

IMPAct4Nutrition celebrates Poshan Maah with a specially curated four-part TV series featuring leaders from the private and public sectors

#IMPAct4Nutrition (I4N) celebrates **#PoshanMaah**, National Nutrition Month, with **India Inc Invests in Nutrition** television series that will focus on India's nutritional goals – and the path to meeting them. The four-part series will feature key stakeholders and thought leaders from across sectors in India, as well as international scientists and experts. It will be telecast on CNN-News18 every Saturday afternoon of September with the first and fourth episode repeated on CNBC-TV18 on the first and last Sunday of September. Across the four episodes, our star panellists will answer the question: Why should India Inc invest in nutrition?

The series goes on air on **September 4, 3.30 pm on CNN-News18** with the first episode featuring senior leadership from **NITI Aayog, UNICEF India, the Confederation of India Industry and the World Bank**. The first episode will be setting the agenda on why India needs to refocus on POSHAN urgently (repeat telecast of first episode on **CNBC-TV18 on September 5, 5.30 pm**) and the ways in which multi-sectoral partnerships can work. Each episode in the *Indian Inc Invests in Nutrition* television series will be of 30 minutes and will highlight different aspects and avenues in which India's booming private sector can make an impact in reducing the country's malnutrition burden.

Each show will also feature leadership from some of I4N's corporate partners, such as Abhishek Ranjan, Global Sustainability Director, Brillio, Ashwini Saxena, CEO JSW Foundation, Neeraj Lal, Head CSR, Arvind Limited, and many more corporate leaders who are already working towards better nutrition for their employees and communities.

Episode 1: Poshan, A Priority For All

CNN-News18: Sept 4 at 3.30 PM; CNBC-TV18: Sept 5 at 5.30 PM

Setting the agenda for the series, this episode will discuss India's urgent nutrition needs, and why the public and private sectors need to come together to address it collectively. It will underline that good nutrition is necessary for all – for personal health, but also the progress of both businesses and the country. The discussion will also make a case for increased investment and attention for nutrition. This episode will talk about I4N's work and introduce key I4N concepts such as Workplace Nutrition, CSR for Community Nutrition and the ACE card.

Episode 2: Nutrition Incorporated

CNN-News18: Sept 11-12 (TBA)

Having established that there is a need for private sector to get involved and invest their time and CSR funds in community nutrition, we look at the possible avenues to enable and facilitate this action. Showcasing how some pledged partners with I4N have been doing work in community nutrition successfully, the episode will focus on how much more can be done with collaborations across sectors.

Episode 3: For the Business, By the Business **CNN-News18: Sept 18-19 (TBA)**

Why should corporates invest in employee nutrition? This episode will discuss how individual outputs increase with better nutrition and translate to better outcomes for the business. Robust immunity is important not just to fight disease but also to increase productivity. We will establish that this is the right time to act on employee nutrition and how I4N's tools and expertise can help corporates to do that.

Episode 4: Action for Poshan **CNN-News18: Sept 25; CNBC-TV18: Sept 26 (Time TBA)**

The final episode will be meeting of private and public sectors to discuss the urgent way forward on meeting India's nutrition goals and the roles each has to play. It will be a call for action to all stakeholders to re-energize the nutrition Jan Andolan (social movement) for the coming year with the help and expertise on offer by I4N.

About IMPAct4Nutrition

Founded in March 2019 by UNICEF India, Sight and Life, CSR Box, Tata Trusts, Confederation of Indian Industry, and supported by DSM, IMPAct4Nutrition (I4N) is India's first collective commitment-based platform in the public space for public-private engagement on nutrition. I4N has aligned its goals towards achieving India's nutrition targets through encouraging Workplace Nutrition and Corporate Social Responsibility (CSR) to work towards Government of India's POSHAN Abhiyaan (National Nutrition Mission) goals. I4N works with corporations who take the 'I4N pledge', an ethical commitment to work towards better nutrition at the workplace and communities. I4N transforms the workplace landscape and implements roadmaps for employee engagement programmes, nutrition literacy, and capacity development. As of August 2021, I4N has 200 pledged partners, reaching 2.5 million employees and at least 10 million customer-base, family and community members.

Initiative Partners: NASSCOM Foundation, IPE Global, United Nations Global Compact, PATH, United Way, IIT Delhi Alumni Association (IITDAA), the World Bank Group, NITI Aayog, Food Safety and Standards Authority of India (FSSAI).

"Poshan Maah is absolutely the right time to amplify the essential work we've been doing at IMPAct4Nutrition with our 200 pledged corporate partners. The *India Inc Invests in Nutrition* series will hopefully drive home the message that private sector companies need to join the social movement towards better nutrition – not just for the benefit of the country but for their businesses as well! I am really excited at the range and profile of our panellists and am confident that the series will start new conversations around nutrition in India. We at IMPAct4Nutrition are looking forward to working with more and more corporate partners in the coming months."

Madhavika Bajoria, Manager – Policy & Engagement and India Program Manager, Sight and Life

"Today, malnutrition is an emergency in India. Success in tackling it in all its forms would have a multiplier effect at both household and economy level, improving health, boosting incomes and stimulating economic development. There are a lot of torchbearers in the private sector who have identified nutrition as a key investment, and have co-created good models with IMPAct4Nutrition. Investing in nutrition for children today is empowering the consumers, employees and business leaders of tomorrow. This series will help to take this message to a larger audience and provide exposure on the multifaceted areas that businesses can work upon for accelerating positive nutrition in India."

Geetanjali Master, Partnerships Specialist – Private and Public Sector Engagement, UNICEF India

“Corporate sector plays a key role when it comes to demonstrating solutions for the social problems in India. Given India’s mandatory CSR provisions for companies, we have seen almost 40% of India’s CSR fund going towards education and healthcare projects. If companies tweak their projects and go for nutri-sensitive CSR projects in education and healthcare, they will be able to get better social return on investments (SROI) for their projects. Our TV series is all about communicating this message to businesses via businesses.”

Bhomik Shah, Founder & CEO, CSR Box

Be part of the social movement for a malnutrition-free India!
TAKE THE PLEDGE @ <https://impact4nutrition.in/pledge>

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