



# India Inc Invests in Nutrition: *Proof of Concepts*

**IMPAct4Nutrition: 2019-2021**

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# INTRODUCTION

*Launched on March 13, 2019, IMPAct4Nutrition is India's first ever brand-agnostic platform in the public space for public-private engagement on nutrition.*





Founded by UNICEF India, Sight and Life Foundation, CSR Box, and supported by DSM, the IMPAct4Nutrition (I4N) platform has more than ten initiative partners such as Tata Trusts, Confederation of Indian Industries (CII), The World Bank Group, FSSAI and Nasscom Foundation. I4N works through a secretariat comprised of dedicated staff from the founding partners.

Since its inception, I4N has aligned its goals with the government's POSHAN Abhiyaan (National Nutrition Mission) and works closely with NITI Aayog, Government of India, to further the goal of creating a Jan Andolan (people's movement) towards achieving India's ambitious nutrition targets.

Malnutrition is the leading cause of compromised adult health in India. The inconsistent health status of workers results in low productivity. According to UNICEF (2019), poor childhood growth and micro nutrient deficiencies results in an annual GDP loss of 11% in Asia. According to a World Bank study, India loses more than \$12 billion in GDP due to vitamin and mineral deficiencies (World Bank, 2009). Responding to the government's call for increased private sector action in nutrition, I4N chose work place nutrition as the entry point for its efforts, with the "ACE Card" as the operating model, i.e.,

- Assets and Core Business for Nutrition
- Cash/ CSR for Nutrition
- Employee Engagement for Nutrition

I4N is committed to transforming the workforce landscape for socially responsible businesses, implementing roadmaps for employee engagement programs, nutrition literacy for employees and communities, as well as corporate social responsibility (CSR) programs with enhanced CSR spends on nutrition.

I4N works with corporates who take the 'I4N pledge', an ethical commitment to working towards better nutrition at the workplace and communities. In the first phase, between March 2019 and December 2021, despite severely limited functioning due to the pandemic, I4N has over 220 pledged partners (as of December 2021) from the private sector and the numbers are only going up.

Additionally, this pioneering platform acts as the interface to promote private-private collaborations between pledged corporate partners for nutrition. The idea is to help businesses realise that improved workforce nutrition translates into lower absenteeism, increased employee retention and enhanced productivity and sustainability of business. Businesses are able to see the gain from investing in employee nutrition, as well as feel good by taking an active part in nation-building.

The I4N team, over 2.5 years, has worked extensively with its pledged partners on initiating nutrition sensitive and specific employee engagement activities. The platform has served as an aggregator to translate ideas into action for workplace nutrition through one-on-one engagements, knowledge sharing, nutrition awareness by leveraging digital and social media, and working with the corporates on their specific asks for employee wellness. In addition to workplace nutrition, efforts have also been made in nudging the corporate partners towards initiating nutri-sensitive and nutri-specific CSR projects. The platform has supported its pledged partners with the technical guidance and support required for initiating projects in the nutrition space. Not only has I4N furthered the goal of nutrition within the private sector, but it has also created a niche community of enthusiasts in the space of CSR and workplace nutrition, with a free-flowing exchange of ideas and learnings through engagement meets, webinars and events that are hosted round the year.

In this Proof of Concepts publication, we document the ongoing work with some of our pledged partners to showcase the kind of interventions and activations possible with an association with I4N. The documentation here highlights not just the variety of industries and sectors that I4N has managed to get involved in nutrition but also a large variety of interventions that the partnerships have successfully carried out together.



# PLEGDED PARTNERS

*The seven pledged partners showcased here are chosen purely on the basis of the best documentation of work available. Several of our other partners have been doing excellent work that is yet to be captured in a reproducible format.*



## Adani Foundation

Established in 1996, Adani Foundation (AF) – CSR wing of the Adani Group – has operations in 18 states across India. Built as a tribute to the ideals of late Shantaba and Shantilal Adani – parents of Gautam Adani, chairman and founder of the Adani Group – AF and its collaborators have proven their commitment towards nation-building through projects that have changed lives for the better. In the process, AF has earned the trust and goodwill of those that have benefited from its work.

The core areas of AF's work are education, health, and sustainable livelihood development. The key objectives of SuPoshan, one of the Foundation's biggest projects that ties the aforementioned areas, are alleviation of malnutrition and anemia among children of 0-5 years, adolescent girls, pregnant women, lactating mothers, and women of reproductive age. SuPoshan is active in more than 1,200 villages in India across seven states, including areas where they don't have active business, and provides services and benefits to more than 3 lakh households. A community-based intervention, SuPoshan has trained 400-plus Sanginis (volunteers) to go door to door in villages and become partners in protecting the community's health.

Taking its commitment to public health a step forward, AF pledged with I4N in 2019. From workplace nutrition to health issues that touch the lives of hundreds of people outside the company payrolls, this CSR wing has collaborated with I4N's interventions to bring a sharper focus to their nutrition agenda.

## Attra

In 1995, Attra was established as a high-end, privately owned, self-funded consulting organisation in Melbourne. It went on to become a technology services and solutions provider in the payments domain, with a global team strength of over 2,000 experts. In December 2020, Synecron, a New York-based IT and consulting firm focused on the financial services industry, bought Attra, increasing the joint talent pool to over 10,000 members worldwide.

In India, Attra employs over 600 people in three cities: Bengaluru, Pune and Hyderabad. The company aims at institutionalising health and nutrition in the core structure of the organisation, so that every employee can adopt a healthy lifestyle. This is particularly relevant to those working on night shifts in a high-pressure environment, or those who are in roles that require long hours at the desk.

As an I4N partner committed to workplace nutrition, Attra initiated a round of collaborative activities to create awareness on the subject. The ball was set rolling with a number of nutrition sessions, first held in February 2021. The topics covered included food habits, food groups and balanced diets for adults, elderly, adolescents, pregnant women, lactating mothers and infants, food safety and hygiene, immunity-boosting nutrients, and other topics outlined by POSHAN Abhiyaan.

Attra now plans to launch a nutri-sensitive newsletter for employees in order to retain the company's focus on good health and lifestyle.



## Bansidhar & Ila Panda Foundation

The Bansidhar & Ila Panda Foundation (BIPF) was founded in 2011 as the social development arm of Indian Metals and Ferro Alloys Limited (IMFA). Named after IMFA founders – Dr Bansidhar Panda, a research scientist who gave up a career in the USA to return to Odisha, and his wife Ila, who represented Odisha in the Rajya Sabha – BIPF works closely with some of the most marginalised communities of Odisha. It believes that transforming individual lives at the grassroots will impact the overall development of the state.

While it was only in 2013 that the Company Act mandated CSR programs by corporates, IMFA and BIPF had already deployed significant resources towards community development. BIPF is currently active in Keonjhar, Jajpur, Rayagada, Angul and Cuttack. Apart from having limited livelihood opportunities, these five districts are also susceptible to cyclones and floods.

In the last 10 years, BIPF has worked in collaboration with Central and State governments, local and international bodies, and other partners in five core areas of transformation: healthcare, livelihood, education, water and sanitation, and advocacy and appreciation. Through its interventions, BIPF aims at encouraging community ownership and participation. Its special focus groups are women and youth.

BIPF's program interventions range across providing healthcare infrastructure by way of clinics/healthcare centres; inoculation drives; behavioural change campaigns; and strengthening medical centres through medical equipment support.

Its approach of collaborating with like-minded organisations is what made the company become one of I4N's pledged partners.



## GMR Varalakshmi Foundation

The GMR Group's journey began in 1978, when a mechanical engineer, GM Rao, bought a small jute mill in Andhra Pradesh. Today, GMR is a major player in the infrastructure sector with projects in India and abroad. The GMR Varalakshmi Foundation (GMRVF) is the Group's CSR arm. For the last 25 years, GMRVF has worked with the communities surrounding GMR's business operations. It has created an impact on over 1 lakh lives and is supported by a team of over 1,000 members working across 27 locations in the country.

GMRVF works towards promoting awareness, enabling access, and increasing the availability of health and sanitation services in remote villages and locations across India. The I4N partner also runs nutrition centres for pregnant and lactating women in Delhi, Hyderabad, Odisha and Maharashtra. It aims to use technology to upgrade its interventions in the field of maternal and child health.

The company is committed to the health and wellbeing of its employees and their families, and promotes awareness on food and nutrition, immunity building as part of Covid-19 response and vaccination through various ongoing activities.

## Paramount Products Pvt Ltd

Paramount Products Pvt Ltd was established in 1973 and today exports clothes to brands in the United Kingdom, Spain, Germany, France, Sweden, Denmark and Norway. The company operates out of five branches situated in Delhi NCR.

Paramount employs nearly 2,500 women and believes that good nutrition is the key to a healthier workforce. As an I4N partner, the company holds nutrition-learning sessions with employees. Its master trainers disseminate the learnings on a range of topics such as food safety and hygiene, good nutrition and healthy diets, anemia management, mental wellness and more. There is also regular dissemination of key nutrition messaging to the workforce through posters and a nudge towards good nutrition behaviour by interventions like low-cost healthy menu plans.





## SBI Foundation

SBI Foundation is the CSR arm of the State Bank of India (SBI). Having one of the widest banking networks in the country helps the SBI Foundation touch the lives of people in some of the remotest areas in the country. The primary focus of its agenda is the socio-economic wellbeing of society. Its interventions span across health, education, livelihood, women empowerment, rural development, sustainability and environment.

The CSR wing is a firm believer in SDG3 – ‘Good Health and Wellbeing’. In order to realise this goal, the SBI Foundation works actively to provide the underprivileged free access to quality healthcare. It also promotes awareness on the importance of low-cost nutritious food and a healthy diet. The Foundation emphasises the importance of food in reducing and controlling diseases, thereby improving efficiency and productivity.

As a pledged partner of I4N, the Foundation tries to integrate nutrition into its Youth for India fellowship program. Through its outreach projects, it helps communities and employees understand the basics of good nutrition and healthy diets, identify nutrition issues and design nutri-sensitive and nutri-specific interventions.

## Tata Power Delhi Distribution Limited

A joint venture between Tata Power and the Government of NCT of Delhi, TATA Power Delhi Distribution Limited (TPDDL) is the first Indian utility to be a member of the Global Intelligent Utility Network Coalition (GIUNC), which is a coalition of 14 power utilities worldwide. TPDDL has a presence in over 20 states and works with over 30 discoms in Goa, Haryana, Uttar Pradesh and Chhattisgarh.

The company’s CSR brand SAATHI aims at carrying forward the TATA legacy by improving the lives and living conditions of the economically weaker and underprivileged section of society. Under the umbrella of SAATHI, all community activities are classified into four pillars: Club Enerji, Unnati, Ujjwal and Sanjivani.

Sanjivani focuses on health and nutrition. TPDDL’s goal is to train employees, ABHA workers (field workers), members of its women literacy program and vocational trainers (VTs) on good nutrition and healthy diets so that information can be passed on to their families and communities at large in their catchment areas.

The goals of TPDDL’s collaboration with I4N include the training and capacity building of 1200+ women frontline workers through bi-weekly sessions on various aspects of nutrition such as food-based dietary guidelines and requirements, food groups and balanced diets, immunity boosting macro and micronutrients, food safety and hygiene practices, nutrition for maternal, infants, adolescents and elderly, and more.



# ENGAGEMENT AND ACTIVITIES

*Through capacity building training, introducing nutrition into existing welfare programs, or encouraging private-private partnerships, I4N is working with its corporate partners to take forward India's nutrition goals.*





## Adani Foundation: Making an Impact on Maternal Health

AF has been associated with I4N since its inception in 2019. The collaboration began with sessions on nutrition and health, focusing both on community and the employee base. The I4N sessions also threw light on ways to address malnutrition on a larger scale. It informed participants of the crucial link between non-communicable diseases (NCDs) and malnutrition, and the adverse effects of consuming food high in salt, sugar and fats.

AF's larger goals on the nutrition front includes the betterment of the health of the mother as that's the foundation on which the health and nutrition habits of the child are built. AF uses I4N expertise and resources to disseminate health and food-related learnings among pregnant and lactating mothers in their areas of operation.

As per plan, lakhs of pregnant and lactating mothers will be encouraged to move towards a healthier lifestyle through nutrition supplements, regular check-ups and counselling.

In March 2021, I4N did capacity building sessions for AF's project officers on good nutrition and healthy diets. Around 150 people joined the sessions and gave positive feedback on the learnings.

AF's SuPoshan team – the field workers actively involved in helping the company achieve its nutrition goals – have also benefited through the I4N sessions. The topics covered are as follows:

### Session 1-Good Nutrition Practices and Healthy Diets

- Brief on nutrition issues in India. Link between workplace nutrition with employee productivity.
- Food habits, individual choices, choices for the family, informed choices, behaviour and lifestyle change.
- Food groups and a balanced diet.
- Food-based dietary guidelines for adults, elderly, adolescents, pregnant women, lactating mothers and infants.

### Session 2 - Overall Nutrition and Nutrition in the first 1000 days

- Details of macro and micronutrients.
- Immunity boosting nutrients.
- Importance of physical activity.
- Child and maternal nutrition – the importance of first 1000 days.

### Session 3 - Food Safety and Hygiene

- Food labels.
- Food safety and hygiene.
- Practical guidance and tips to maintain a healthy diet.

The sessions trained the master trainers who, in turn, trained the 'SuPoshan Sanginis'. Sanginis interact with beneficiaries on the ground.

The ToT model is highly scalable as the master trainers are an integral part of AF and their enhanced knowledge can be disseminated in a cost-effective way.

As the participants and larger group of beneficiaries were Hindi-speaking people, the sessions were conducted in Hindi and the presentation included pictorial infographics to help participants comprehend the session and learnings.

## **Attrra: Improving Workplace Nutrition**

Attrra's collaboration with I4N focuses on employee engagement interventions. The target of this partnership is behaviour change communication (BCC) leading to lifestyle improvement for employees, encouraging them to stay active, and eat better and wisely. Long hours at the desk, night shifts, lack of sleep, high stress at work and home, and lack of exercise are factors that affect the health of employees. Attrra chooses to address these with the use of I4N resources and expertise.

In February 2021, Attrra invited I4N to conduct three online nutrition sessions for employees. The overall attendance was 188 and the themes of three sessions were as follows:

### **Session 1 - Good Nutrition Practices and Healthy Diets**

- Link between workplace nutrition with employee productivity.
- Food habits, individual choices, choices for the family, informed choices, behaviour and lifestyle change.
- Food-based dietary guidelines for adults, elderly, adolescents, pregnant women, lactating mothers and infants.

### **Session 2 - Overall Nutrition and Nutrition in the first 1000 days**

- Details of macro and micronutrients.
- Immunity-boosting nutrients.
- Importance of physical activity.
- Child and maternal nutrition – the importance of first 1000 days.

### **Session 3 - Food Safety and Hygiene**

- Food labels.
- Food safety and hygiene.
- Practical guidance and tips to maintain a healthy diet.

The sessions, which were conducted in English, generated enthusiasm among the attendees who were from various departments of the company including HR and administration.

Many of the participants were in the reproductive age group, the youngest being 24 years old. The questions from the audience at the end of each session covered a range of concerns – from exercises that can be done on the office chair to a diet plan that is beneficial to those on night shifts.



Through these interactions, I4N was able to bust several myths surrounding urban lifestyle – for example, many employees assumed that only a 9-to-5 job allows time for exercise and a good diet. The sessions also welcomed questions on reproductive health, foods to be had during and after pregnancy as well as difficulties parents face while weaning children off breastmilk.

Attra plans to continue its nutri-sessions apart from including nutrition as a topic for its newsletters. The dissemination of information on the subject will be done through facts, recipes, tips and advice, and FAQs.

## **BIPF: Arming Adolescents with Nutrition Knowledge**

‘Health for all’ is the belief that drives projects undertaken by BIPF’s health division, which believes that individual health is the foundation of a productive life, which, in turn, is the building block of a vibrant community and a healthy nation. BIPF focuses on providing healthcare to communities in underserved and unserved areas, in the form of clinics, inoculation drives, BCC campaigns, and strengthening medical centres with medical equipment support. Awareness building through health-centric communication is a key part of all BIPF interventions.

BIPF and I4N came together in an effort to strengthen the former’s commitment to healthcare, and to bring nutrition to the forefront of their existing interventions.

BIPF has been a pledged partner with I4N since inception and I4N has been interacting and engaging with BIPF on various forums. In March 2021, I4N started capacity building sessions for BIPF project officers, frontline staff, HR and administration on good nutrition and healthy diets. The participants and larger beneficiaries base are Odia- and Hindi-speaking people. All the sessions were conducted in Hindi and the presentation included pictorial infographics so that all participants can comprehend the session and learnings.

At the beginning of FY 2021-22, BIPF decided to launch the Kanya Life Skill Express (KLSE) program, which focuses on adolescent rights and development. The program included a nutrition component. The I4N secretariat consolidated and curated a customized BCC package for KLSE in the local language, Odia, that contains resources that any program implementor can use to raise awareness and disseminate information on age-appropriate nutrition among adolescents, inform about general and nutrition-specific rights and entitlements, life-kill activities and more. The package was supported with a guidance note with step-by-step information on the best usage of the resource package.

The idea behind including nutrition in KLSE is to break the intergenerational cycle of malnutrition, especially among girls and women. Positive behaviour change towards good nutrition and a healthier lifestyle can bring down the number of malnourished children and reduce incidences of NCDs associated with diets low in fruits, vegetables, nuts, seeds, whole grains, seafood-derived omega-3 fatty acids but high in sugar, sodium and trans-fatty acids. A healthy young generation is an important and definitive step towards creating a great nation that values good health and habits. It ties in with the BIPF goal of ‘health for all’.

BIPF and I4N coordinated to finalise the engagements and deliverables for KLSE's BCC package. The details of the package are as follows:

**1. Adolescent anemia management:** It contains booklets on a balanced diet for adolescents as well as nutrition issues such as anemia, which is prevalent in the age group. The booklets detail ways to correct anemia by highlighting the importance of iron and folic acid (IFA) tablets and the need for proper nutrition and supplementation. It also contains posters in printable format and videos to be used in the express van.

**2. Life skills and child protection:** This component contains booklets and training manuals on 'growing up and child protection'. Information on issues that adolescents face and what can be done to improve their life. These booklets share information on the physical, psycho-social and emotional changes and challenges that occur during these years of growth. The materials in this folder can be self-learning tools as well as education and training modules for peer-to-peer learning. The other booklets address several social issues such as child marriages, child labour and its prevention, the importance of education and open schooling, and so on. The 'life skill peer educator modules' can be used to educate adolescents on rights, schemes and entitlements for them.

**3. Menstrual management:** This folder is not just for girls and their mothers. The target audience for the five educative videos on menstrual management are adolescents irrespective of gender and their parents/ caretakers.

**4. Overall nutrition:** The dissemination of information on overall nutrition is done through various resources such as posters, dialogue cards, games, street theatre, leaflets, and flipbooks for community engagement, details of essential micronutrients, dietary requirements for adolescents. All of the above underscore the importance of proper nutrition for adolescents as well as the consequences of not getting the same.

The KLSE nutrition project is in the pilot phase in 52 villages in Odisha's Cuttack district and is easily scalable across the state because of the material being in the local language. As of now, one van visits the pilot villages once a month and picks up a single topic such as life skills, anemia, and reproductive health for that month. If the pilot is scaled up in more villages, then more vehicles can be organised and staff trained.

## **GMRVF: Leveraging Technology for Nutrition**

GMRVF works towards promoting awareness, enabling access and increasing the availability of health and sanitation services in remote villages and locations across India. It also runs nutrition centres for pregnant and lactating women, where the target group is provided with nutrition supplements on a daily basis. The women are also made aware of the importance of regular health check-ups and a balanced diet in breaking the cycle of malnutrition from mother to child.

The organization believes that technology can be used in a cost-effective manner to upgrade its interventions in the area of mother-child healthcare. According to GMRVF, this step will have various outcomes:



- 👁️ **First**, it will reduce the paperwork burden on field staff and project coordinators, thereby improving efficiency and speed.
- 👁️ **Second**, it will increase data efficiency by storing it in the cloud and help generate easy-to-understand indicator-wise reports.
- 👁️ **Third**, the tech-based intervention will help in flagging severe cases of malnutrition on priority and increase the possibility of timely actions.

Before its partnership with I4N, GMRVF was also working with vulnerable communities in and around Shamshabad airport in Hyderabad. It was running nutrition centres to deliver take-home rations for pregnant and lactating mothers. It ran a pilot earlier in 2021 that had to be stopped during the second wave of Covid-19 but now it is reinitiated in some of these centres in order to test the ground for the adaptability and effectiveness of its technology goal.

I4N facilitated the collaboration between GMRVF and its technology partner, CareNX. Through I4N, CareNX shared its expert package 'CareMother' with GMRVF. GMRVF intends to implement the same in their catchment area in Hyderabad. To ensure smooth delivery, CareNX will provide technical assistance for the pilot phase of six months across three nutrition centres.

The technology for the project is easy to understand and can be controlled in centralized or decentralized manner. The implementation team can collect data through mobile application while the central team can look at real-time data. A basic training on app handling is sufficient for sound knowledge of the 'CareMother' package. The indicators embedded can be customized based upon the project requirements.

In the coming months, I4N will provide support to GMRVF to improvise their nutrition interventions. GMRVF also plans to scale up the interventions on nutrition centres in other locations.

## Paramount Products: Nutrition Buddies

Paramount's collaboration with I4N finds resonance in the company's belief that good nutrition leads to a healthier workforce. Sehat, the company's ongoing health project for its employees, is an extension of this philosophy. I4N and Paramount began the partnership with nutri-sensitive sessions for Paramount employees.

First, an open session for all employees was conducted. Then, the ToT model was followed where master trainers – members of staff who volunteered for the role – were given monthly training on issues such as food safety and hygiene, good nutrition and healthy diets, anemia management, mental wellness and nutrition, first 1000 days, among others.

Based on the learnings from the initial sessions, Paramount started employee engagement activities such as a '6-week health challenge' along with nutri-sensitive posters and low-cost healthy food menu options for factory workers. The I4N secretariat developed the posters for workplace nutrition and also curated a healthy recipe booklet with menu plans for the company. The booklet was carefully curated keeping in mind the affordability and availability of food in the area. A step-by-step detailed guidance note was shared to plan the roll out of the menu for all the employees.

These interventions are highly context specific. The majority of Paramount employees are women, and the content of the sessions is kept relevant to their real life needs. The nutrition posters and food menu are low-cost and suggest local foods that are acceptable to most communities and cultures.

According to the company, the sessions have made its staff more aware of their eating habits and the importance of making healthy choices. The official WhatsApp group is now a platform where employees talk about their morning workouts, walks, healthy snacks, water intake and so on.

The master trainers play a vital role in bringing about this change in lifestyle and habits. Following their training by I4N, they have been disseminating information to peers, juniors and family members.

In the factories, master trainers are taking steps to modify the canteen menu to favour healthy dishes such as sprouts chaat instead of deep-fried snacks such as samosas. They are also holding discussions with workers on low-cost diets, the importance of breakfast and how to address anemia by adding iron to their diet.

The interventions have not just signalled a change in behaviour, it has also given the management a humane and pro-worker image, reduced absenteeism, improved retention rate and made the factories a better workplace. This change is also in alignment with the company's efforts at reducing the incidence of diseases among employees and out-of-pocket expenditures, which is a leading cause of poverty among low-income groups.

Outside the company, Paramount also runs a CSR project called Taruna, which seeks to empower adolescent girls. Health and nutrition are an important part of this project. The effects of the Covid-19 pandemic underscored the importance of mental and physical wellbeing to the management. Paramount's '6-week health challenge', which came out of an ideation session with I4N, was a journey towards self-exploration through a set of weekly challenges that were jointly planned and executed by the I4N secretariat and Paramount. The challenges were designed to push workers out of their comfort zone and take steps to get an improved version of themselves. In order to keep them motivated and to track performance, participants were divided in pairs, so each person had a 'buddy' to encourage each other.



## The six challenges were as follows:



The company recorded an overwhelming response to the initiative. While all participants were given certificates for encouragement, trophies were awarded to the best performers and the best buddies.

### **SBI Foundation: The Fellowship of Good Nutrition**

With the SBI Foundation onboard as a pledged partner, I4N teamed up to integrate nutrition into the SBI Youth for India (YFI) Fellowship program. The SBI Foundation's partnership with I4N is based on the former's focus on the 'Good Health and Wellbeing' SDG. The Foundation aims at improving the socio-economic wellbeing of society in general, but particularly focusing on the less fortunate and underprivileged, to enable everyone to live up to their potential.

Its intervention areas include health, education, livelihoods, women empowerment, rural development, sustainability and environment. The candidates under YFI work on 12 broad themes, of which food security is one. The orientation on this particular area of work includes knowledge of basic nutrition, health and hygiene practices. They are also made aware of low-cost nutritious food and the importance of a healthy diet in reducing diseases and sickness and improving efficiency in the field.

Following engagement meetings with I4N, SBI Foundation decided to make its fellowship program more holistic by expanding its focus on nutrition. The I4N nutrition module, which is one of the outcomes of this partnership, includes basic information about nutrition and healthy diets for personal use and nutri-sensitive project ideas, which can be taken-up during the tenure by YFI fellows. I4N is also the Foundation's knowledge partner for nutrition-related projects.

To set the ball rolling, I4N conducted two nutrition sessions for current fellows as well as the alumni network. It also pledged to orient the batch of fellows in August 2021, and again October 2021, which have both been completed. More than 150 people attended these sessions that focused on teaching the fellows how to integrate nutrition into their respective field projects.

## **TPDDL: Delivering Health to Communities**

In March 2021, I4N Secretariat signed a Letter of Association (LOA) with TPDDL focused on the training and capacity building of women frontline workers over six months. The LOA was signed with the below mentioned objectives:

- To provide a comprehensive training and awareness program on nutritional practices to the women residing in the community of north and north-west Delhi.
- To promote behavioural change of community women around food consumption for improving the women's health and wellbeing.
- To create improved access to low-cost safe and nutritious food for the women.





**The Nutrition Learning sessions, scheduled on Tuesdays and Fridays, were designed to train 8,410 ABHA workers, 10,500 Women Literacy Centre (WLC) workers and 2,850 vocational trainers (VT) on the following aspects:**



The training comes under Sanjivani, one of the four pillars that support the company's community activities and focuses on the health and nutrition development in communities.

Community interaction through the company's Mobile Dispensary Units revealed that 70% women are anemic. Further discussions with ABHAs and women from the WLCs showed that even they were unaware of a balanced and low-cost diet, and had minimal knowledge about overall nutrition.

With the I4N training, TPDDL aims at using sensitized frontline workers to disseminate the information to their immediate families and beneficiaries in the field.

## The key outcomes are expected to be:

Comprehensive training and awareness program on nutritional practices to 1,350 women residing in the communities of north and north-west Delhi.

01

Behavioural change around food consumption for improving the women's health and wellbeing. Number of beneficiaries: 12,220.

02

Improved access to low-cost, safe and nutritious food for women. Number of beneficiaries: 7,160.

03

Not just women, the training is also designed to change behaviour in children and parents, thereby reducing malnutrition and cases of NCDs. It is also expected that consumption of healthier and locally available food will cut down the high intake of salt, sugar and fats.

Chosen from among participants at the training sessions, 50 master trainers disseminate learnings on the ground. I4N has provided TPDDL with relevant easy-to-understand resources in English and Hindi, which can be used for community awareness activities.

TPDDL works on changing the behaviour of women through sessions with master trainers regarding mental health, physical health and menstrual health. Progress is reviewed and monitored through online monthly feedback and door-to-door visits by ABHAs.

I4N has also been supporting TPDDL for other nutri-sensitive activities. For example, on September 14, 2019, TPDDL reached 1,00,000 people through health and nutrition awareness sessions with the support of MasterChef Sadaf Husain. In the same month, TPDDL also launched 'Sandesh', a weekly newsletter for internal circulation and to consumers. Through this activity, they reached out to around 3,000 employees and a 5,00,000 strong consumer base. I4N also conducted five nutrition learning sessions in September 2020, which saw the participation of over 650 employees other than ABHA workers and WLC coordinators.



## COSTS AND INVESTMENTS

*Allocating funds for employee health is essential for a good business, and investing in community health is not only part of nation-building but also earns goodwill to the business in their areas of operation.*



While launching POSHAN Abhiyaan, the Government of India identified the private sector as a major driver and enabler for impactful change within its ecosystem.

Regardless of the nature of work, employees spend one-third of their adult life at their workplace. While currently there are no guidelines from the government for company investments towards nutrition programming, employers can play an instrumental role in their employees' lives by contributing towards the improvement of their diets, ideally as part of a broader approach to employee wellbeing and the promotion of a healthy lifestyle. This is absolutely essential work for an organization that wants to increase the productivity of its workforce, reduce absenteeism and build a convivial atmosphere at work.

A healthy employee can contribute better and the RoI for companies to invest in the health and nutrition of their workforce is multifold.

The I4N secretariat co-creates stand-alone nutrition initiatives or integrates nutrition into existing sectoral programs of companies. The investments are allocated according to the intensity and depth of the program/intervention. For example, I4N's innovative concept Nutrition Kiosk is an interesting option that can be customized to be simple or elaborate as per the needs of the organization and space on the premises.

At this initial phase of the platform, it is difficult to attribute a cost per employee as the nutritional needs are deeply contextual depending on geography, culture and several other factors but all I4N interventions and tools are highly customizable to suit all budgets.





## SPOTLIGHT: Innovations

*“Kripaya dhyaan de... Yeh hain Toofan Mail jo apne nirdharit samay par chal rahi hain. Aur yeh hain Thakaan Mail jo apne nirdharit samay se late hain...”*



The Toofan Mail in question is a healthy teenage girl, looking sharp in her navy-blue school uniform. Thakaan Mail is her batchmate, also in her teens, who wears a tired expression as she searches for her name on the school noticeboard. She walks away dejected when she finds her name towards the end of a list. It is obvious that her performance in school has not matched her expectations. An elderly teacher walks up to her and asks her to not lose hope. She asks the student if she feels fatigued easily. When the teenager confirms her suspicion, the woman tells her that she needs an iron supplement to fight anemia and feel stronger and more energetic. The pill, the teacher adds, is available free of cost at all government schools. The student follows the advice and gains strength, stamina, and also a trophy at school.

This 60-second video, part of the 'Anemia Mukta Bharat' (anemia-free India) campaign, is one of the films that Bansidhar & Ila Panda Foundation (BIPF) and Tata Power Delhi Distribution Limited (TPDDL) have used to raise awareness on iron deficiency among adolescent girls.

Innovations in I4N's BCC package for BIPF and TPDDL go beyond short films and posters. It contains colourful dialogue cards in English, Hindi and Odia that help frontline workers disseminate information on overall nutrition. One side of the card is pictorial and is meant for the participant. The other side contains descriptive messages that the frontline worker reads out to the participant. For example, the pictorial side of a card from the series 'A Pregnant Woman's Poshan Story' shows an expectant mother lying on the bed of a clinic with a doctor examining her. The text on the reverse side of the card stresses on the importance of antenatal check-ups and institutional delivery in ensuring good health of both the mother and the baby.

The flipbook for anganwadi workers, also used by BIPF, is yet another smart way of driving home the message of good health and nutrition for both mother and child. From the importance of iron supplementation to the advantages of breastfeeding a baby within an hour of birth, the flipbook covers vital information related to maternal and child health.

I4N prides in its innovative concepts and tools. For instance, good health, food safety and personal hygiene are topics that merge on the board of a snake-and-ladder game designed as part of I4N's overall nutrition module. While 'consumption of fortified milk, oils and iodized salt' can take the players up a ladder, 'failure in taking the prescribed dose of calcium during the lactating period' can send them down a snake's tail.

While the usual interactive sessions, newsletters and workshops are crucial to work towards meeting POSHAN Abhiyaan and Mission Poshan 2.0 agendas, out-of-the-box thinking helps the target audience absorb and retain the information better. To this end, I4N and its pledged partners have joined hands to come up with interesting ways to spread the word on nutrition.



For the I4N-Paramount Products collaboration, the company sought innovative ways to make its employees think and work towards healthy eating habits. To make things easier for them, Paramount worked with I4N to deliver healthy recipes and nuggets of information related to food. In the form of a booklet, employees were provided a bouquet of breakfast and evening snacks recipes that are easy to make with easily procured ingredients. It is common knowledge that breakfast is the most important meal of the day. It is also a widely known fact that evening is when most people tend to snack on foods high in fat and salt – samosas or pakoras, for instance. The Paramount booklet of 16 recipes (8 for breakfast + 8 for snacks) gives employees and their families a way out of settling for unhealthy food options. For example, a mushroom peda for breakfast fortifies the individual with a high dose Vitamin D and B12, which is good for bone and muscle health. Soya poha, a slight twist on the popular breakfast staple poha, is high on protein, fibre, iron, Vitamin C and calcium. The dal cheela stuffed with paneer, an evening snack option, is a healthy and energizing dish towards the end of a work shift.

I4N's series of Poshan Posters – also used by Paramount Products – busts nutrition myths while also educating people on the advantages and disadvantages of certain food habits and food groups. The poster on the intake of salt, for instance, alerts people to the risks of consuming more than 5 grams of salt per day. It advises the consumption of water to flush out toxins and excess salt from the body while avoiding excessive intake of pickles, sauces, packaged chips and processed meats.

Another poster lists the benefits of having pulses every day apart from tips on how to integrate them with other foods. For example, when combined with lemon (Vitamin C), pulses can help with iron deficiency.

The importance of a drinking water – something that most people forget to consume during long hours of work – is the subject of another Poshan Poster. It underscores the fact that fluids are as crucial to one's health as a balanced diet, exercise and hygiene.





*I4N's network of pledged partners did commendable work during the Covid-19 lockdowns that affected millions of marginalized people.*





The Covid-19 pandemic was a rude shock for the world. While frontline workers dealt with health systems that showed cracks, the lockdowns and their effects on livelihoods revealed a story of stark social inequities. Along with the loss of income came the loss of nutritional security. As families struggled to make ends meet, women and children became the worst affected in terms of food security.

As governments, corporates and sections of the civil society tackled the challenges posed by the pandemic, the I4N Secretariat took the initiative of putting together a compendium of resources to guide companies on how to distribute nutrition kits as well as guide their employees, employees' families and other stakeholders on immunity-boosting foods and practical, easy-to-follow instructions on maintaining appropriate nutritional status that maintains a balanced immune response.

I4N's Covid-19 Resource Package was created for internal and external dissemination by the pledged partners to increase awareness, knowledge and understanding of preparedness, prevention, response practices against the infection, and to reduce its impact (exposure) on their direct and indirect beneficiaries, including women and children in the communities.

Since March 2020, through collaborative efforts, I4N has helped companies in their pandemic-specific interventions. Given below are some examples of company-led initiatives:

### **Grasim Industries Limited**

Grasim Industry Limited (GIL), a flagship company of the Aditya Birla Group, with more than 24,000 employees and 2,30,000-plus shareholders, is a large company with a presence across many sectors.

Through their CSR interventions, GIL works with approximately 62,000 people in 25 villages of Bhadrach district, Gujarat. During Covid-19, GIL collaborated with gram panchayats in order to facilitate awareness campaigns on hygiene and sanitation practices to prevent the disease from spreading further. The activities were conducted in Vagra tehsil.

GIL organized door-to-door pamphlet distribution, raised banners and signboards to cover 10 villages and Vilayat unit of Gujarat Industrial Development Corporation (GIDC) with a population of more than 30,000. It also created WhatsApp groups for gram panchayats to disseminate reliable information and for counselling on various issues related to the pandemic.

Apart from dissemination of information, the company also distributed 100 PPE kits among frontline and healthcare workers and provided food to the emergency teams of the government and police.

GIL provided emergency fire support to the taluka administration, distributed 10,000 Vitamin-C tablets, conducted sanitation drives in 10 villages and distributed ration kits in 5 villages.

In order to provide income to women self-help groups (SHGs), the company arranged the stitching of more than 1,16,000 cloth face masks. GIL further distributed these among staff members of Bank of Baroda, to people in areas near Vilayat GIDC and to health workers and frontline staff of Ahmedabad city.

Grasim helped 112 women from 7 SHGs become self-employed while working from home. Each woman has been able to earn around INR 300 per day by making masks, generating an average income of INR 6,000 a month.

GIL utilized the I4N resource package in designing the relief interventions mentioned above, including IEC materials such as pamphlets, banners and signboards. They also took cues from the package to design content for awareness campaigns – information on Covid-19, its symptoms, treatment available, physical distancing, handwashing, mask-wearing, proper nutrition and so on. Apart from this, I4N also conducted a nutrition learning session at the catchment areas and employee base of the Vilayat unit, on June 22, 2020, to promote awareness on healthy diets and good nutrition.

## Paradeep Phosphates Limited

Founded in 1981, Paradeep Phosphates Limited (PPL) is a leading fertilizer company. Through its CSR interventions, the company works with the community and key stakeholders on health, education, drinking water and sanitation, livelihood, agronomic development, beautification and greening of neighbourhood plants and offices in Odisha.

During the pandemic, PPL reached out to the communities and vulnerable groups, providing support to sustain livelihoods and help children access quality education even during the lockdown.

Apart from donating INR 1.5 crore to the Odisha government, PPL's Covid-19 intervention included a statewide campaign for children in association with Odisha State Legal Service Authority (OSLSA) and UNICEF to provide hygiene kits and generate awareness on the Child Care Institutions (CCIs) in 21 districts.

In partnership with UNICEF-Odisha, PPL also developed 10 WASH-compliant model anganwadi centres in four gram panchayats of Kujang block of Jagatsinghpur district. These units served as nutrition awareness centres for pregnant women and lactating mothers during the pandemic.

Through a pilot project, all pregnant women and lactating mothers registered/identified under 45 anganwadi centres in their CSR villages and slum areas were covered under the “100 days nutritional support program” and given a nutrition supplement kit containing ragi flour, almonds, groundnut, dates, black gram/horse gram, etc. twice a month.

In another pilot initiative, a model nutrition garden was developed in an anganwadi centre, which served the pregnant women and the lactating mothers registered to the centres during the pandemic waves.

To further help women SHGs under the CSR program, PPL distributed 42,000 safety kits containing two-layered cotton face masks and soaps in the periphery villages. It conducted door-to-door awareness campaigns and disinfected 25 periphery villages of four gram panchayats (Bagadia, Fatepur, Kothi and Mangarajpur) of Kujang block.

PPL's dry ration kits (containing essential items for 20 days) helped vulnerable communities and groups such as transgenders, differently-abled, visually impaired, senior citizens living in old age homes, daily wage earners, migrant workers and poorest of poor families in Bhubaneswar.



As part of its psycho-social support program for beneficiaries, PPL conducted awareness online counselling sessions on gender equality for young girls. It also screened documentary films that encouraged girls to stay positive during the challenging period.

PPL designed its response activities with the help of the I4N's Covid-19 response package. Its pandemic interventions reached out to more than 3 crore people in 21 districts of Odisha.

## AkzoNobel India

AkzoNobel is the world's largest coatings company, with a presence in India for over 60 years. Its CSR agenda is based on the pillars of education, economic development through skill-building and preventive healthcare and sanitation. Its CSR interventions are executed in Bengaluru, Gurugram and Navi Mumbai.

With the pandemic and the resultant lockdowns, AkzoNobel focused its community interventions on supporting daily wage labourers and providing telehealth services to people in need.

The company distributed 11,500 PPE kits among daily wage labourers as well as frontline workers and police forces in Gurugram, Navi Mumbai and Bengaluru. It also provided essential food items to 15,000 families of daily wage earners in six cities. In partnership with the Faridabad district prison in Haryana, AkzoNobel created 20,000 triple-layered masks that were distributed in villages near Gurugram.

Its project Arogya Sakha reached out to 10 lakh people (painters, contractors and their families) through their telehealth support system and helped them with advice from five specialist doctors. It also conducted 1,600 Covid-19 symptom-based screening through the same channel.

## ACC Trust

I4N pledged partner ACC Limited is a leading player in the Indian building materials space, with 17 cement manufacturing units, over 90 ready mix concrete plants, 6,600+ employees, a vast distribution network of 50,000+ dealers and retailers and a countrywide spread of sales offices.

The ACC Trust has its initiatives across 14 states in India, with programs that encompass livelihoods, education, health and sanitation and women empowerment.

Since the first lockdown in March 2020, the ACC Trust has distributed over 2,80,000 cooked food packets and more than 30,000 dry food grain packets in Wadi, Gulbarga district, Karnataka.

It produced and dispatched 4,00,000 triple-layered masks by engaging SHGs and distributed them among local municipalities, sanitation workers, vegetable vendors and anyone providing essential services.

The ACC Trust and Ambuja Cement collectively contributed INR 3.3 crore to three NGOs –Goonj, Praja Foundation and Mumbai Roti Bank – to provide food and ration kits to daily-wagers and migrant labourers stranded due to the lockdown.

In Wadi, the Trust's chief medical officer conducted primary health screening for locals and advised them on hygiene, social distancing and staying safe during the pandemic.

In collaboration with village authorities of Dehlan, Himachal Pradesh, ACC Trust sanitized an entire village comprising 250 households.

It also ran awareness drives for 4,80,000 people in Khushberiya and Simatand villages in Sindri, Jharkhand.





## SPOTLIGHT: POSHAN Maah 2021

*As part of POSHAN Abhiyaan, September is earmarked as the Rashtriya POSHAN Maah or National Nutrition Month each year.*





For the nutrition and health community, the calendar for the month of September is packed with activities that not just spread awareness on the POSHAN Abhiyaan but also draw the public into taking the message of holistic nutrition forward.

While malnutrition remains a challenge for the country, the onset of the Covid-19 pandemic underscored the need for a robust strategy to improve overall immunity. This message was integral to the celebrations and activities that marked POSHAN Maah 2021. The month of September was split into four weekly themes:

- Plantation activity or PoshanVatika
- Yoga and AYUSH nutrition
- Distribution of regional nutrition kit to anganwadi beneficiaries of high-burdened districts
- Identification of SAM (severe acute malnutrition) children and distribution of nutritious food

While the government and its various agencies worked hand in hand for POSHAN Maah 2021, many companies, too, supported the campaign through its interventions for both employees and non-employees. Here's an overview of the role of some of I4N pledged partners:

## Adani Foundation

Through its project SuPoshan, which is supported by Adani Willmar, AF celebrated POSHAN Maah at 14 locations across India. After the second wave of the Covid-19 pandemic, the POSHAN Maah agenda provided the fillip SuPoshan needed to help the vulnerable and the disadvantaged.

The pandemic has compromised overall nutritional security of thousands of families, resulting in a grim forecast of increased malnutrition among children and women. To help overcome this deficit, in September 2021, SuPoshan intensified its community-based approach towards dealing with malnutrition and anemia.

With a team of 400-plus community volunteers also known as SuPoshan Sanginis, AF reached out to more than 56,000 people in 640-plus villages spread across 14 locations in 12 states of India. Through multiple activities involving pregnant women, lactating mothers, adolescent girls and caretakers of children below five years, volunteers helped plant 1010 nutri-rich plants at household levels, developed 575 nutri-gardens and conducted 463 cooking demonstrations using take-home rations and local foods. They also organized counselling sessions for 7,138 people on the importance of nutrition, 5,022 WASH demonstrations and 436 yoga sessions. The Sanginis encouraged people participation through contests for slogan writing, quizzes and healthy recipes.

The anthropometry of children was also carried out on a large scale. Trained Sanginis carried out the screening of 7,699 children below 5 years and were able to identify 432 (5.6%) SAM, 556 (7.2%) MAM children at all 14 locations.



## GMR VARALAKSHMI FOUNDATION

GMRVF currently runs 15 nutrition centres in Delhi, Hyderabad, Kamalanga (Odisha) and Warora (Maharashtra) for pregnant women and lactating mothers.

On the occasion of POSHAN Maah 2021, apart from intensifying its awareness activities at the nutrition centres, GMRVF conducted various activities in different project locations. The details are as follows.

**Ananthapur (Andhra Pradesh):** Several activities such as contests on cooking with nutrient-rich food items, exhibitions and awareness campaigns through rangoli contests and door-to-door campaigns were held. These were organized in association with the ICDS department and were attended by 52 adolescent girls, 55 anganwadi teachers, 25 ASHA workers, 85 ANM workers and 92 pregnant and lactating women.

**Rajam (Andhra Pradesh):** The Foundation observed National Nutrition Week 2021 (first week of September) at 20 different places in and around Rajam. As part of this event, it sensitized 454 pregnant women and lactating mothers on the importance of good nutrition for a healthy lifestyle. It also created awareness on the nutritional values and health benefits of fruits and vegetables that are locally available.

**Chennai (Tamil Nadu):** In Chennai, activities such as cooking contests, rangoli awareness and door-to-door campaigns were held in two blocks of the intervention area. More than 250 people attended the various programs. GMRVF also helped organize a community baby shower in the Kundrathur area of the city. Over 90 first-time expectant mothers participated in this event. They were given kits comprising nutritious foods.

**Toopran (Telangana):** GMRVF organised a National Nutrition Week at Potharajupally Anganwadi Centre. It distributed food, hand sanitizers and face masks to over 50 pregnant and lactating women.

**Shamshabad (Telangana):** Three nutrition centres observed the National Nutrition Week. It involved anganwadi centres and their beneficiaries. Nearly 170 pregnant women and lactating women prepared food items rich in nutrients and apprised other attendees of the food value of the dish.

**Delhi:** In the national capital, the nutrition centre conducted online sessions on the stages of child development. Beneficiaries of the centre also prepared nutritious food to mark POSHAN Maah; 37 pregnant women and lactating mothers participated in the program.

## Ambuja Cement Foundation

Dadri in Uttar Pradesh became the focal point of Ambuja Cement Foundation's (ACF) month-long POSHAN Maah celebrations this year.

During the first week, anganwadis in the region planted saplings of local fruits and vegetables trees as well as medicinal plants and herbs on their premises.

In the second week, the height and weight of every child in the 0-6 age group was measured with the help of instruments such as an infant-o-meter and stadiometer. This activity was aimed at identifying children with SAM and MAM.

The following week was devoted to baby showers and nutrition demonstration. The former activity ended with a pledge to make every pregnant woman and lactating mother healthy by providing them with nutritious foods through the anganwadi centres. The nutrition demonstration was organized for adolescent girls, prenatal and lactating women. The session focused on introducing POSHAN Maah to the audience, introducing them to the idea of holistic nutrition and educating them on the importance of a wholesome diet and food hygiene. There was also an interactive round of question and answers with the audience and a presentation on recipes that champion indigenous foods and ingredients. At the end of the nutrition demonstration, many among the audience told the organizers that they were unaware of some of the food groups and had consumed only a restricted diet so far.

The concluding week was reserved for raising awareness on breastfeeding and complementary feeding. There was also an annaprasan ceremony for infants of 6 months and above. During the ceremony, volunteers interacted with the mothers to make them aware of what a balanced diet constitutes.

One goal of ACF's POSHAN Maah program was acquainting mothers with the importance and relevance of good hygiene practices that should be adopted during food handling. This is crucial to bringing positive changes in nutrition behaviour and practice. Participants were also advised to avoid junk foods and encouraged to share their learnings with family and friends.

## Piramal Swasthya

Using a composite index of indicators including health, nutrition, education and basic infrastructure, the Government of India has identified 117 districts in the country as "Aspirational Districts". I4N partner Piramal Swasthya, an initiative of the Piramal Foundation, engages with the system as well as the community to improve both demand and supply sides in Aspirational Districts Transformation (ADT). In collaboration with NITI Aayog, the Foundation is supporting the district administration of 25 districts across seven states to improve key health, nutrition, and education parameters. These districts are home to about 41 million people (3.4% of India's population), 7.3 million (4.5%) under-five children and 5.4 million (5.2%) of the tribal population. Using a composite index of indicators including health, nutrition, education and basic infrastructure, the Government of India has identified 117 districts in the country as "Aspirational Districts". I4N partner Piramal Swasthya, an initiative of the Piramal Foundation, engages with the system as well as the community to improve both demand and supply sides in Aspirational Districts Transformation (ADT). In collaboration with NITI Aayog, the Foundation is supporting the district administration of 25 districts across seven states to improve key health, nutrition, and education parameters. These districts are home to about 41 million people (3.4% of India's population), 7.3 million (4.5%) under-five children and 5.4 million (5.2%) of the tribal population.

During POSHAN Maah 2021, Piramal Swasthya conducted activities in the following states and districts:

- **Bihar:** 5 districts - Araria, Begusarai, Katihar, Sheikhpura, Sitamarhi
- **Uttar Pradesh:** 5 districts - Shravasti, Balrampur, Bahraich, Chitrakoot, Sonbhadra
- **Rajasthan:** 2 districts - Baran, Jaisalmer
- **Madhya Pradesh:** 5 districts - Barwani, Damoh, Khandwa, Singrauli, Vidisha



- **Maharashtra:** 1 district- Nandurbar
- **Assam:** 1 district - Baksa

Through various stakeholders at the block and the habitation levels, Piramal Swasthya's POSHAN Maah activities covered about 6,81,80,414 beneficiaries pan India. The wide range of activities included poshan rallies; poshan vatika; poshan paintings; poshan meetings; awareness activities around early initiation on breastfeeding (EIBF), complementary feeding (CF) and food diversity, SAM-MAM identifications, importance of first 1000 days and infant and young child feeding (IYCF), handwash technique and sanitation; quiz contests; and Annaprashan Diwas.

The activities drew the attention of the target groups, and the volunteers reported several instances where participants shared their views on what they have learnt through the nutrition-based community interventions.

## Applying the learning

*One such story came from Khandwa in Madhya Pradesh, where anganwadi worker Kavita Tirole had set an example of her own.*

*An anganwadi worker for 20 years, Tirole learnt about the benefits of moringa leaves through a departmental training provided by ICDS trainers on nutrition and anemia. She got to know that the leaves are beneficial to anaemic and pregnant women, and malnourished children.*

*The leaves have seven times more vitamin C than oranges and 15 times more potassium than bananas. It also has calcium, protein, iron, and amino acids, which helps the body in healing and building muscles. It is also packed with antioxidants and substances that boost the immune system.*

*Tirole knew that this plant can be grown at home easily. Without any delay, she started collecting drumstick leaves and processed them at home. She turned them into powder, packed it and distributed it to the beneficiaries who visited her anganwadi centre during POSHAN Maah.*

*Tirole also motivated pregnant women to use the leaves. Her focus was specifically on women with high-risk pregnancies and the ones suffering from anemia. She further advised them to plant saplings of moringa at home.*

Piramal Swasthya also conducted a bouquet of POSHAN Maah activities for tribal communities in the ADT states. Among the various themes it had divided its activities under, one was enhancing diet diversity through distribution of 'Regional Nutrition Kit' to anganwadi beneficiaries of high-burdened tribal communities. I4N secretariat developed a guidance for the development and distribution of these nutrition kits.

Studies show that the diet of a tribesperson is much lower in nutrients than required. The idea behind a regional nutrition kit is to encourage replication of its contents at the household level. It was also aimed at drawing the beneficiaries' attention to nutrition sessions and help retention of information.

The preparation of the kit factors in shelf life of ingredients as well as the tribal community's taste, palate and acceptability. Keeping these in mind, Piramal Swasthya came up with the following kits:

*Nutri basket for children:*

leaf powder + Lemons + Solar dried vegetable powders

*Nutri kit for mothers:* Customized hot meal at telemedicine centres, takeaway millet jaggery powder, takeaway moringa powder, takeaway solar dried foods, takeaway nutria-garden yield

The teams also found that the stigmas surrounding Covid-19 is quite high in tribal areas. Accordingly, every nutrition session with tribal communities included a section on Covid-appropriate behaviour and myths and misconceptions about the infection.



©: Bansidhar & Ila Panda Foundation



## SPOTLIGHT: Private-Private Partnerships for Women and Girls

*Women and girls have been a focus area for I4N's work in an attempt to break the intergenerational cycle of malnutrition.*



In the land of milk and honey, children and women, sadly, often go hungry or eat little. With the pandemic, women and children are continuing to bear the burden of a food and health crisis. However, the advancement of technology and a dedicated workforce of volunteers and healthcare personnel are positive factors in the country's continued struggle against malnutrition.

Since the shortfall in nutrition cannot be addressed by governments alone, the private sector has been recognized as a major driver in accelerating the change. The I4N platform, which enables private-private partnerships aimed at improving nutrition, has several partners who are doing inspirational work in breaking the chain of malnutrition among young girls and women. Through the use of technology and grassroots support, these companies are building not just their health but also fortifying them with skills and information they would need for a healthy and empowered life.

Let's take a look at a couple of examples of how some companies have collaborated to help women and young girls.

## GMRVF & CareNX Innovations

GMRVF believes in human development of under-served communities through initiatives in health, education and livelihoods.

CareNX Innovations is a healthcare technology company from India, a start-up by two young entrepreneurs, Shantanu Pathak and Aditya Kulkarni. CareNX seeks to be a pioneer in m-health technology, partnering with healthcare organizations, foreign and domestic public healthcare agencies in order to deliver doorstep care efficiently and effectively. CareMother, designed to improve maternal and child health resources, is the brainchild of CareNX. CareMother is a complete solution for pregnancy care that helps users in underserved and marginalized regions access quality antenatal and postnatal services.

CareMother supports women through the pregnancy period with essential tests, customized advice on nutrition and care to be taken, provide support for high-risk conditions and connect them with a doctor. This technological innovation empowers the local frontline health worker to offer these services to the mother at their home or at the nearest health centre. During the antenatal period, conditions such as anemia, weight or diabetes that directly impact the nutritional status of the mother, are tracked and managed by the health worker and associated doctor. In the post-natal period, birth weight of the baby and initiation of breastfeeding are tracked to ensure appropriate growth and development of the neonate.

GMRVF works towards promoting awareness, enabling access and increasing the availability of health and sanitation services in remote villages and locations across India. It also runs nutrition centres for pregnant and lactating women where they provide nutrition supplements to the target group on a daily basis. GMRVF was looking to upgrade its interventions with mother and child and make it more technically advanced and efficient.



I4N facilitated the collaboration between CareNX and GMRVF. Through I4N, CareNX shared its expert package CareMother with GMRVF. GMRVF intends to implement the package in their catchment area in Hyderabad. To ensure smooth delivery, CareNX will provide technical assistance to the GMRVF teams for the pilot phase of six months across three nutrition centres. In the coming stages, I4N will help GMRVF improvise and strengthen the interventions in the nutrition centres.

## Gulbrandsen Technologies Private Limited and Adani Foundation

Gulbrandsen Technologies manufactures low-cost chemical solutions for multiple industries including water treatment, personal care, intermediates, pigments and electronic etchants.

The Adani Foundation strives to create sustainable opportunities by facilitating quality education, enabling the youth with income-generating skills, promoting a healthy society and supporting infrastructure development.

As a part of its CSR interventions, Gulbrandsen is working in Fulwadi and Kapalsadi, two villages in Bharuch, Gujarat, and helping the communities overcome the strife caused by the Covid-19 pandemic. During the course of its CSR work, Gulbrandsen noted the level of malnutrition and anemia among children, women and adolescent girls. It then showed an interest in running a pilot program in these two villages. As pledged partners with I4N, the company approached the platform to co-design an end-to-end project for them.

Adani Foundation's community based SuPoshan project was the ideal model to replicate in Gulbrandsen's catchment areas. The model targets to alleviate malnutrition and anemia among children in 0-5 years of age, adolescent girls, pregnant women, lactating mothers and women of reproductive age. The village health volunteer, SuPoshan Sangini, is at the heart of the project. She plays a pivotal role in spreading awareness, referrals and promoting behavioural change among the target groups in order to achieve the project objectives.

Thanks to this collaboration, and an adoption of the SuPoshan model, Gulbrandsen seeks to impact lives of over 4,500 people.






# Conclusion

*The road ahead: I4N 2.0*







In the first three years, I4N's workplace nutrition agenda has covered substantial ground despite the limitations caused by the pandemic that restricted ground movement, in-person training sessions, and brought efforts and programs to a halt during lockdowns. Even through these setbacks, the continued increase in the number of pledged partners indicates the willingness of the private sector in aligning with I4N's larger goals of improving nutrition among employees, their families and in the communities where businesses operate. While the Covid-19 pandemic posed obvious challenges, it also helped I4N's work in a way, as the importance of immunity was underlined – the very basis of good immunity is good nutrition.

Continuous engagement, coordination, adaptation to changing circumstances, and forward planning, helped the pledged partners and the I4N Secretariat keep the work going despite successive waves of the pandemic. At multiple levels, the use of technology along with creative interventions in the form of posters, food guides, books and videos spread awareness on healthy lifestyle and nutrition among target groups. Going forward, the workplace nutrition programme, as well as community programmes under CSR, are set to impact even more lives as I4N enters the next phase of operation. I4N hopes to see a malnutrition free India driven by innovative solutions that come out of stakeholder partnerships and collaborations.

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