



IMPAct4Nutrition

A platform engaging the public and private sector to be a part of the POSHAN Abhiyaan



Do you want to increase your employees productivity and keep them healthy?

Do you believe in spreading good Nutrition knowledge in the community?



Do you want to be a part of a Nation Building Movement?

Do you want to make an impact on social and economic change?



About IMPAct4Nutrition

IMPAct4Nutrition (I4N) convened by UNICEF, Tata Trusts, Fit India Mission, Sight and Life, CSRBOX, CII, UN Global Compact, United Way Mumbai, PATH and NASSCOM Foundation Ank Foundation etc was launched on March 13th, 2019. The platform incubated by UNICEF India, is a brand agnostic, non-financial commitment-based platform for the public and private sector in India to collectively contribute to improving the nutritional status of every Indian.

Aligned with the National Poshan Abhiyan 2.0 of Government of India, the platform works as a support unit for public and private organisations providing them with knowledge, technical expertise and ideation / activation of nutrition programs either as a business model or through employee engagement and CSR outreach strategy in company catchment areas.

Need for Workplace Nutrition

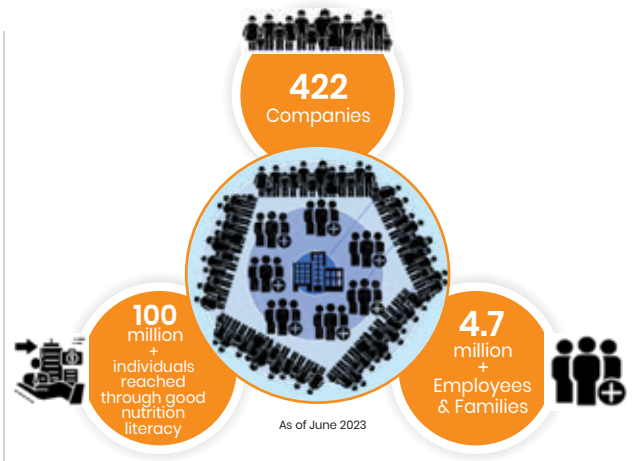
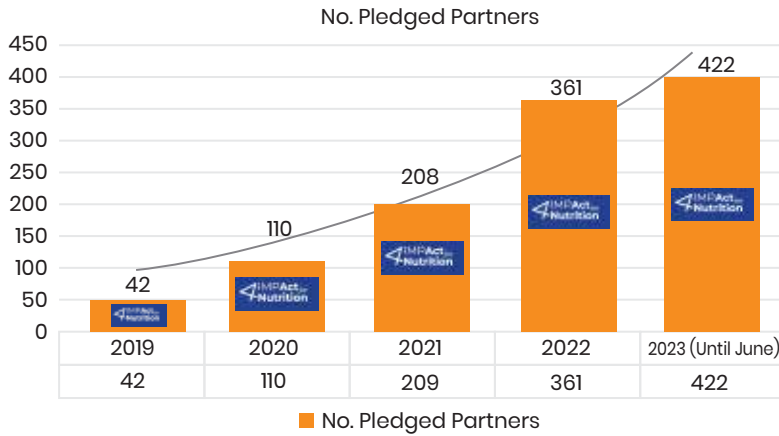
- According to the World Health Organization, 1/3rd adult life has been spent at the workplace and at least one meal of the day is eaten at work.
- All types of workplaces offer unique opportunities to address malnutrition.
- Poor nutritional status of employees cost companies significant losses, as outputs suffer from deteriorating productivity and increased absenteeism.
- Employers can contribute to the improvement of employee diets, ideally as part of a broader approach to employee wellbeing and the promotion of a healthy lifestyle

I4N impact so far...

I4N currently has over 422 companies as Pledged Partners in India, engaging over 4.7 million employees and an overall reach write of over 100 million citizens of the country, with good nutrition knowledge.

How can business contribute towards I4N?

Public and private sector can support I4N with their core assets including distribution channels, workforce, customers and communities' engagement, which we call the ACE card (Assets for nutrition, CSR for Nutrition and Employees engagement for Nutrition).



Who can engage with I4N?

I4N works with a large variety of companies, from garments to power to technology sector to broaden the horizon of private sector action and investment in nutrition,

I4N secretariat works closely with its pledged partners on all their nutrition specific interventions, either within existing CSR programs or co-curating employee nutrition programs or engaging employees their families and extended community in good nutrition literacy.

Presence of I4N Pledged Partners in 19+ states of India

CBRE

TATA

Jaquar

Goodyear | PROPERTIES

HCL HEALTHCARE

सेंट्रल बँक ऑफ इंडिया
Central Bank of India

TATA POWER

DCM SHRIRAM
Growing with trust

EY
Building a better working world

ACC ACC Limited

ONGC Foundation

Piramal Swasthya

HAL

ARVIND
FASHIONING POSSIBILITIES

bharti

Kempegowda INTERNATIONAL AIRPORT FOUNDATION

adani Foundation

JINDAL STEEL & POWER

Cognizant Foundation

GMR Varalakshmi Foundation

Ambuja Cement FOUNDATION

+ 400 more

What is ACE Card?

- A** By leveraging on the company's assets such as infrastructure, network and expertise, nutrition sensitivity in employees can be provided
- C** By investing CSR funds in nutrition-sensitive projects or integrating nutrition into existing allied sector programmes such as WASH, Education, Livelihood and Health, we can bring a larger change to the life of people.
- E** By educating employees on various aspects of nutrition, the intergenerational cycle and the burdens of malnutrition, health can be improved.

Below are the ready knowledge dissemination packages which can be circulated amongst employees, their families and extended community.

Basic Commandments

Nutrition Kiosk

Nutrition packages

Nutritious food at home

Anaemia

Diet charts and recipes

Below are few indicative examples, nutrition reference and models that can readily be adopted by businesses in any of the ACE categories:

Concept Notes available within CSR adoption:

1. Workplace Nutri Canteens for Factory workers
2. Weekly Nutritional Sessions for Tribal Adolescents - An Initiative by the local youths
3. Smart Anganwadi Centres
4. Nutri Kitchen Gardens in Communities
5. Adolescent Nutrition Screening in Urban Schools/Colleges
6. Centralised Nutri Kitchen
7. Mobile Nursing Pods for Mothers and Children in Public Spaces
8. NutriHealth on Wheel - An approach to Fight Malnutrition in village
9. Malnutrition Free Village
10. Employee volunteering program
11. Nutrition Ambassador Training program



Initiative Partners:



IMPAct4Nutrition National Advisory Board



Dr Ritu Anand

Former-Chief Leadership & Diversity Officer, TCS



Pariksha Rao

Senior Clinical Nutritionist & Wellness Coach and Founder CEO, NuWe



Dr Rajan Sankar

Regional Representative, South Asia Regional Representative, South Asia Global Alliance for Improved Nutrition



Dr. Hemalatha R

Director, ICMR – National Institute of Nutrition



Manu Kapila

Head of Corporate Affairs & CSR, Fortis Healthcare Ltd



Abhishek Mohan Gupta

Core Team I4N Madhya Pradesh Secretariat and Pro Chancellor, Jagran Lakecity University



Manoj Kumar

CEO Nandi Foundation



Arjan De Wagt

Chief of Nutrition, UNICEF India



Dr Hema Divakar

Gynecologist, Obstetrician, Activist, & Speaker and MD, Divakar Specialty Hospital

I4N Strategic Partnerships



I4N, incubated by UNICEF, providing the overall technical and strategic directions



Collectively improving Public Health in India



Jointly bring behavioral changes and move towards a more physically active lifestyle



Joint policy advocacy towards product reformulation, better labels & support public health



Creating Multistakeholder Platforms for Action on Nutrition in Districts



Positively impacting the Health and Nutrition indicators in Aspirational Districts



Knowledge & policy advocacy repository hub for I4N



Housing the regional I4N secretariate for MP state



Collectively engage with the private sector for improved nutrition of the workforce



Jointly promote good nutrition amongst the workforce and end consumers of hospitality sector

I4N Secretariat

Email ID: nutrition@impact4nutrition.in, Mobile: +91 7017039633