



NOVEMBER 2023 NEWSLETTER

IMPAct4Nutrition (14N) 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.



Don't forget to tag IMPAct4Nutrition when you post the certificate on social media

Investment Case for Nutrition in the Aspirational Block Development Program

Nutrition has been the foundation of all sustainable development. The multifactorial and multisectoral aspects of nutrition issues can be better addressed through the convergent efforts of all stakeholders. Aligning with these themes, the IMPAct4Nutrition (I4N) secretariat along with UNICEF, Child Investment Fund Foundation (CIFF), Indian Institute of Corporate Affairs (IICA), and Coalition of Food and Nutrition Security (CFNS) organized a round table workshop in November in Delhi.



Some actionable insights :

- Each one concerned in the food and nutrition chain, under the ambit of PIP allocation i.e. program implementation should be sensitive towards good nutrition practices and their vitality in system-strengthening processes.
- Monitoring mechanisms with a structured and defined format can be used for mapping meaningful insights.
- Regional nutrition committees (at the block/taluka level) may be structured for rigorous action at the ground level for the mapping of impactful outcomes.
- The efficiency of the functionaries/Frontline Health Workers i.e. ASHAs, ANM, and AWWs (FLWs) can be leveraged through capacity training which will ultimately contribute towards health system strengthening.
- The best practices document on the ADP released by the Niti Ayog can help gain some valuable insights.
https://niti.gov.in/sites/default/files/2023-02/Stories_of_Change_2022_1.pdf



Opportunities and challenges to building an ecosystem to transform the Aspirational Blocks Development Program

Session brief:

With an aim to strengthen the implementation of Poshan 2.0, in alignment with the Aspirational Block Development Program of GoI, CIFF, and UNICEF India are working closely in selected 32 districts of 6 states- for improved delivery of prevention and management interventions, through the government system. The Roundtable is an opportunity for stakeholders to deliberate the possibilities that can emerge by creating a public and private sector ecosystem at the district and block levels. The discussion was an interactive engagement with all the key stakeholder groups to share their diverse experiences on the challenges and opportunities for a more coherent approach toward a sustainable investment in nutrition with a focus on Aspirational Blocks

The Aspirational Blocks Development Program (ABDP) focuses on the strength of the districts and harnessing the untapped potential for an enhanced outcome on health and nutrition as one of the major thematic interventions.

The 5-C model facilitating the discussion is as follows:

Context

Access to adequate nutrition plays a fundamental role in the progress and overall development of a nation. It plays a defining role in mapping the progress of a nation and its citizens. Key stakeholders including the Public and Private sectors have an important role to play in creating a sustainable CSR ecosystem in order to complement the government efforts towards national objectives of alignment with Poshan 2.0 and contribute to the SDGs. This will facilitate more focused investments that revolve around nutrition, health, and hygiene.

I4N can play a role in leveraging the need for generating awareness and technical handholding for the strong delivery of nutrition interventions.

Challenges

The key challenges highlighted during the roundtable include -

- The availability of authentic and credible data sets for proper usage and application in the existing model framework of CSR implementation at the ground level can help yield effective outcomes in the mapping of nutrition indicators.
- Sustainable measurement of SBCC interventions. Any behavioral change is vulnerable to measurement since it involves regional differences in Knowledge, Attitudes, Practices (KAP), and perceptions, especially in such a diverse country as India.
- Lack of a robust monitoring mechanism for mapping the key indicators pertaining to the assessment of variables.

Capabilities

The panel had an intense discussion focused on certain practical and sustainable solutions that can be implemented at a broader scale for maximal impact and enhanced outcomes towards a well-rounded approach in nutrition and the CSR ecosystem. For eg., Kishori Utkarsh Pahel by DCM Shriram Foundation shared insights on how empowering the local community through sensitization and awareness can yield effective outcomes.

- A coherent approach with supportive supervision, a positive mindset, and a resilient community mechanism can support decisive actions and informed decisions on behavior change communication/nutrition interventions.
- Hand-holding and capacity building in relation to SBCC interventions For eg., THR (Take home ration) provided at the Sangrur anganwadis in Punjab by the Frontline health workers for proper nutrition of the child yielded enhanced outcomes.
- Community ownership at the district level (local administration and community level) for envisaging a sustainable ecosystem of accountable practices. For eg., celebration of Village Health and Nutrition Days (VHNDs) at the block level can help in generating awareness and therefore influence positive nutrition behaviours.
- Creating Lighthouse models in alignment with the government functionaries focused on decentralization and empowerment at the ground level (the community/the beneficiaries)
- Accountability for investments in cash/kind (voluntary services, etc) Voluntary services at NGOs/nonprofits like donations, free volunteering, campaigns, etc should be taken well into account as sustainable practices for leveraging community services.

Collaboration

Several pathways were highlighted for a cohesive approach. Critical ones are captured here.

- Integrating nutrition into the CSR policies of organizations for formulating informed decisions and evidence-based action
- Medical institutions should facilitate collaborative processes towards CSR-driven initiatives for a wider approach and impact-driven outcomes
- Robust mechanisms and processes in place for health system strengthening and defining a way forward.
- Poshan Ghar, a unique initiative by I4N will serve as a resource hub for all the CSOs, academia, and other stakeholder groups for a more cohesive approach toward improving the delivery of nutrition-based interventions by integrating nutrition as a functional component of CSR ecosystems.

End note-

It is crucial for a program to be conceptualized in a diligent and structured format from its inception. A well-formulated program itself paves the way for well-rounded objectives and meaningful outcomes through informed actions driving decision-making.

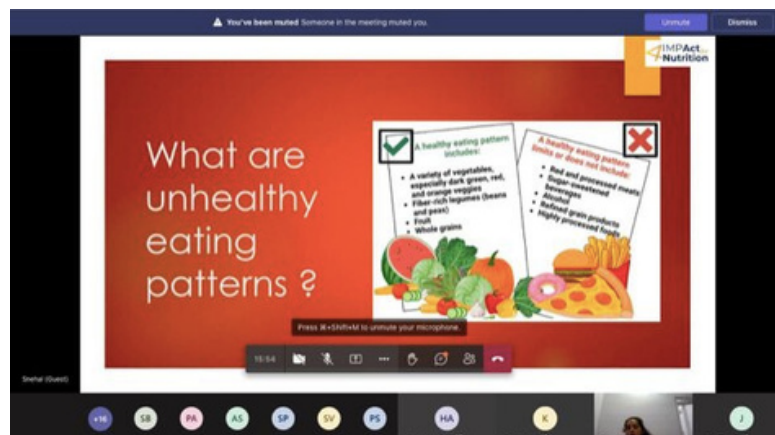
Key Wishlist from participants:

- Monitoring mechanism processes to be in place with a structured format for the CSRs as per national standards.
- Facilitating real-time action as per national monitoring review processes.
- Integrating nutrition as a thematic intervention in all CSR policies for ground results and a meaningful impact.
- Revised board policies in organizations with CSR directives and a structured nutrition committee.
- Need assessment of the beneficiaries for a cumulative action for work on the SDGs on accountable nutrition results.
- Sustainability of evidence-based research for a quality output of CSR interventions.
- BCC interventions should involve consistency and flexibility for effective outcomes.
- Emphasizing ownership at the community level with decentralizing efforts for maximal outcomes.
- By leveraging technology and harnessing the powers of AI/ML, time can be saved for lengthy processes, and counseling + service provision can be upgraded accordingly.
- Medical institutions and academia can play a significant role in leveraging the further development of CSR directives and facilitating the processes further for a smooth functioning.



A Session on unhealthy eating patterns

A webinar was conducted by the IMPAct4Nutrition (I4N) secretariat for employees of Business Next, (one of the Pledged Partner for I4N), under their Nutrition Wellness series on the adversity of unhealthy eating patterns. The major eating patterns were discussed with the participants. The adverse effects of unhealthy eating, along with its impact on the human body were also highlighted. The employees were educated on the types of foods to be consumed for improving immune functioning and avoiding binge eating. Apart from this, participants were also guided on the eating principles for daily life in relation to a wholesome diet. A short video clip emphasizing the consumption of HFSS foods (in moderation) was played for a better grasp of the theme.



Session on dietary habits and women's health

A session on the theme "Women's Health and Dietary Habits" was conducted by the IMPACT4Nutrition secretariat with TATA Power DDL, one of the pledged partners of I4N. The session was attended by the ABHA workers and they were made aware of healthy eating habits with respect to bodily changes, age-related problems, dietary patterns, etc. Common problems like anemia, bone and reproductive health, etc were also discussed among the participants. Information was also shared on different foods that can be included for combating eminent disorders, emphasizing the importance of diet diversity. Some uncommon nutrients like Vitamin B6 and Omega 3 were also discussed during the presentation.



Engagement Sessions

Sheela Hospital

IMPAct4Nutrition (I4N) secretariat recently engaged with Sheela Hospital, one of the Pledged Partner of I4N in organizing a nutrition awareness activity. Sheela Hospital is a 45 year old, 75 bedded, multi-specialty hospital located at the heart of Coimbatore city. The I4N Secretariat shared the importance of good nutrition in our daily life to the hospital staff and displayed nutrition awareness posters in the prime patient waiting areas within the hospital which would create awareness on the importance of good nutrition to 250 + visitors and hospital staff.



Bethel Hospital

IMPAct4Nutrition (I4N) secretariat recently engaged with Bethel Hospital Pvt Ltd, one of the Pledged Partners of I4N in organizing a nutrition awareness activity. Bethel Hospital is a 20 years old multi-specialty hospital located at the heart of Coimbatore city. Specializing in Pregnancy and Infant care, Dr Sheela Rajapandian, Dr Nirupadaya Rajapandian and Dr Rajapandian Sundarapandian are the active directors of Bethel Hospital.

The hospital has 100+ employees and around 200 visitors, visiting the hospital on a daily basis. As part of this engagement activity I4N Secretariat shared the importance of good nutrition in our daily life to the hospital staff and displayed nutrition awareness posters at the prime patient waiting areas within the hospital. The larger objective of this awareness campaign is to spread good nutrition education to the visiting patients and hospital staff. Bethel Hospital is regularly involved in Community, Personal & Social Services Activities



Surya Hospital

IMPAct4Nutrition (I4N) secretariat recently engaged with Surya Hospital, one of the Pledged Partners of I4N in organizing a nutrition awareness activity. Surya Hospital is a renowned Multi-specialty healthcare hospital that has been serving patients with utmost dedication and compassion for the past 23 years specializing in Pediatric, Laparoscopy Surgery, Orthopedics, General Surgery, Cardiology, and Psychiatry. Surya Hospital is Headed by Dr. S. SUDHA M.D,OG has a strong focus on providing comprehensive medical services at affordable cost to their patients. As part of this engagement activity I4N Secretariat shared the importance of good nutrition in our daily life to the hospital staff and displayed nutrition awareness posters at the prime patient waiting areas within the hospital. The hospital has 110 employees and around 300 visitors, visiting the hospital on a daily basis. The larger objective of this awareness campaign is to spread good nutrition education to hospital staff and visiting patients.



Mazenet Solution

On Nov 16th 2023, IMPAct4Nutrition (I4N) secretariat engaged with Mazenet Solution, one of the Pledged Partners of I4N in organizing a nutrition awareness activity. Mazenet Solution is a 22 years old IT company established in 2001 with a vision to bridge the gap between the demands of the IT industry and the available talent pool by empowering individuals with the required skills by integrating innovative ideas, cutting-edge technologies, and competent skills to develop a readily deployable workforce.

As part of this engagement activity I4N Secretariat shared the importance of good nutrition and work life balance and displayed nutrition awareness posters in the cafeteria. Mazenet has 110 employees and around 200 visitors including clients, customers, job seekers, interns and trainees who dines in the cafeteria on a daily basis. The larger objective of this awareness campaign is to spread good nutrition education and emphasis on leading healthy active life.



Breaking Barriers, Building Leaders:

The 'Swasthya Saheli' Initiative Empowering India's Adolescent Girls



India boasts the largest adolescent population globally, with a staggering 253 million individuals aged between 10 to 19 years. This demographic powerhouse has the potential to significantly contribute to India's social, economic, and cultural growth. However, adolescent girls, in particular, face numerous challenges, from limited access to information to deeply ingrained social norms that hinder their development and opportunities.

The 'Swasthya Saheli' program, an initiative of the Metropolis Foundation and implemented by BharatCares, has emerged as a transformative force, aiming to empower these young girls and break down barriers to their growth. Integral to this effort is the crucial partnership with IMPAct4Nutrition (I4N), a knowledge and resource center on nutrition, acting as a business link to the larger social movement around POSHAN Abhiyaan Jan Andolan.

IMPAct4Nutrition (I4N) plays a pivotal role in supporting the 'Swasthya Saheli' initiative by bringing its expertise and resources to the table. As a knowledge and resource center on nutrition, I4N is aligned with the broader mission of making every Indian adopt a healthy lifestyle, in sync with the POSHAN Abhiyaan Jan Andolan.

The I4N team, trained under UNICEF India, takes on the responsibility of developing, contextualizing, and delivering the curriculum on nutrition, with a specific focus on addressing issues such as anemia and sickle cell problems. This curriculum is tailored to cater differently to the distinct needs of Pune and Nandurbar districts. For instance, in Pune, the focus will be on urban and peri-urban anemia problems, while in Nandurbar, the emphasis will be on sickle cell awareness.

Barriers to Growth:

Adolescent girls in India encounter multifaceted challenges affecting their physical, mental, and social well-being. A substantial 43 percent drop out before completing secondary education due to various factors like household responsibilities, child labor, and the limited relevance of education for employment. Menstruation adds another layer of complexity, with 42 percent of girls using cloth instead of sanitary napkins. Deep-rooted social norms, such as child marriage, perpetuate gender inequality, putting girls at a higher risk of maternal and newborn health issues. These challenges have ripple effects, affecting not only the current generation but also the cognitive and physical growth of future ones.

The 'Swasthya Saheli' Initiative:

To address these challenges head-on, the 'Swasthya Saheli' initiative focuses on building capacities and creating awareness about crucial issues affecting adolescent girls. The program is structured to be a catalyst for positive change, breaking down taboos surrounding menstruation and rights. It encompasses three key components:

Awareness Generation:

The initiative conducts comprehensive sessions on topics like nutrition, anemia, and menstrual health in schools.

A session at Sarvodaya Vidyamandir school in Prakasha village on October 20, 2023, received overwhelming positive feedback, showcasing the effectiveness of the approach. The girls, inspired by the information shared, actively seek knowledge on other health-related topics, demonstrating a proactive approach towards their well-being.

Leadership Development:

The program aims to develop adolescent girls as leaders through a platform known as 'Kishori Manch.'

Sessions in Kolda and Kothali villages witnessed girls initiating discussions on menstruation and anemia, displaying genuine curiosity and eagerness to learn.

The girls expressed a desire for more information, setting the stage for further educational sessions.

Behavior Change and Role Model Development:

The initiative emphasizes behavior change encouragement and role model development through the 'Priya Sakhi' component.

Roshani Raju Kokani, a 12th-grade science student in Kothali village, showcased a commendable commitment to knowledge and a potential advocate for raising awareness in her community.

This project aims to positively influence 60,000 adolescent girls through educational sessions. The focus is on building their capacity and instilling good practices related to nutrition, understanding anemia and sickle cell anemia, reproductive and sexual health, and their rights and leadership.

The impact of the project extends beyond just creating awareness. It aims to create local role models who can inspire others in their schools and communities. The program boosts their self-esteem, leadership, and decision-making skills, and enhances their understanding of various health aspects.

The next steps in this project involve training the girls, forming adolescent groups, training teachers, identifying "Priya Sakhis" (community leaders), and organizing exposure visits.

The initiative not only envisions change but actively nurtures it, creating a ripple that transforms communities and, ultimately, contributes to the holistic growth of India as a nation.



IMPAct_{for}
Nutrition



“We are excited to embark on a journey with IMPAct4Nutrition, where our common goals intersects around employees health & better productivity, fostering a culture of overall wellbeing”.

-Mr. Anurag Gupta,
CEO- STEMROBO



I4N's Recent Pledged Partners



Recipe of the Month

BEETROOT HALWA

(Source- NIN ICMR)

INGREDIENTS

- Beetroot – 4 (grated)
- Toned milk – 2 cups
- Sugar – 4 tablespoons
- Cardamom powder – 1 teaspoon
- Nuts – Almonds and cashew
- Ghee – 1 tablespoon

INSTRUCTIONS

- Wash and peel the beetroots , grate them.
- Heat a pan on low flame and add grated beetroot.
- Saute the beetroot for 10 mins on low flame.
- When the beetroot is reduced add milk , ghee and sugar.
- Cook on low flame for 15 minutes , stir continuously in between.
- Add cashews , almonds and cardamom powder towards the end. Cook for another 15 minutes.
- Empty the halwa in a bowl.
- Serve warm or cold.



Nutritional Information

- Energy 250 Kcal
- Protein 6.4 g
- Fat 15 g
- Carbohydrate 25 g

Nutrition Tip

For improved lung function, try to include ginger and garlic in your daily meals. (Source- NIN ICMR)

