



# OCTOBER NEWSLETTER



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

**Click here to Pledge: <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.**





# Importance of ACE card highlighted during CSR Round Table organized by DPE

Department of Public Enterprises, Ministry of Finance, Government of India organized a CSR round Table for Central Public Sector Enterprises (CPSE's). Session on Nutrition was held during the round table and Dr Richa Pandey, Nutrition Specialist, UNICEF also spoke about I4N during her presentation. She highlighted on how health and nutrition plays a crucial role amongst advancement of SDG's. She also highlighted the fact that how CPSE's greater investments around ACE card (Assets/ CSR/ Employees engagement) around nutrition will enable towards wider and deeper impact especially in Aspirational Blocks/ Districts.



Ms Geetanjali Master, Partnerships Specialist, UNICEF Moderating a panel discussion on Alignment of CSR intervention of CPSEs with National Priorities, UNICEF during the session moderating a panel discussion

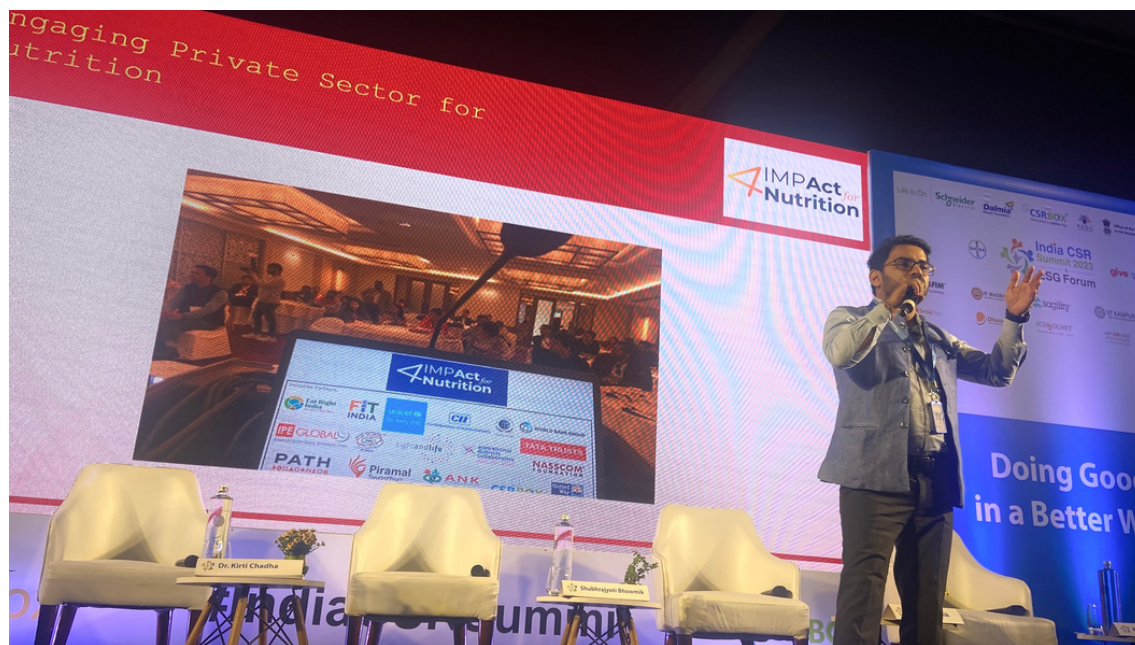
Dr Richa Pandey, Nutrition Specialist, UNICEF, speaking about ACE card during her presentation



Mr Shubhrajyoti Bhowmik, Partnerships Officer, UNICEF moderating a panel discussion on Opportunities in CSR Ecosystem: Experiences of Corporate India

## Investing in Nutrition for Community Well-being and Better Impacts in Education and Health Programs

Gone are the days when conversations around nutrition, education and health existed in silos. This year, the 10th India CSR Summit and ESG Forum 2023 was witness to a unique discussion between eminent thought leaders from the social sector in a panel on 'Investing in Nutrition for Community Well-being and Better Impacts in Education and Health Programs.' A dialogue driven by the rich experiences of esteemed panellists, this session was centred around rethinking the theme of nutrition and its interwoven relationship with health and education.



Mr Bhomik Shah, CEO, CSR Box who has been associated with IMPAct4Nutrition (I4N) since inception, as the initiative and implementation partner, during his opening address shared the context of I4N and how the journey started. He mentioned how in 2019, UNICEF India along with other founding partners (including CSR Box) incubated I4N, which 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. Corporates support I4N with their core assets including distribution channels, workforce, customers and communities engagement, which is called as the ACE card (Assets for nutrition, CSR for Nutrition and Employees engagement for Nutrition).





Aligned with the National Poshan Abhiyan 2.0 of Government of India, the platform works as a support unit for public and private organizations providing them with knowledge, technical expertise and ideation / activation of nutrition programmes either as a business model or through employee engagement and CSR outreach strategy in company catchment areas. He also mentioned that more than 460 companies have already pledged and joined I4N platform, engaging over 4.7 Million Employees and an overall reach of over 120 million individuals towards good nutrition literacy.

Setting the tone for the session, moderator Mr. Shubrajyoti Bhowmik (Partnerships Officer, UNICEF) pointed out the need to see nutrition, education and health as integral components of an ecosystem, rather than in isolation. Using the 'life-cycle approach' to inform the flow of the conversation, panellists proceeded to discuss how the three components intersect at various developmental stages and presented some initiatives addressing them.

Mr. Upahar Pramanik (Head Operations & Asst. Vice President, SAR Group Philanthropy) echoed the sentiment that nutrition is now a multidimensional subject and investing in the same would lead to short-term, long-term and intergenerational results. He stressed the importance of WASH initiatives when talking about endeavours targeting infants and the first 1000 days of a child and underlined the equal significance of resource accessibility and awareness generation.

On a similar note, Ms. Pia Arora (Associate Vice President - DEI & CSR, Sagility Health) spoke about the significance of mental and physical fitness in health and nutrition in school-going children. Drawing from her experience in conducting a structured sports program, she elaborated on a comprehensive awareness approach that can set off a ripple effect in the larger community, prompting a virtuous cycle led by students.



Self-learning and discovery in the age of abundant information (and misinformation), accessible to adolescents via trusted applications was addressed by Dr. Kirti Chadha (Chief Scientific Officer & Group Head CSR, Metropolis Healthcare). She emphasised the need to have an omnichannel presence and to combat falsehoods by delivering correct information to young generations straight from experts. Chalking out the process of policy, awareness and delivery, she also pointed out the need to be in sync and rely on data for impactful interventions.

Ms. Anu Mehta (GM & Head – Corporate Social Responsibility, Honda Cars India Ltd), who has extensive experience in working in preventive health for adolescent girls and women, brought out the need to localise nutritional ventures and to encourage beneficiaries to take ownership of their own health for durable outcomes of such initiatives. Leveraging the government as a vital element and also keeping them informed at every level was a major insight she focused on.

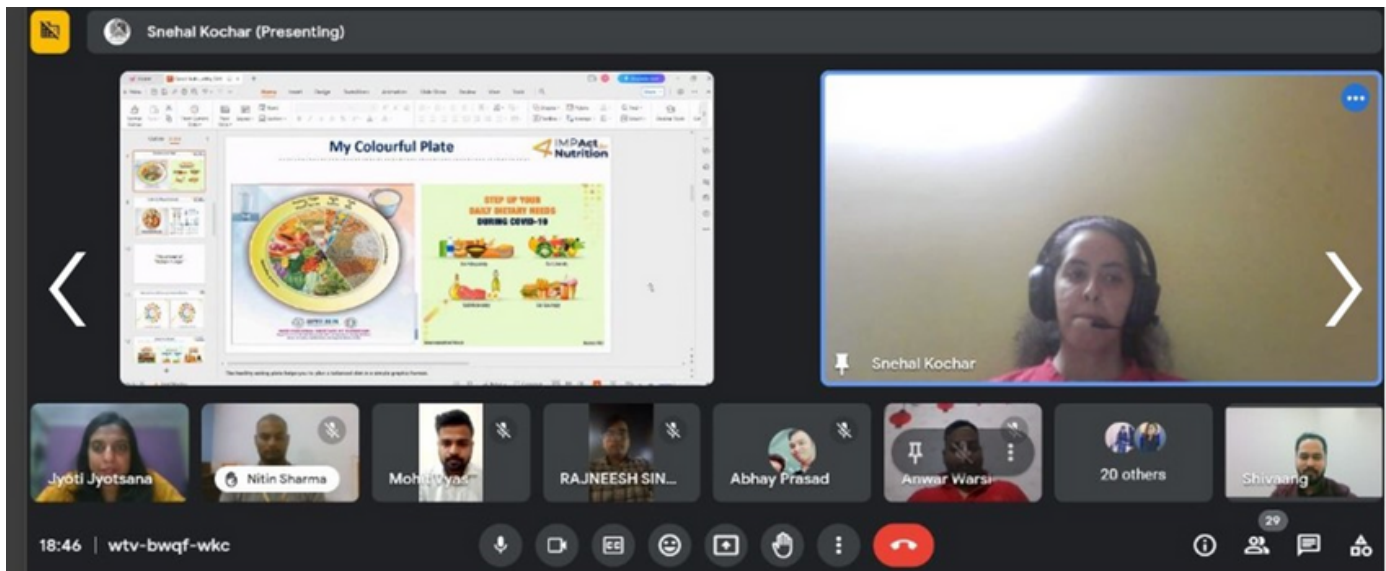
The discussion also touched upon Mid-day Meal Scheme as a strategy to boost student enrolment and retention, the increasing influence of effective yet uncomplicated technology and creating ambassadors from within the ecosystem to sustain long-term impact in remote areas. As the session concluded, attendees were left with the reminder that it is now imperative to have a holistic approach in engaging with nutrition, health and education.



# Engagement Session

## A session on Healthy Diets with the Stemrobo Team

An online session on 'Healthy Diets and its Importance' was organized by the IMPACT4Nutrition (I4N) secretariat with Stemrobo, one of the pledged partners for I4N. The session included basic themes like the importance of a balanced diet, principles of hydration, and the concept of a modern-day Indian thali, etc. Along with this, the participants were made aware of the various principles of food safety, important aspects of cooking food, and how to make meals more nutritious. A video emphasizing the reduction of fats, salts, and sugars was also played during the session.





# Eating Healthy This Festive Season

India's rich cultural heritage and traditions along with its diversity is renowned for its festive fervor and charm. This festive season let usher in all the celebrations with the right festive spirit by making healthy choices and eating consciously. Celebrate the festive cheer with all the aplomb and enthusiasm but with a healthy spirit.

**Let us join in the celebrations mindfully by eating healthy!**

Here are a few mindful tips for taking a note during the upcoming festive season-

1. **Making conscious choices-** Try to achieve a balanced diet by practicing portion control.
2. **Include plenty of fruits and vegetables-** These wonder food groups maintain vitality, boost your metabolism, and help in negating the extra calories taken in.
3. **Do not skip water intake-** Practice hydration daily and make it a point to drink at least 6-8 glasses of water.
4. **Avoid fried stuff-** To keep your weight in control, try avoiding fried items like- poori, sweetmeats, etc. Replace fried versions with baked/steamed ones.



# Importance of Diet Diversity

In this festive season, let us remind ourselves to eat consciously and healthy. Inclusion of Fruits and vegetables during this changing season provides the opportunity to supplement our immunity and provide strength to our body. Eating a variety of foods such as different fruits and vegetables of all colors, pulses, and wholegrains assimilate all the rainbow colors. This means that foods of all colors, signify a range of diverse nutrients. The more the variety, the better the nutrient availability. Therefore, let us include healthy food and stay fit during this change of season!

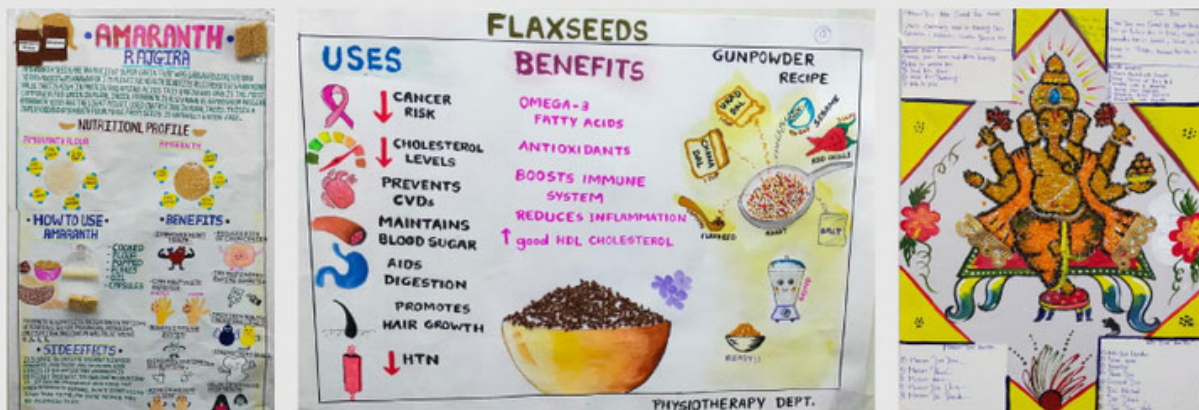




## Nutrition Week 2023 celebrated with much aplomb at Fortis Hospital, Kalyan



Ms Zankhana Shetty hosting an interactive talk on the occasion of National Nutrition Week 2023, at Kalyan



Winning posters

Fortis Hospital, Kalyan, observed National Nutrition Week from September 13-15, 2023, by organising various engaging activities for employees and visitors. In tune with year's theme, 'Healthy diet going affordable for all,' the activities focused on raising awareness about the importance of nutrition and its role in leading a healthy and disease-free life. Ms Zankhana Shetty, Consulting Dietitian & Diabetes Educator, Fortis Hospital, Mulund, conducted a series of health talks on the importance of nutrition, balanced diet, and making the right food choices while leading a sedentary lifestyle. A poster competition was hosted on September 14, which witnessed active participation from all employees. On September 15, the winners of the poster competition were felicitated by Dr Supriya Amey, Facility Director, Fortis Hospital Kalyan.

# Alternative Plant Based Options (for milk)

Milk-free alternatives are a new trend that is coming up in the recent age. People suffering from problems digesting milk and its products can explore these alternatives. Let us know further here

## Soy Milk

Most Popular Plant-based milk has the same protein level as cow's milk and is nutritionally adequate.



## Almond Milk

Thinner and Nutty Tasting. Low in calories, fat and sugars but lower in proteins too. Has good vitamin E.

## OatMilk

Slightly sweet, Loaded with Fiber and Vitamins. High in carbohydrates, Low in fat. Much less protein than cow's milk.





# Alternative Plant Based Milk Sources

## Hazelnut Milk

Nutty Taste. Rich in Calcium and folate. Splendid substitute for cooking because of its delicious flavor



## Cashew Milk

Similar to almond milk in nutrition. Has a distinct nutty taste. Good substitute for cooking. Low in carbohydrates

## Coconut Milk

Perfect Substitute for cooking, especially in curries. Low in calories, Low in harmful fat, High in vitamin E.



## I4N's Recently On-boarded Pledged Partners





Below is an article published in the quarterly magazine "Comma" which is published by the Students of Journalism, Jagranlakecity University, which also houses I4N Madhya Pradesh state secretariat.

Nutrition is a non-negotiable right of every human being and it is the collective responsibility of the community to ensure that our fellow human beings do not have to compromise on the most basic prerequisite of quality human life. **READ MORE**

## Fostering Nutritional Understanding Across India: Rashtriya Poshan Maah 2023

UNICEF | State Office

**N**utrition is a non-negotiable right of every human being and it is the collective responsibility of the community to ensure that our fellow human beings do not have to compromise on the most basic prerequisite of quality human life. The month of September in India is observed as "Rashtriya Poshan Maah" (National Nutrition Month). This year, the objective is to comprehensively tackle malnutrition through a life-cycle approach, the cornerstone of Mission Poshan 2.0. Anchored in this approach, the focal point of Poshan Maah 2023 is to cultivate widespread awareness concerning critical human life stages: pregnancy, infancy, childhood, and adolescence. The aim is to foster nutritional understanding across India through a theme centred on "Suposhit Bharat, Sakshar Bharat, Educated India, Empowered India, POSHAN (Prime Minister's Overarching Scheme for Holistic Nutrition) Abhiyaan is a Multi-Ministerial Convergence Mission with the vision to ensure the attainment of malnutrition-free India. POSHAN Abhiyaan, earlier known as the National Nutrition Mission, on March 08, 2018, to address the problem of malnutrition in the country. Centre's initiative, POSHAN Abhiyaan, has been instrumental in advancing nutritional outcomes for pregnant women, lactating mothers, adolescent girls, and children under 6 years of age in a comprehensive manner. POSHAN program aimed at strengthening content, delivery, outreach, and outcomes. This month-long event witnessed concentrated efforts nationwide to enhance ground-level nutritional awareness through campaigns focusing on key themes around Exclusive Breastfeeding and Complementary Feeding. Activities like Swachh Balak Sparsha (Healthy Child Competition) aim to instill a spirit of healthy competition for nutrition and overall well-being. Other initiatives would include Poshan Bhid Padhai Bhi (Nutrition as well as Education), Improving Nutrition through Mission LIFE (Lifestyle for Environment), Tribal-Focused Nutrition Sensitization, and addressing Anemia through Test, Treat, Talk. Additionally, the Jan Andolan movement under Poshan Maah will serve as an extended platform for a united celebration under the 'Meri Mati Mera Desh' campaign, commemorating the nation's journey of freedom and progress. Poshan Maah 2023 aims to amplify community involvement on a large scale, harnessing the potential of Gram Panchayats and Urban Local Bodies to fulfill the

Honourable Prime Minister's vision of a Suposhit Bharat in the Amrit Kaal.

In lieu of Poshan Maah 2023, IMPAct4Nutrition (I4N) along with its partner IICA has hosted a citizen's pledge "Adoption of good nutrition practices" on the MyGov platform (<https://pledge.mygov.in/nutrition/I4N>). Platform urge everyone to take this pledge and also encourage everyone near and dear ones to take this pledge towards a Nutrition-rich India, Educated India, and Empowered India. The pledge is available in Hindi & English and after pledging there is a downloadable certificate which is made available. Please help in spreading its dissemination within your networks and don't forget to tag IMPAct4Nutrition when you post the certificate on social media.

**What is the concept of employee wellness?**

Employee wellness is built on the premise that healthy employees positively impact the bottom line in many ways. Healthy employees lead to 'Happy employees' and often translates to 'Engaged and Productive' employees - which is good for business.

**Need for Workplace Nutrition:**

According to the WHO, 1/3rd of adult life has been spent at the workplace, and at least one meal is eaten at the place of work. Poor nutritional status of employees costs companies significant losses, as output suffer from deteriorating productivity and economic losses.

Employers can contribute to improving employee diet, ideally as part of a broader approach to employee well-being and promoting a healthy lifestyle.

Holistic well-being relates to all the dimensions. To help employees improve across all dimensions, companies can employ a wide variety of solutions. The types of wellness programs below serve as a guide for what is practical, and approachable. Each solution addresses at least one dimension of well-being, but many address multiple dimensions.

**Biometric Screening:**

Biometric screenings measure vital health metrics like BMI, blood pressure, cholesterol, and glucose levels. Disease Management

These structured plans assist individuals in effectively managing chronic illnesses, involving healthcare professionals, dietitians. Programs may include patient education, counseling, and digital solutions to promote self-care. Access to Healthy Food: Employers are prioritizing nutritious snacks to encourage healthier eating habits. Stocking the workplace kitchen with whole grains, healthy fats, and protein-rich snacks promotes good nutrition, contributing to employee well-being.

**Health Counselling/Face-to-Face Interaction:**

Personalized sessions with certified health experts, either one-on-one or in groups, offer guidance and support for various well-being aspects. Affordable and scalable, these programs deliver timely health information through seminars, webinars, newsletters, and brochures. Combating misinformation on the internet can be tailored to address specific wellness dimensions.

**Interactive Workshops:** Educational events during work hours inform employees about health benefits and well-being topics. Attendees can engage with booths and gain insights into available benefits. Consider remote employees inclusion.

**Wellness Challenges:** These activities and contests encourage healthy behaviours, fostering team unity and employee engagement. Challenges can encompass physical, mental, financial, social, and environmental well-being, enhancing overall wellness.

**AI and Health Nutrition:**

I4N convened by UNICEF, Tata Trusts, Fa India Mission, Sight and Life, CSRBON, CII, UN Global Compact, United Way Mumbai,

PATH and NASSCOM Foundation etc. was launched on March 13, 2019. Aligned with the National Poshan Abhiyaan 2.0 of the Government of India, the platform works as a support unit for public and private organisations providing them with knowledge, technical expertise and ideation/activation nutrition programs either as business model or through employee engagement and CSR outreach strategy in company catchment areas.

**Who can be engaged with I4N?**

I4N works with a large variety of companies, from garments to power to the technology sector to broaden the horizon of private sector action and investment in nutrition, moving it beyond the usual suspects in the food and beverage sector.

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

**IMPACT of I4N:**

I4N currently have engaged over 430+ businesses in India, engaging over 4.7 million employees and an estimated good nutrition literacy outreach of over 300 million individuals.

**How can businesses contribute towards I4N?**

The public and private sectors can support I4N with their core assets including distribution channels, workforce, customers and community engagement, which we call the ACE Card (Assets for Nutrition, CSR for Nutrition and Employee engagement for Nutrition).

ACE card accelerates behaviour change towards improved nutrition literacy and dietary habits in the work ecosystem.

- By leveraging on the company's assets such as infrastructure, network and expertise, nutrition sensitivity in employees can be provided.

- By investing CSR funds in nutrition-sensitive projects or integrating nutrition into existing allied sector outreach

WASH, Education, Livelihood and Health, we can bring a larger change the lives of people. 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

**• Basic Commandments:**

1. Nutrition Kiosk
2. Nutrition packages
3. Nutritious food at home
4. Anemia
5. Diet charts and recipes

The I4N platform is a unique public-private engagement (PPE) focused on supporting the POSHAN Abhiyaan through two key activities: enhancing workforce nutrition and boosting Corporate Social Responsibility (CSR) investments in nutrition programs. Companies can join by making a non-financial commitment to back the Government's POSHAN Abhiyaan.

The I4N State Secretariat in Madhya Pradesh, hosted by Jagran Lakshmi University, recently organized a special meet-up on September 14, 2023. Ms. Cynthia McCaffrey, UNICEF Representative to India, addressed the gathering. This event brought together various associations and partners, including the Deputy Director of WCD, CII, BNI, Netriks, SBI, Qura, MMC, Convent, NGOs, UNICEF team members, and university affiliates, for a discussion on nutrition. The meeting resulted in important pledges to strengthen our commitment to nutrition. We are honored to provide an update on the activities of the I4N State Secretariat.

### WHY CONSIDER IMPLEMENTING WORKPLACE WELLNESS TRENDS?

1. Companies with an effective wellness program realize an average reduction of 28% in sick days and 26% in health costs.
2. 70% of employees need their employer's help to make sure they are healthy and financially secure.
3. Over 50% of millennials have seriously considered switching jobs due to workplace stress.
4. Delivering more personalized wellness programs would motivate over 80% of employees to participate more.
5. 70% of employees have increased their use of technology over the past couple of years to manage or support their health.



# Recipe of the Month

## Ingredients

- Milk - 1/2 Litre
- Dates - 1 cup
- Coconut Powder - 2 tsp
- Beetroot - 1

## Instructions

- Pour milk in a pan and keep it on medium Flame for 30 mins.
- Grind dates and add paste in it ,stir then add beetroot juice and our mixture is ready.
- Put that mixture in the refrigerator for 5-10 min for cooling or you can also cool it under a fan.
- Bring out the mixture and rub it with your palm for around 2-3 min for the soft dough.
- Make the shape of that dough with your hands.
- Sprinkle it with coconut powder and serve

## Pink Coconut Ladoo



## Nutritional Information

- Proteins - 2g
- Fats- 3g
- Carbs- 62g
- Energy- 233kcal