

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

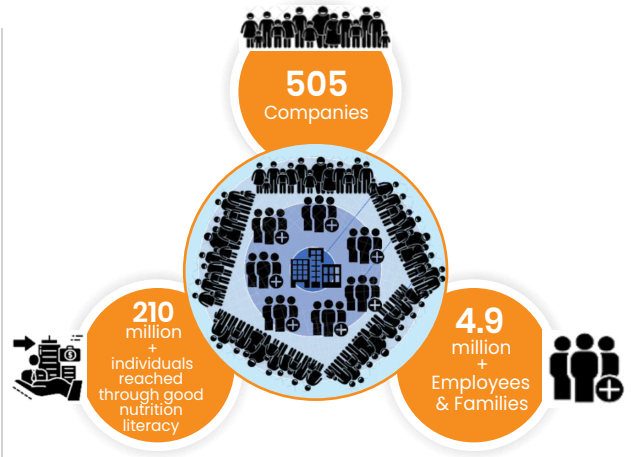
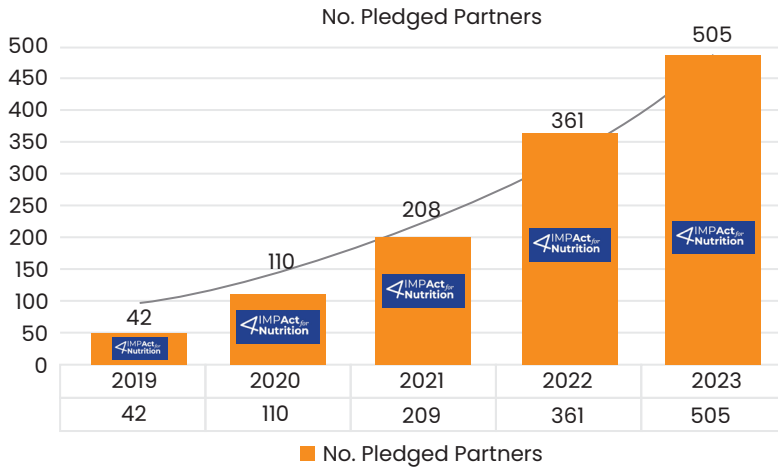
- According to the World Health Organization, 1/3rd adult life has been spent at the workplace and at least one meal of the day is eaten at work.
- All types of workplaces offer unique opportunities to address malnutrition.
- Poor nutritional status of employees cost companies significant losses, as 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 505 companies as Pledged Partners in India, engaging over 4.9 million employees and Families an overall reach write of over 210 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

+ 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



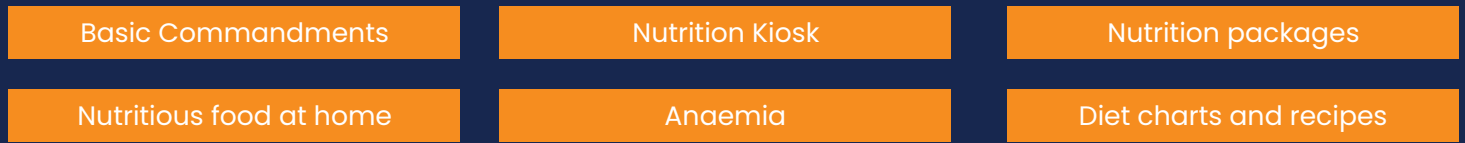
By investing CSR funds in nutrition-sensitive projects or integrating nutrition into existing allied sector programmes such as WASH, Education, Livelihood and Health, we can bring a larger change to the life of people.

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.



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:

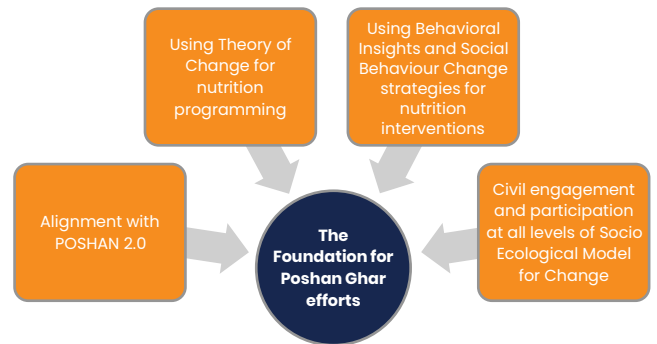
1. Workplace Nutri Canteens for Factory workers
2. Weekly Nutritional Sessions for Tribal Adolescents - An Initiative by the local youths
3. Smart Anganwadi Centres
4. Nutri Kitchen Gardens in Communities
5. Adolescent Nutrition Screening in Urban Schools/Colleges
6. Centralised Nutri Kitchen
7. Mobile 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

Poshan Jan Andolan and Poshan Ghar Vision



Aligned with the National POSHAN 2.0 of Government of India, Poshan Ghar is a multi-stakeholder platform that has been created to engage civil society, academic institutions, CSO platforms/forums/alliances in supporting the multi-sectoral approach of the POSHAN Abhiyaan strategy, which is key to the progress of the Poshan Jan Andolan.

Poshan Ghar is incubated and convened by UNICEF India and other partners, within the IMPAct4Nutrition (I4N) platform, fostering partnership, synergies, cross sectoral and multi-stakeholder collaborations in achieving the nutritional goals of the country using 4 core principles guiding the foundation of the Poshan Ghar efforts.

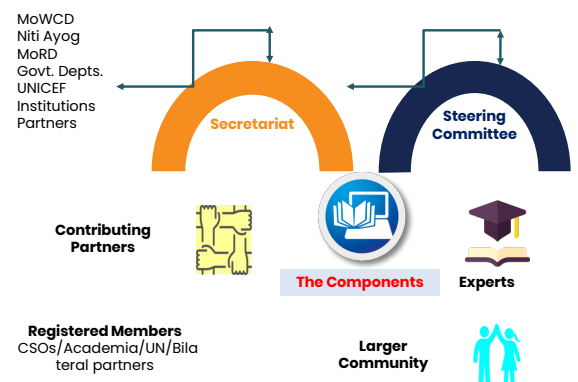


Who can engage with Poshan Ghar?

Poshan Ghar is an opportunity to engage inclusive participation of a national coalition of civil society partners, academia, including the I4N pledge partners, to leverage strengths of all members, nutrition and social behaviour change experts to positively impact the nutritional and health status of India.

What can Poshan Ghar do for its members?

- Foster civil society participation for Nutrition
- Strengthen public-private partnerships for nutrition
- Be your one stop nutrition resource and hub for knowledge practices
- Facilitate and design at-scale differential nutrition programmes
- Provide nutrition and SBC e-courses and training
- Build the capacities in strengthening knowledge, action and skills in program implementation
- Be a convener of partnerships facilitating linkages and synergies between members, private sector and civil societies for CSR
- Align with and be the interface with all the existing knowledge verticals of various partners and the I4N platform



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
Deputy Representative Programmes - 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

Citizen's Pledge on "Adoption of Good Nutrition Practices"

Lets Pledge now for a nutrition- rich India, Educated India & Empowered India!

Available on:



Hosted by:



Don't Forget to tag IMPACT4Nutrition when you post your certificate on Social Media



To Pledge please visit - <https://pledge.mygov.in/nutrition> Or Scan the QR Code

I4N Secretariat

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