



## September Newsletter - 2023

### September 2023 – Rashtriya Poshan Maah

Month of September is observed as "Rashtriya Poshan Maah" with the aim to cultivate widespread awareness on nutrition. This year the theme is centered around "Suposhit Bharat, Sakshar Bharat, Sashakt Bharat"

IMPAct4Nutrition(I4N) in collaboration with its partner Indian Institute of Corporate Affairs (IICA) have hosted a pledge on "Adoption of good nutrition practices" on MyGov platform.

<https://pledge.mygov.in/nutrition/>

MyGov is established as Government of India Platform for Citizen Engagement towards policy formulation and seeks the opinion of people on issues/ topics of public interest and welfare.

This pledge is available in Hindi and English and after pledging there is personalized auto downloadable certificate which is made available.

**Let's pledge towards a Nutrition-rich India, Educated India, Empowered India!**

Don't forget to tag IMPAct4Nutrition while posting the certificate over social media.



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**Lets pledge towards a Nutrition-rich India, Educated India, Empowered India!**

Encouraging everyone to Pledge towards Adoption of Good Nutrition Practices.





# Poshan Maah Engagements With Pledged Partners and Extended Community



The focus of Poshan Maah 2023 was to cultivate widespread awareness concerning critical human life stages: pregnancy, infancy, childhood, and adolescence.

A series of engagements were held by the I4N secretariat teams through its implementing partners- , Ank Foundation in Northern India and Indigive Foundation in Western region of the country.

Mass awareness programs and sensitization programs were conducted in the Delhi-NCR and Gujrat region involving students, teachers, and working professionals, I4N pledged partners and other corporates etc., below is a summary of activations:

- To comprehensively tackle malnutrition through a life-cycle approach, nutrition plays a crucial role in the growth and development of young minds. In resonance with the same, the I4N secretariat conducted a session for the students of **Mayawati Govt College and Nagar Nigam Balika Inter College** situated at Gautam Buddha Nagar, UP on the theme of Anemia. A total of **1300 students with 150 Professors and teachers** participated and leveraged the opportunity to seek valuable insights on the subject. The participants were also made aware of the T3 model of anemia i.e. “Test-Talk-Treat” in order to combat malnutrition. Healthy dietary practices along with the concept of “Tiranga Thali” was also discussed with the participants.



Mayawati Government Girls' College



Nagar Nigam Balika Inter college

# Poshan Maah Engagements With Pledged Partners and Extended Community



- **955 school students and 87 educators** were sensitized in the Narmada region of Gujarat. Anaemia Awareness sessions were conducted in 10 different primary schools located at Umrava, Nava Rajuvadia, Shehrav, Lachhras, Vagetha, Bitada, Gadit region of Narmada. School students were made aware of the importance of nutritious food for healthy growth and bodybuilding, about nutritional anaemia and regular intake of IFS tablets as instructed by teachers.





# Poshan Maah Engagements With Pledged Partners and Extended Community



- **500 employees and ABHA workers** from TATA Power-DDL were sensitized on the topic of inclusion of millets in accordance to sustainable health. Participants were also appraised on the importance of the consumption of local and seasonal foods in proximity to the region. The health benefits of millet were emphasized in relation to general well-being.
- 14N pledged partners including **Okinawa Autotech, Epicurean, and Business Next** were sensitized on the themes of sustainable eating and healthy dietary practices. Cumulatively, **450 employees** participated in various online and offline session held.



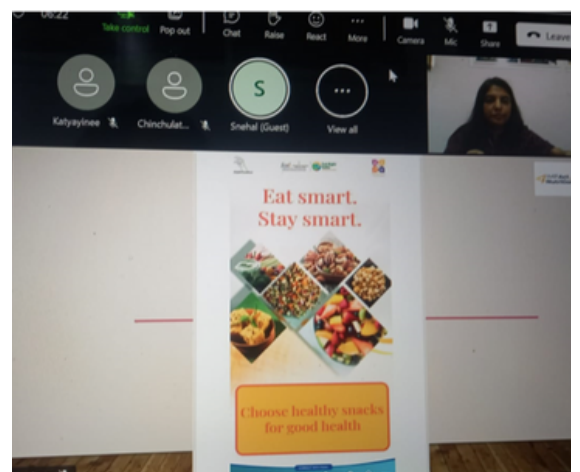
ABHA Workers  
TATA Power DDL



Epicurean



Okinawa Autotech



Business Next

# Poshan Maah Engagements With Pledged Partners and Extended Community

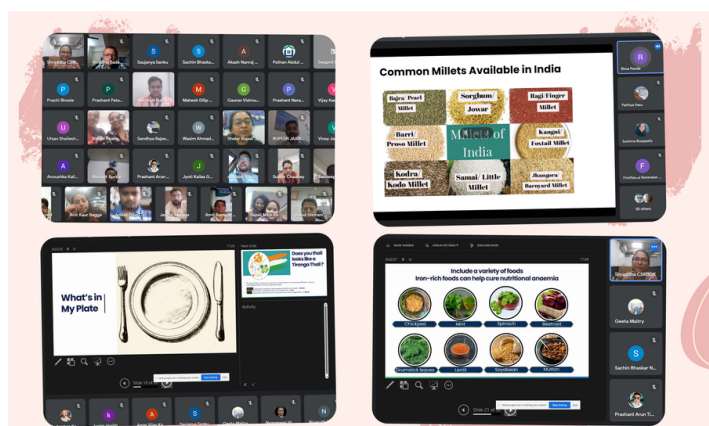


- **Test Treat Talk Anaemia** with corporate employees: Awareness sessions were conducted on the theme of importance of nutritious food intake, early signs and symptoms of anaemia, importance of Hb testing to detect anaemia and quick and healthy recipes loaded with nutrition. The Corporate Partners for this initiative were Vastu Housing Finance, LTFS, BASF India Limited, Uplers and Info Analytica. 862 corporate employees were part of this initiative.

## Engagement with Info Analytica



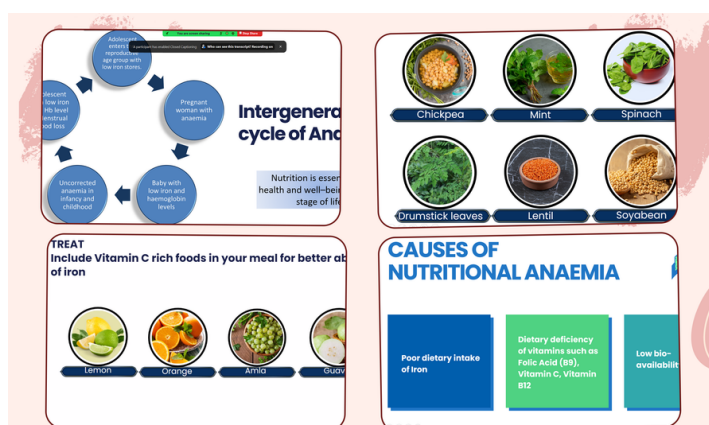
## Engagement with Vastu Housing Finance



## Engagement with L&T Finance



## Engagement with Uplers





# IMPACT & OUTREACH



1

**2255+**  
Students

2

**237+**  
Teachers/  
professors



3



**1812+**  
Corporate  
Employees

4

**11**  
School and  
Colleges



5



**9**  
corporates

Were directly reached and sensitized on the importance of nutrition, its vitality, and healthy diets.

# Ambuja Foundation (Pledged Partner of I4N) Celebrates Poshan Maah in Communities



September is celebrated as National Nutrition Month across the country with the government running an intensive campaign called Poshan Maah Jan Andolan to achieve improvement in key nutrition parameters for both children and women. Through an array of diverse activities, Poshan Maah 2023 aims to amplify community involvement on a large scale, harnessing the potential of the village community to fulfill ACF's vision of **Poshan Sabka – Har Din Har Roz**.



Calling it Poshan Sabka, Har Din Har Roz, across locations, various activities were organized on **awareness generation, competitions, poster and rangoli making competitions, and lectures on good nutrition**. Through this one-month campaign, ACF ensured to reach all stakeholders – farmers, women, adolescents, and children to gain maximum outreach of behavior change communication with good nutrition and healthy eating habits.

Primarily starting with farmers, ACF's health team organized awareness campaigns amongst farmers with a special focus on Women farmers, emphasizing the importance of millet consumption and its health benefits. During the event, the team showcased a variety of nutritious meals and discussed topics such as the nutrition flag, the food pyramid structure, and organic vegetable cultivation. They also demonstrated the use of "**Brahmastra**," a highly effective organic pesticide for nutritious cultivation. Farmers recognized the importance of balanced nutrition for their families, with some pledging to create their own kitchen gardens using organic fertilizers and growing a diverse range of vegetables. **ACF reached out to children and adolescents conducting school awareness sessions, educating children and adolescents about nutrition, healthy diets, and the ill-effects of consuming junk food.**



## Ambuja Foundation (Pledged Partner of I4N) Celebrates Poshan Maah in Communities



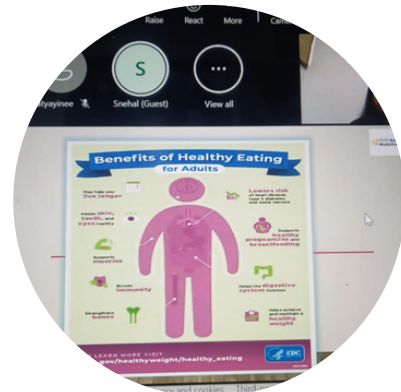
They also demonstrated proper handwashing techniques to promote hygiene. This initiative extended to shaping the habits of children, adolescents, nursing mothers, and expectant mothers in the vicinity of the school and ICDS Centers.



To encourage active participation, Anganwadi workers helped children create imaginative Poshan Maah rangolis in their centers, filling the atmosphere with enthusiasm, joy, and the aroma of fresh fruits and vegetables. With the skill training youth, awareness sessions, competitions, and guest lectures were also organized emphasizing on the significance of good nutrition. SEDI Students across locations participated with great enthusiasm in a Nutrition Thali competition, where they were challenged to prepare nutritious meals and were graded for their dishes. The SEDI students were also educated about food nutrients and the importance of avoiding junk food while promoting early adoption of a healthy diet. The teams organized sessions with guest lecturers, including Nutritionists, who conducted interactive discussions about nutritious food including the nutritional advantages of millet, and provided them with recipes to share at home.

The team also reached out to **women particularly pregnant and lactating mothers, SHG Women, ICDS supervisors, Anganwadi workers, and ASHA workers members conducting exhibitions, Poshan Rangolis, and awareness programs in homes, communities, and Anganwadi centers.** The awareness programs emphasized proper nutrition, combating malnutrition, and preventing neonatal deaths. The Sakhis cooked meals using Millet and protein-rich foods, and they organized Baby Showers for pregnant mothers. Additionally, in some places, Anemia tests were conducted for pregnant women and adolescents, and were also educated about the consequences of iron and calcium deficiencies and the significance of kitchen gardening.

# Engagement During Poshan Maah 2023

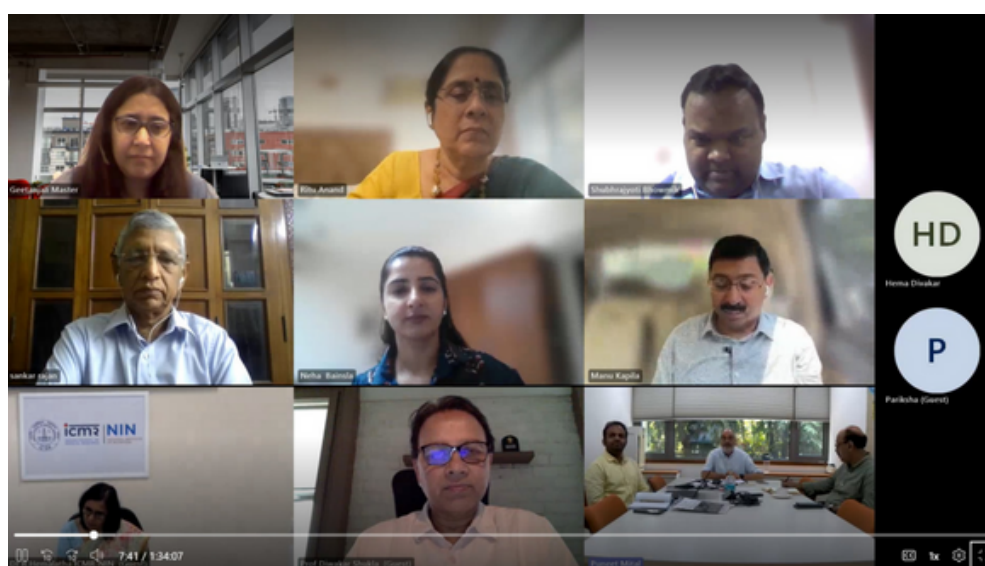
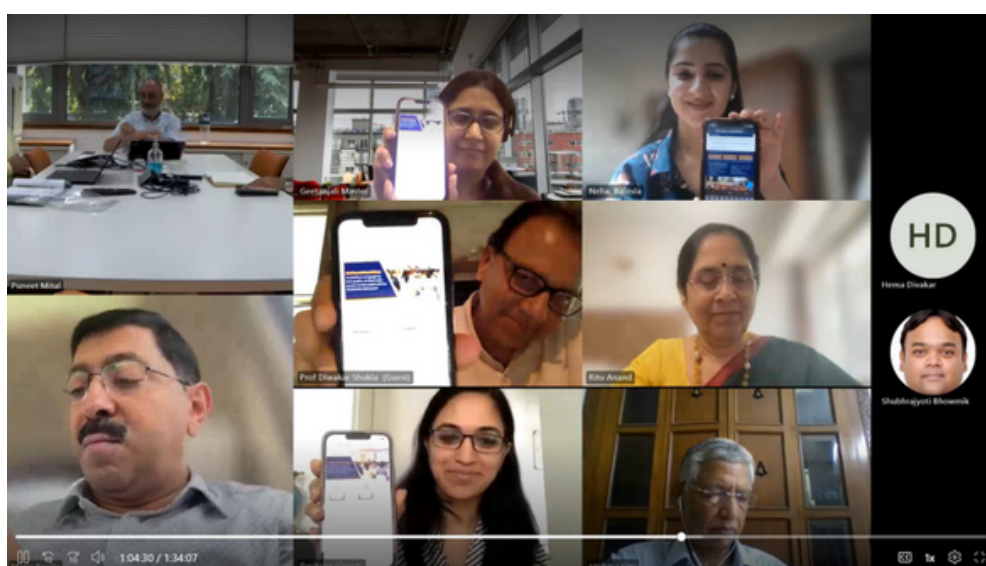




## I4N 2nd National Advisory Board Meeting



I4N 2nd National Advisory Board Meeting was held on 5th September, 2023. I4N latest updates were shared with all members including the work done by I4N MP state secretariat. Members shared their expert suggestions to further strengthen I4N platform especially in the areas of Outreach, Advocacy, Engagement and content. During the meeting all members digitally release the latest I4N Brochure which is available for download here - <https://www.i4n.in>



## Poshan Maah Quote By Our Pledged Partner



4 IMPAct<sub>for</sub>  
Nutrition



This Nutrition Month 2023, let us come together and strive to contribute towards making India more empowered by eradicating malnutrition. We at **ConQuerent-MadhuGroup** resonate with this initiative equally and would be delighted to contribute further towards this noble objective with equal passion and commitment. As the saying goes, *“Suposhit hoga Bharat, tabhi Sakshar aur Saksham hoga Bharat..!”*



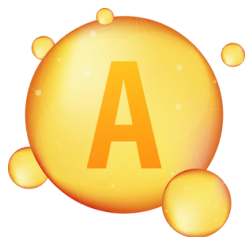
**Bharat Goel**, CEO  
ConQuerent-MadhuGroup



### Nutrition Tip

Consumption of Green Leafy Vegetables (leafy greens, methi, spinach, etc) daily or at least 4-5 times a week will improve iron as well as Vitamin A status among the individuals.

Source- NIN- ICMR





## Recipe of the Month



### RECIPE OF THE MONTH

#### Papaya Chutney

- **Ingredients**

Raw papaya, Mustard seeds  
, 1 tsp Green chilli 4-5,  
Turmeric powder 1 tsp, Salt  
& Sugar 1 tsp each.

- **Method of Preparation**

Put oil in a pan, heat and  
add mustard seeds and  
chilli. Add grated papaya.  
Add turmeric and salt.

- **Mix properly. Cook for  
2-3 minutes under  
steam. Serve hot.**

