



IMPAct4Nutrition Newsletter

Workplace Nutrition

A continued commitment of the private sector to raise nutrition-related awareness among the masses

The [World Bank](#) estimates that India is one of the highest-ranking countries in the world for the number of children with malnutrition. The prevalence of underweight children in India is among the highest in the world and is nearly double that of Sub-Saharan Africa with dire consequences for mobility, mortality, productivity, and economic growth.

Moreover, The NFHS-5 found the prevalence of anemia among women (ages 15–49) to be 57% which was an increase of 4% from the previous NFHS-4. This was much higher than the prevalence rate of 25% observed among men of the same age group.

In response to the same, the Government of India has launched several programs to converge the growing rate of nutritious children. They include Integrated Child Development Services, the National Children's Fund (a program administered by the National Institute of Public Cooperation and Child Development), and the National Health Mission. Various steps have been taken to manage nutrition requirements, including setting up community kitchens, adding pulses and millets to the public distribution system, and continuing the school Midday Meal Scheme.

IMPAct4Nutrition (I4N) is a brand-agnostic platform that has been created to enhance private sector action to augment the government's efforts in achieving the POSHAN Abhiyaan goals and targets. I4N engages with companies and supports them to promote good nutrition across their business ecosystem in a meaningful, strategic way, using responsible business practices as part of the company's business model and or through employee engagement and their CSR strategy.

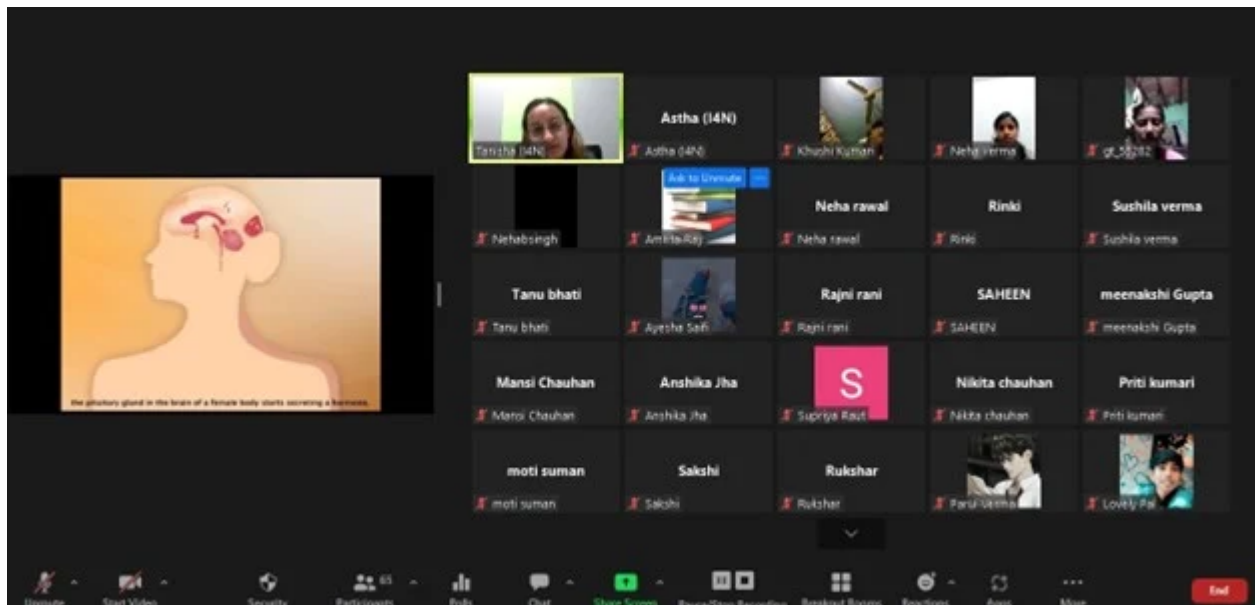
In order to celebrate and spread awareness about good nutrition and a healthy lifestyle, IMPAct4Nutrition worked alongside our pledged partners to conduct Nutrition Learning Sessions with their employees and their extended communities.

Nutrition For Adolescents

POSHAN Abhiyaan program aims to improve the nutritional status of children, adolescents, pregnant women, and lactating mothers.

To achieve their goals, IMPAct4Nutrition coordinated with one of the pledged partners 'Birlasoft' to conduct awareness sessions among children of their NGO partner – Smile Foundation on October 8, 2022, and around 80 children participated in the same.

At the end of the session, the children had a better understanding of nutritional intake and a motivation to make better choices in the future.



IMPAct4Nutrition recently collaborated with Piramal Foundation- Aspirational Districts Collaborative as an Initiative partner to address nutrition-specific challenges in the aspirational districts.

Aspirational Districts Collaborative is a flagship initiative of Piramal Foundation and NITI Aayog, aiming to accelerate the government's efforts to transform India.



www.impact4nutrition.in

IMPAct4Nutrition and Piramal Foundation -Aspirational Districts Collaborative (ADC) have joined hands to address the nutrition related challenges in the aspirational districts



Photo Credits- Aspirational Districts Collaborative

Nutrition-related Intervention under Aspirational Districts Collaborative

Piramal Foundation, the philanthropic arm of the Piramal Group collaborated with NITI

Aayog from 2018 to 2021 to support the District Administration of 25 Aspirational Districts (ADs) across seven states in improving key health, nutrition, and education parameters. Based on the learnings derived from Aspirational Districts Transformation Programme (ADT), the foundation established the “Aspirational Districts Collaborative” to scale up the learnings to 112 ADs across 27 states of India. Under the health and nutrition interventions in ADT districts, VHSND (Village Health Sanitation and Nutrition Day) was identified as one occasion which independently caters to 20 out of 31 Indicators. Under ADC, we aim to continue our focus on VHSND as we scale up. We bring you the case study on strengthening the delivery of nutrition services through a focus on VHSND from Jharkhand, which has the maximum number of ADs in India.



Aspirational Districts Collaborative is happy to partner with IMPAct4Nutrition to collectively work towards reduction of malnutrition in India



Manmohan Singh
Head - Aspirational Districts Collaborative,
Piramal Foundation

We are excited to have Aspirational Districts Collaborative (ADC) as initiative partner for IMPAct4Nutrition (I4N). Together with I4N pledged partners and ADC we look forward to deepen our engagement in the aspirational districts to accelerate and support the government's efforts to address maternal and child malnutrition.



Arjan De Wagt
Chief Nutrition, UNICEF India

#POSHANAbhiyaan

www.impact4nutrition.in

Case Study from Palamu District of Jharkhand:

Context:

The VHSND Guidelines recommends the provision of a comprehensive package of services to improve maternal and child health and nutrition services for children, adolescents, and pregnant and lactating women through a focus on behavioral change, but the gaps continue to remain in the coverage of beneficiaries and the range of services delivered. The district team noticed that there was a lack of clarity among the Front line workers on VHSND guidelines, the range of services to be delivered and their roles and responsibilities in delivering these services.

Objective:

- To improve the coverage as well as the quality of health and nutrition services delivered at VHSND through convergence.
- To motivate FLWs to organize VHSNDs that deliver a comprehensive package of services to the beneficiaries by ensuring adequate community participation to drive behavioral change.

Solution proposed:

In order to improve the quality of health and nutrition services delivered at the VHSNDs, it is crucial to ensure:

- Convergence between different departments

- Coordination among the frontline health workers (ASHA, ANM and AWW) and clarity on their roles.
- Community participation

In order to ensure a collaborative and holistic approach, the ADC district teams in collaboration with the district health authorities decided to organize an orientation program for the health and nutrition officials and FLWs of the district.

Process of Implementation

The district ADC team tried to identify the gaps and challenges faced at VHSND service delivery and shared their observations with the BDO and Civil Surgeon. The teams decided to organize an orientation program to build the capacity of FLWs so that they could deliver quality health and nutrition services by ensuring convergence between the key departments and improved coordination among the AAA. All the key stakeholders were identified and letters were issued by the Health & ICDS department to ensure participation from CDPO, BPM, Lady Supervisors, ANMs, BTTs, CHOs and Sahiya Sathee in the orientation program.

Hence, the orientation was conducted at Nilambar Pitambar block of Palamu District on 8th April 2022 to build the capacity of the FLWs. The orientation focussed on postnatal care stressing on early initiation of breastfeeding, growth monitoring and appropriate management of malnourished children among the various other topics covered. The orientation was attended by 55 members, which included 14 Auxiliary Nurse Midwife (ANM), 15 Anganwadi Worker (AWW), 6 ASHA and their supervisors.

The orientation emphasized the importance of:

- Regular monitoring and supervision to ensure VHSND is organized efficiently.
- Community Participation includes communities, PRI members, school teachers, community influencers, and SHGs.



Outcome:

- Coordination: The AAA meeting has been regularized.
- Clarity on the roles: Improved clarity on their roles and responsibilities among the AWWs and Sahiyas.
- Supportive Supervision: there has been improved involvement of health and ICDS officials in supportive supervision, the CHOs have been assigned the task of monitoring 2 VHSND sites per day.

Way forward: We aim to continue our efforts to bring about improvement in health and nutrition indicators through a focus on VHSND.

**Onboarding of SPANDAN Society as a Pledge Partner to the
IMPAct4Nutrition family!**



Our organization Spandan has also recently joined IMPAct4Nutrition with a motive to create a healthier and fitter India. The idea is at the heart to make a social impact. We believe "What goes around comes around," so Spandan commits to promoting nutrition awareness among its stakeholder in order to foster healthier economies and communities.

Sandip Dwivedi, Executive Director, Spandan Society

Following are the organizations who have pledged with I4N in the past one and half month.



With the addition of new pledge partners, IMPAct4Nutrition is now a family of 270+ Pledged Partners. We look forward to working together towards a healthier India !

Onboarding Hotel Association of India as the Pledge Association Partner

IMPAct4Nutrition recently collaborated with the Hotel Association of India as a Pledge Association partner.

IMPAct4Nutrition welcomes Hotel Association of India as our Pledge Association partner



Together towards a healthier India!

#PoshanAbhiyaan

www.impact4nutrition.in

According to the "Copenhagen Consensus" investing in nutrition is the best public health investment one can make. For every \$1 investment, there is a return of \$16. Employee retention, a dip in absenteeism and increased productivity are the three core reasons for it.

Mr. Patanjali G. Keswani, Chairman & Managing Director, Lemon Tree Hotels said, "This is a good cause for HAI members to support, which will add value to the nutritional upliftment of our country. As a part of the hospitality and food & beverage industry, it is important for us to focus on responsibility and sustainability, with nutrition being one of the primary factors to be considered."

I4N is an endeavour in line with the National Poshan 2.0 Abhiyan of Government of India. Aligning with the initiative marks a responsible return to business for HAI members post the pandemic. The Association looks forward to promoting the program across its membership and to encourage its Members to participate in a national movement.

Here is what Mr. M.P. Bezbaruah, Secretary General and Ms. Charulata Sukhija, Deputy Secretary General of the Hotel Association of India have to say about this collaboration.



Hotel Association of India (HAI), the apex forum of the Indian Hospitality Industry is happy and proud to be a part of IMPAct4Nutrition (I4N), an endeavour in promoting public health that is in line with the National Poshan 2.0 Abhiyan of Government of India. Aligning with the initiative also marks a responsible return to business for HAI members post the pandemic.

The Association looks forward to promoting the program across its membership and to encourage its Members to participate in a national movement. HAI members have taken many initiatives for sustainable practices in their operations and such partnership will strengthen Members' existing programs on nutrition by providing ideas, knowledge, technical expertise and aiding activation thereof. There are many ways in which the members' commitments to the broad objectives of the SDGs can be enhanced by such collaboration, like promotion of nutrition literacy & training, facilitating healthy menu changes for employees, guests and for the extended community, showcasing National Poshan Maah etc.



Mr. M.P. Bezbaruah, Secretary General

Established in 1996, Hotel Association of India (HAI) is an integrated platform of the Indian hospitality industry. As an apex body, HAI works in the areas of Promotion of Regional Cooperation and Hospitality Research & Education in addition to taking Industry centric initiatives. By launching unprecedented 'Social Inclusion' initiatives, HAI also projects the 'Social Face' of Indian hotels.



A deep sense of concern for the community has been at the very core of business for the Association's founder members who believe in inclusive, sustainable and responsible growth. To promote public health, HAI has been celebrating the "Hand Hygiene Day" across its membership since 2015. Coming aboard as a pledged Association Partner on IMPAct4Nutrition (I4N), a platform to collectively contribute to improving the nutritional status of every Indian, therefore was a natural and logical step for the Association. HAI will encourage its Members to subscribe to the initiative.

Ms. Charulata Sukhija, Deputy Secretary General

#POSHANAbhiyaan

www.impact4nutrition.in

FIT India Movement

In continuation of the ongoing partnership of I4N and Fit India Mission, resources related to anemia were circulated amongst their network of **10,16,541 schools** through **Fit India Mission**.

Children are the future of this country and our foundation needs to be strong!

Fit India Movement and IMPAct4Nutrition invite teachers and students to be the lead catalyst in **#AnemiaMuktBharat!**



Scan the QR Code to access resources on **#AnemiaMuktBharat** and upgrade your awareness!

www.impact4nutrition.in

#POSHANAbhiyaan



Why invest in workplace nutrition?

- Employees spend 1/3rd of their life at workplaces
- Workplaces offer a contained environment for better results
- Investing in workplace nutrition has better returns on investments
- Increases employee productivity leading to better financial prospects for businesses
- Businesses recognized publicly as nutrition champion & becomes an employer of choice

Poor diets in developing countries are costing businesses as much as **\$850 billion** a year in lost productivity. IMPAct4Nutrition supports businesses to address workplace nutrition to help employees understand the importance of nutrition and build a healthier lifestyle.

To know more, pledge with us today by scanning the code:



www.impact4nutrition.in

#POSHANAbhiyaan



Fit India Mission is delighted to collaborate with the IMPAct4Nutrition (I4N) platform as an initiative partner along with UNICEF, CII, TATA Trust, NASSCOM Foundation and others. This partnership is aligned with the vision Fit India Mission towards making fitness and well-being an integral part of our daily lives. Together with I4N, Fit India Mission endeavors to make India healthier and fitter.

–Ms. Ekta Vishnoi, Mission Director, Fit India Movement



We have also been able to engage with people online via the official social media handles of Fit India Movement

I4N announced its strategic partnership with ONGC Foundation.

IMPAct4Nutrition welcomes ONGC Foundation as our pledge partner



Together towards a healthier India!

#PoshanAbhiyaan

www.impact4nutrition.in



With the commitment of an organization such as ONGC foundation, the IMPAct4Nutrition (I4N) movement has become even stronger. The I4N secretariat looks forward to this collaboration which will enable meaningful action through robust nutrition interventions, to improve the nutrition status of children, communities, as well as employees. I am so hopeful of the inspiring and impactful stories from the ground that will emerge as a result of this partnership.

- Arjan De Wagt, Chief Nutrition, UNICEF India



ONGC Foundation firmly believes in impacting and socially transforming the lives of the underprivileged. Aligned with the vision of Hon'ble Prime Minister towards eradication of malnutrition in the country and contributing towards the common theme of health & nutrition as per CPSE, ONGC Foundation is delighted to partner with IMPAct4Nutrition platform as Pledged Partner. Employee engagement, volunteering, fellowship and cocurating nutrition related CSR program/ initiatives are few areas that we plan to work through this partnership.

- Kiran DM, CEO ONGC Foundation

According to the National Family Health Survey, 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 and HCL Foundation collaborated to offer a nutrition wellness program to corporate employees of HCL on the 25th of November 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.

UPCOMING EVENTS !

“KISHORI UTKARSH PAHEL”

A step towards making adolescent girls exhibit their inner potential.









According to the United Nations Population Fund, India has the largest adolescent population in the world, 253 million, and every fifth person is between 10 to 19 years. Adolescent girls lack access to information on issues affecting their lives and have limited space to develop competencies crucial for active participation.

Adolescent girls in India should be able to realise their full potential by making informed and responsible decisions related to their health, education, and well-being. This requires a concerted effort by all stakeholders including health, education, women and child development, businesses, civil society organisations, local media as well as the adolescents' own families and communities.

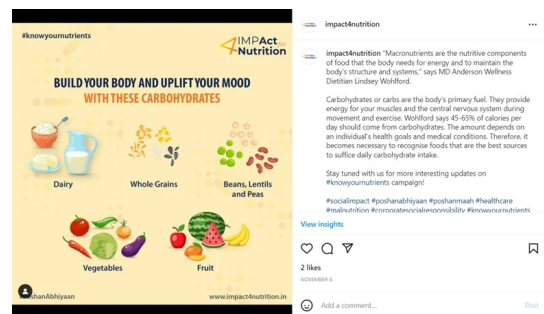
"Kishori Utkarsh Pahal" is the first step in achieving the above-mentioned goal to create awareness among adolescent girls in various spheres of life to respond to various situational problems and make better decisions. It is an intervention that is envisaged as a catalytic program to have positive ripple effects on the life and aspirations of adolescent girls, which in terms will contribute towards a better and healthier society.

This program will be rolled out in a phased manner from the Financial year 2022-23 to FY 2024-25, where Phase I will be implemented in the Jhagadia block of the Bharuch district in the current financial year (FY22-23).

The program has been designed for Adolescent girls between 10-19 years of age and focuses on six key areas -

| | | | |
|---|--|---|--|
|  | ADOLESCENT HEALTH (KNOW YOUR BODY) |  | MENSTRUAL HEALTH MANAGEMENT |
|  | NUTRITION |  | KNOWLEDGE AND CONVERGENCE OF GOVERNMENT SCHEMES |
|  | LEGAL PROTECTION AND RIGHTS OF ADOLESCENT GIRLS |  | LEADERSHIP DEVELOPMENT |

SOCIAL MEDIA BYTES



First 1,000 days of life: Experts recommend measures for better mother & child care

According to the Sample Registration System's report 2015, the under-5 mortality rate is 43 per 1,000 live births and the maternal mortality ratio is 167 per 1,00,000 live births.

02:04:12 pm - Oct 16, 2022 | Newsmeter Network



You received this email because you
signed up on our website or made
purchase from us.

[Unsubscribe](#)