



Making POSHAN Abhiyaan a Jan Andolan

Every Year, the Rashtriya Poshan Maah is celebrated during the month of September under the banner of POSHAN Abhiyaan (PM's Overarching Scheme for Holistic Nourishment), which was launched in 2018. POSHAN Abhiyaan is the Government of India's flagship program to improve nutritional outcomes for children under 6 years of age, pregnant women and lactating mothers. It aims to address the challenge of malnutrition in a mission mode.

In fact, the IMPAct4Nutrition was born in response Prime Minister's call to engage the private sector in supporting the multisectoral approach of the mission's strategy, which is key to the progress of POSHAN Abhiyaan's Jan Adolan.

In our efforts to improve the nutritional status of children, adolescents, pregnant women and lactating mothers, we have been actively engaging our pledged partners to bring a positive change to the communities. Here are a few highlights of how our partners worked with their communities to generate awareness of the basics and importance of nutrition to help them lead healthy and fulfilling life.

POSHAN Maah Celebration Highlights

A continued commitment of the private sector towards Jan Andolan for nutrition

To celebrate and spread mass awareness about good nutrition and a healthy lifestyle, IMPAct4Nutrition worked alongside our pledged partners to conduct Nutrition Learning Sessions with their employees and beneficiaries. Here are a few glimpses from the sessions conducted:

Poshan Maah Celebration with Lady Irwin College

Arjan De Wagt, Deputy Representative UNICEF India Country office and Chief of Nutrition in India participated in a panel discussion and spoke about IMPAct4Nutrition and the importance of corporate sector engagement in Good Nutrition during an event organized by Lady Irwin college for celebrating #PoshanMaah 2022.



Let's Talk About Anemia Management with Adani Foundation

As part of the POSHAN Maah celebrations, IMPAct4Nutrition conducted a Training-of-the-Trainers (TOT) session with Adani Foundation (Hazira Unit) on Anemia Management. The session covered key

aspects of Anemia Management, such as - the causes of anemia, signs and symptoms of anemia, prevention and control of anemia, and the intergenerational cycle of anemia.

The session was organized with 40 participants, that included the CSR personnel and school teachers who further disseminated this information to the children beneficiaries and the catchment communities.



Educating adolescents on the basics of nutrition to lead a healthy and fulfilling life

In continuation of the celebrations for Poshan Maah 2022, IMPAct4Nutrition organized a series of sessions on 'Nutrition for Adolescents' with adolescents from BharatCares 8 Digital Learning Centres in the rural settings of Ramtekdi, Kharadi, Duballu, Bhirawati, Vejalpur, Nagpur and Bharuch. The session covered various important components of nutrition such as macronutrients & micronutrients and their sources, Nutritional deficiencies and their prevention, easy DIY fortification ideas for children, etc.

According to the feedback we received, children are now aware and motivated to practice the learnings from the session in their homes. Here are a few experiences shared by the participants:

- 1) "I learned a lot about nutrition today and I aim on eating more healthy and green vegetables for my better growth."
- 2) "I learned about iron and vitamins today and it was a very good and knowledgeable session"

2) विटामिन ए की कमी	
कारण	संकेत और लक्षण
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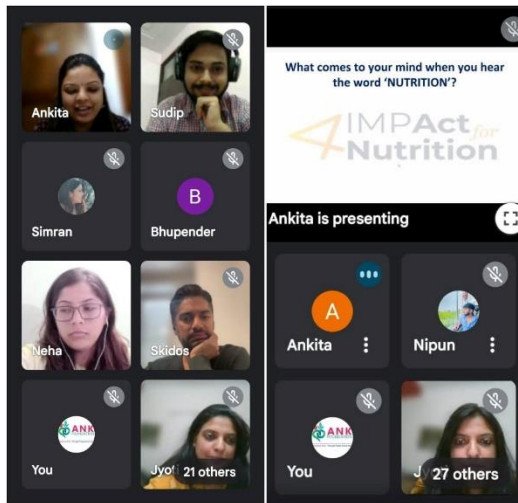
Understanding Nutrition and Food Safety with the Self-Help Group at Adani Foundation

Our Pledged Partner, Adani Foundation, recognizes the value of capacity building to equip their teams with the required knowledge to ensure quality and achieve greater impact. As part of Rashtriya POSHAN Maah celebrations, a Self-Help Group of 9 members was trained at its Hazira Unit, Surat. The training sessions focused on food safety, kitchen and personal hygiene, and low-cost nutritious recipes. Thousands of workers at Adani's port in Hazira will receive nourishing meals from the canteen, which will be operated by the trained group of SHG members.



Understanding and Promoting Workplace Nutrition with SKIDOS

In continuation to #PoshanMaah2022 celebrations, an awareness session on the 'Importance of Nutrition at Workplace' was conducted for SKIDOS, who is one of the pledged partners to IMPAct4Nutrition.



Towards creating a healthier workforce along with Birlasoft

A session on 'Good Nutrition and Healthy Diet at Workplace' was organized with more than 450 employees of our Pledged Partner, Birlasoft. The session aimed at educating the workforce on the basics of nutrition for our daily dietary intake, understanding macro & micronutrients, how to read food labels and etc.

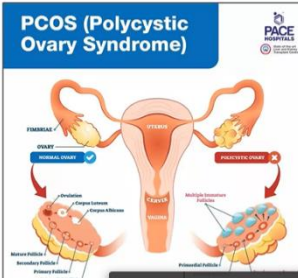


Managing Lifestyle Disorders for a healthier You! | Birlasoft

A session on 'Nutrition for Women's Health' was organized with more than 70 women employees of our Pledged Partner, Birlasoft. The session aimed at educating women on how to mitigate challenges and problems arising out of various lifestyle disorders.

The session guided women on managing various lifestyle-related disorders such as Diabetes, Hyperthyroidism, PCOS/PCOD, Insulin resistance, etc.

PCOS (Polycystic Ovarian Syndrome)



PCOS (Polycystic Ovary Syndrome)

More severe form of PCOD can lead to anovulation where ovaries stop releasing eggs.

affects fertility in women.

Serious complications such as type 2 diabetes, heart disease, high-blood pressure and endometrial cancer in later stage.

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Shweta Patel (FND MSUn) (Guest) | Shweta Patel, Dept. of Foods and Nutrition, The Maharaja Sayajirao University of Baroda

Educating children on healthy eating habits

Our Initiative Partner, Ank Foundation, conducted a session with more than 500 children from their learning centers in Khora and Nathupur, supported by GlobalLogic, on healthy eating habits. A quiz session was taken also conducted with all the children on health and nutrition. The quiz was taken as a follow-up session for the previous one to understand their learnings from the session.



Promoting workplace nutrition with Haier

Haier is a pledged partner for Impact4Nutrition. To promote nutrition literacy among their employees, Haier put up banners about POSHAN Maah and healthy eating. The banners were put up in the canteen area which is accessible to almost 2000 workforce daily.

“Taking part in Poshan Maah activities was really a good thing. With putting up banners and creating awareness about nutrition among employees, Impact4Nutrition Team has been very helpful.” – Team at Haier.



Towards making of 'Anemia Mukht' Bharat

Organic India Foundation celebrated Poshan Maah with a large number of communities in the Districts of Hamirpur and Azamgarh in UP in order to make the area Anemia mukt. After looking at NFHS-5 data of anemia prevalence and their on-ground observation through a small experiment, Organic India Foundation devised a program called 'Anaemia Mukht Gaon', similar to Anaemia Mukht Bharat. As part of their Community Wellness Programme, they have been promoting health and wellness of rural communities. To build the knowledge and capacity of Organic India Foundation's team on the theme of Anemia, a session on 'Prevention and Management of Anaemia' was organized by IMPACT4Nutrition. The knowledge was further disseminated among other employees and to the beneficiaries of the Organic India Foundation, benefitting more than 2000 people.



Ankita Dhoondiyal is presenting

Tips To Remember

4 IMPAct Nutrition

Adopt healthy dietary practices, right nutritional behaviour and dietary choices to achieve dietary goals:

- ✓ Improve dietary diversity
- ✓ Breastfeeding for 0-6 months and then start complementary feeding
- ✓ Germination, fermentation and soaking food improves iron absorption
- ✓ Separate tea/coffee inking from meal time
- ✓ Add vitamin C to your diet to absorb maximum iron
- ✓ Consume dairy products between meal-snack, not at meal time
- ✓ Visit nearest Anganwadi Centre or Public Health Centre to get the dose of Vitamin A, iron supplements and deworming tablets.
- ✓ Follow hygienic practices such as hand washing, use safe drinking water, no open defecation, and while preparing and handling food.
- ✓ Wear shoes while going out and playing.
- ✓ Adopt birth spacing of at least 24 months.
- ✓ Be physically active and take at least 7 hours of sleep
- ✓ IFA and calcium supplements should not be consumed together.

4 others

You

Celebrating Healthy Food Day with children

To understand the knowledge of children on health and nutrition, our Initiative Partner, Ank Foundation conducted a nutrition quiz with 440 children at ANK Tata Power DDL Tutorial and VT Centre in Badli, ANK SBS Learning Centre, Sector-45, Noida, supported by School By School, ANK Foundation-Daanish Learning Centre, Bhowapur, supported by Daanish India Foundation and ANK UKG Learning Centre, Sector-66, Noida, supported by Ultimate Kronos Group. A Healthy Food Day was also observed with children where they were asked to bring only healthy food for their lunch like Idli, Poha, Daliya, etc. The sessions indirectly benefited nearly 950 family members of the beneficiaries.





Social Media for Social Good

Here are a few glimpses from our social media.

IMPAct4Nutrition
Published by Astha Pando · 8 September at 16:48 · 🌐

As part of the Rashtriya POSHAN Maah Celebrations, IMPAct4Nutrition will be carrying out a campaign - [#knowyournutrients](#) to generate awareness on key aspects of nutrition in our daily dietary intake.

According to Medline Plus, a nutrient is a chemical substance in food that contributes to the survival and growth of an organism. There are six classes of nutrients: protein, carbohydrates, fat, vitamins, minerals and water. Essential nutrients are nutrients that the body needs but cannot make enough of and therefore have to be consumed through food. These classes of nutrients are further categorized into Macronutrients and Micronutrients.

Macronutrients are the nutrients we need in larger quantities that provide us with energy: in other words, fat, protein, and carbohydrate. Being a powerhouse of energy, macronutrients play an important role in the growth and development of the body.

Stay tuned with us for more interesting updates on [#knowyournutrients](#) campaign!

[#IMPAct4nutrition](#) [#impact](#) [#POSHANAAbhiyaan](#) [#PoshanMaah](#) [#healthcare](#) [#socialimpact](#) [#malnutrition](#) [#corporatesocialresponsibility](#) [#knowyournutrients](#)

Tata Trusts Confederation of Indian Industry NASSCOM Foundation Ambuja Cement Foundation Piramal Swasthya Sight and Life Foundation Ank Foundation UNICEF India Csrbox DCM Shriram Ltd. Ministry of Education Ministry of Women & Child Development, Government of India Ministry of Health and Family Welfare, Government of India NITI Aayog [#StopChildMalnutritionIndia](#)

IMPAct4Nutrition

IMPORTANCE OF MACRONUTRIENTS

- *Macronutrients are the Powerhouse of energy*
- *They are also known as the macros*
- *Macronutrients help the body perform its functions in a systematic manner*
- *Proteins are the building blocks of your body*
- *Healthy fats provide energy to the body*
- *Carbohydrates provide fuel to your body*

#knowyournutrients

Proteins

Fats

Carbs

[#PoshanMaah](#)

www.impact4nutrition.in

[#POSHANAAbhiyaan](#)

National Nutrition Week 2022: How nutrition requirements change with age – A complete guide

The theme of National Nutrition Week 2022 is to 'Celebrate a World of Flavours.'

Written by [FE Lifestyle](#)

September 1, 2022 12:39:01 pm



impact4nutrition India observes National Nutrition week from September 1 to September 7 every year. The theme of National Nutrition Week 2022 is to 'Celebrate a World of Flavours' which aims to encourage people to have adequate nutrition in their diet while enjoying the different flavors of Indian cuisine.

A healthy diet is a mainstay for maintaining a healthy body in the long run. It can help prevent various chronic diseases and improve the quality of life for people with diabetes and other non-communicable diseases. It is important for each individual to understand their specific dietary requirements.

To read the full article, visit the link in our bio.

#eatinghealthy #nutrition #poshanmaah #nationalnutritionweek
#nationalnutritionmonth

4w



IMPAct4Poshan @IMPAct4Poshan · Sep 15



I4N conducted a nutritional awareness session with children from @bharatcaresorg Digital Learning Centres in Kharadi, Pune. It is essential to be aware of the role played by nutrients in the body's maintenance, growth, health & disease prevention during childhood.
#PoshanMaah2022



के स्रोत और कार्य

स्रोत	कार्य
	शरीर को ऊर्जा की आपूर्ति
	<ul style="list-style-type: none">शरीर के इलाकों, मांसपेशियों और रक्त जैसे महत्वपूर्ण पदार्थों के निर्माण और सुधार में मदद करते हैं।पाचन में और संक्रमण से लड़ने में मददरूप पदार्थों के निर्माण में मदद करते हैं।



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IMPAct4Poshan @IMPAct4Poshan · Aug 10



Besides nutritional well-being, quality early childhood development also impacts a child's future school retention and learning, particularly in the early grades of primary education.
To know more, read the article here: bit.ly/3SyNYxb



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Together towards a healthier and fitter India with Fit India Movement



IMPAct4Nutrition is delighted to announce the onboarding of Fit India Movement as an Initiative Partner. Together with Fit India Movement, we endeavor to work towards creating awareness on the importance of nutrition and making India malnutrition-free.

IMPAct4Nutrition welcomes its newly Pledged Partners

We are glad to announce the onboarding of 31 new pledged corporate partners namely;

Emcure Pharmaceuticals Ltd., Jiva, Wipro Digital, SKIDOS, Silverline Groups, Kangaroo Stationery, Saviours Builders, Credenci Digital, Valeur fabtex Pvt. Ltd., i3 Infortech Limited, Assotech Infra, Super Smelter, Avni Creations, Panchsheel Infra, PSA Groups, Hi-Tech Engineering and Technology, Dixon Technologies India Limited, Mahagun Realty, Bhutani Groups, Ujjivan Small Finance Bank Limited, Areia Agrotech Pvt Ltd, Crezvatic Pvt. Ltd., Prozeal Infra Engineering Private Limited, General Highways And Infracon Pvt Ltd., Prakash Chemicals Agencies Pvt. Ltd., Hindalco Industries Ltd., Sun Pharma, Sun Pharma Community Health Care Society, Rajashree Polyfil, BEIL Infrastructure Limited and MoneyBoxx.

With this I4N has now grown to **a family of 251 pledged partners!**

Testimonials

"It was a great informative session and helped me to thoroughly understand the importance of a well-balanced diet. Previously I had plenty of doubts about how to manage a routine diet but after this session and with help of IMPAct4Nutrition and Shweta, thankfully my confusion got cleared. I really appreciate Birlasoft for arranging the forum on Nutrition and Healthy Diet."

– Ms. Sarbjit Kaur, Birlasoft



"I attended the Nutrition and Healthy Diet session on Friday, This is a really good session, Thanks for sharing your valuable information and suggestions. A workplace nutrition program encourages healthy eating among all employees."

- Mr. Tatigolla Mohanbabu, Birlasoft

'I didn't know that vitamins played such an important role in my life. The session helped us learn some very important components of nutrition. This will help me improve my health.'

- a girl child student participant



Please write to us at impact4nutrition@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.

[Pledge with us now!](#)

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