traversing on the path of making positive contributions in society, shall continue supporting the efforts across Madhya Pradesh under the umbrella of I4N”.

Here are some glimpses from our social media



The world is facing a major health and well-being crisis. Adding to the already existing pool of problems like hunger, malnutrition, and climate change, the COVID19 pandemic has further crippled our economies and societies. This World Health Day, celebrated on 7th April, the focus is on urgent actions needed to keep humans and the planet healthy and foster a movement to create societies focused on well-being.



World Breastfeeding Week 2022 (#WBW2022) focuses on strengthening the capacity of decision-makers that have to protect, promote and support breastfeeding across different levels of society. This year the campaign aims to inform people on how they can support breastfeeding practices, anchor breastfeeding as good nutrition, engage with stakeholders for transformational change, and galvanize action to strengthen the capacity of decision-makers and systems in support of breastfeeding.

As part of our online campaign around #WBW2022, IMPAct4Nutrition talked about the dietary needs of the mother during breastfeeding and the benefits of breastfeeding for both the mother and the child. I4N promoted the message of exclusive breastfeeding which should be continued for the first 6 months from the birth of the child. Mother's milk is a complete food in itself providing all the essential nutrients to the child, boosting immunity, and being a major catalyst for growth.

Nutritious beginnings ensure healthier and happier children



PC: UNICEF India

In a recent article, Mr. K K Nirala, IAS, Secretary & Commissioner, Department of Women & Child Development, Government of Gujarat, and Mr. Prasanta Dash, Chief of UNICEF Gujarat, talked about the important role early nutrition plays in the life of children.

Nutrition, indisputably, is the most significant pillar for a child's bright future. Dietary deficiencies, inadequate feeding practices, poor hygiene and sanitation, chronic infections, exposure to violence, and low levels of stimulation during early childhood jeopardize a child's chance to reach his or her full potential and increase the risk of poor health and poverty following the child into adulthood.

Besides nutritional well-being, quality early childhood development also has a critical impact on a child's future school retention and learning, particularly in the early grades of primary education.

To know more, read the article here: <https://bit.ly/3SyNYxb>

Corporate Workshop - "Investing in Poshan (Nutrition) in Gujarat for Better Impact through CSR" in Bharuch, Gujarat, 26th August 2022



Gujarat, has significant agricultural as well as industrial production within India and it records the lowest unemployment rate in India in 2015, yet India's most urbanized state is also known as one of the states facing huge challenges in dealing with malnutrition and anaemia.

The corporate workshop "Investing in Poshan (Nutrition) in Gujarat for Better Impact through CSR" in Bharuch, Gujarat on 26th August 2022 was organized by IMPAct4Nutrition and served as a platform to share ideas and exchange knowledge on CSR projects, challenges, and learnings, with specific reference to Gujarat. It proved as a great opportunity for the companies in Gujarat to actively engage and build a social movement with their employees, customers, and employees' families who form a part of

platform for workplace nutrition and CSR by companies in their respective catchment areas.

Poshan Talks with Impact Leaders

Tune in as we bring to you exclusive interviews with impact leaders as they share their learnings and experiences in the nutrition and healthcare domain.

In conversation with Dr. Shailendra Hegde, Senior Vice President, Public Health Innovations at Piramal Swasthya.

[Click here to view the Poshan Talk.](#)



In conversation with Ms. Pallavi Upadhyaya, Co-Founder and Managing Director, Millets for Health.

[Click here to view the Poshan Talk.](#)

Meet our New Pledged Partners

We have grown to a family of 225+ pledged partners!

I4N is glad to announce the onboarding of 7 new pledged corporate partners namely: **Haier, Birlasoft, Eagle Hunters, Organic India Foundation, Spandan Society (CSR initiative of Innoview IT), MARG ERP Ltd. and Wipro Digital.**

We look forward to working together towards a healthier India!

Call to Action for POSHAN Maah Celebrations:

To ensure community mobilisation and bolster people's participation, every year the month of September is celebrated as Rashtriya Poshan Maah across the country. IMPAct4Nutrition along with its pledged partner actively engages and facilitates various celebrations across India during the POSHAN Maah. For this year, the POSHAN Maah celebration guidelines have been released by the Ministry of Women and Child Development, Government of India.

The activities throughout the Rashtriya Poshan Maah are centered around the following key themes:

- **Mahila and Swasthya (Women and Health)**
- **Bachcha and Shiksha – Poshan Bhi and Padhai bhi (Nutrition and Education)**

For more details, visit the link: <https://bit.ly/3ANdwj4>

If you are planning to celebrate POSHAN Maah with your workforce or with your beneficiary communities, write to us and let's together curate customized POSHAN Maah celebrations for your target groups.

Pledged Partners Speak

Ms. Kavita Sardana, Adani Foundation.

"India@75years, Adani Foundation stands firmly with country's mission of eradicating malnutrition from rural & urban communities by empowering women to take ownership of their health & nutrition. Investing in mother's health is investing in a family & hence creating a progressive "Suposhit Bharat."

Ashok Kumar Behera, Bansidhar Ila Panda Foundation

"75 glorious years of Nation's Independence is not only celebration of our freedom but hallmarks our grit and commitment. Nutrition is the backbone of a strong community and Bansidhar and Ila Panda Foundation (BIPF) pledge to achieve larger reach and bigger impact on sustainable basis."

Please write to us at astha.p@csrbox.org to explore how IMPAct4Nutrition can help you in ideating and curating employee engagement and CSR projects on nutrition, in line with India's fight to address malnutrition.

We encourage you to pledge with the platform by sending a one-line email of support to astha.p@csrbox.org



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