

JANUARY 2024 NEWSLETTER



Accentuating collective efforts

**Embracing Nutrition and
Promoting Awareness**

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.



**Indian Institute of
Corporate Affairs**
Partners in Knowledge, Governance, Transformation.



Citizen's pledge for
"Adoption of Good
Nutrition Practices"
is available on MyGov
Platform





Let's pledge now for a
Nutrition-rich India,
Educated India &
Empowered India!




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






IMPAct4Nutrition Engaging Public & Private Sector towards Poshan 2.0



Anemia and Sustainable Development Goals (2030)



SDG Goal	Role of Anemia
1 NO POVERTY 	Goal 1: No poverty Anemia is estimated to contribute to 17% lower productivity in heavy manual labor and 5% lower productivity in other manual labor. (Reference: https://doi.org/10.1371/journal.pone.0136581)
2 ZERO HUNGER 	Goal 2: Zero Hunger Anemia is part of "all forms of malnutrition" which is committed to be end by 2030 and addressing, by 2025, the nutritional needs of adolescent girls, pregnant and lactating women and older persons. (Target 2.2)
3 GOOD HEALTH AND WELL-BEING 	Goal 3: Good Health and Well-being Target 3.1(maternal mortality) - Iron reduces maternal anemia, 20% of maternal deaths are due to anemia, Iron prevents maternal deaths during perinatal period Target 3.2 (child mortality)- Iron prevents intrauterine growth retardation, low birth weight and prematurity Iron enhances immunity, reduces frequency and severity of infections and decreases childhood morbidity and mortality Target 3.3 (malaria) - Malaria causes hemolysis and anemia
4 QUALITY EDUCATION 	GOAL 4: Quality Education Iron reduces frequency and severity of infections/morbidity and mortality Improves school attendance, retention, learning capacity and school achievement
5 GENDER EQUALITY 	Goal 4: Gender Equality Anemia in girls is often more severe than in boys Anemia adversely influences school attendance and achievement Iron improves women's health, increases work performance and productivity

22

Sensitization in Educational Institutions

Ank Foundation, one of the Initiate partners of I4N, engaged with Nagar Nigam Balika Inter College during the important month of Poshan Maah, held a mass sensitization drive with the youth of the school.

Academia, being one of the major stakeholders in influencing and shaping the young generation, it becomes all the more imperative to nourish the young minds to become responsible citizens of the nation.



Anemia Intervention with Nagar Nigam Balika Inter College- NNBC



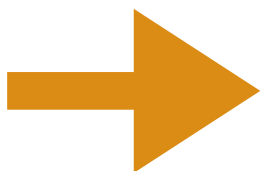
900 young women were educated on the importance of nutrition and made aware of the importance of healthy nutrition practices.



IMPAct4Nutrition is continuing to strive towards its efforts towards increasing awareness for combating malnourishment. Last year, the Ank Foundation steered its efforts toward an increase in advocacy and raising awareness about proper nutrition, healthy eating habits, the importance of nutrition during growing age, etc.



Continuous Interventions in Uttar Pradesh



INDICATORS	NUMBER OF WOMEN
Underweight	3,33,870
Overweight/Obesity	3,24,663
Hypertension Diabetes	2,93,268
Anemia (Non Preg.)	2,13,876
Anemia (Preg.)	8,17,922
Women (Preg.)	1,18,279
Total Women	2,03,965

Data Source: IFPRI

Uttar Pradesh has been in the laggard state for malnourishment. I4N Secretariat has been working closely with the Organic India Foundation, which is one of the pledged partners of I4N, towards fostering community engagement, empowerment through recipe demonstrations, etc.

Asset Utilization with Ashwin Hospital



IEC display was conducted at Ashwin hospital, one of the pledge partners of I4N. the IEC material included important tips on good nutrition and healthy dietary practices.

IEC material was displayed at one of the major reception areas for maximal impact and effective utilization.



About 300+ employees and visitors are expected to be benefited by the display of these nutrition messaging

Nutrition Round Table at Khandwa, Madhya Pradesh

IMPAct4Nutrition (I4N) Platform along with its partner RISE Infinity Foundation organized a regional business/corporate Round Table in Khandwa district of madhyapradesh. Khandwa is one of the Aspirational Blocks where I4N along with its regional state secretariat (housed at Jagran Lake City University) is working actively to try and bridge the regional needs in nutrition by engaging local businesses and the corporate sector.

Shri Vikrant Damle, Assistant Director Department of WCD, Government of MP spoke about the positive changes; Anil Gulati & Pushpa Awasthy from Unicef india office for Madhya Pradesh shared technical thoughts during the round table, Puneet Mital shared the overall journey of I4N and encouraged businesses to actively engage with the platform.



पोषण के लिए मिलकर बनाना होगा न्यूट्रीशनल इकोसिस्टम



राउंड टेबल कॉन्फ्रेंस में उद्योगपतियों व व्यापारियों ने भी हिस्सा लिया।

भास्कर संवाददाता | खंडवा

मध्यप्रदेश में न्यूट्रिशन ईको सिस्टम को मजबूत करने के लिए खंडवा में राउंड टेबल कॉन्फ्रेंस का आयोजन किया। पोषण को बढ़ावा देने के लिए इसमें विभागीय अधिकारियों सहित व्यापारी, कॉरपोरेट सेक्टर, एकेडमी एवं एनजीओ ने हिस्सा लिया।

कार्यक्रम की शुरुआत में यूनीसेफ के कम्युनिकेशन ऑफिसर अनिल गुलाटी ने सभी का स्वागत किया। राइज इन्फिनिटी फाउंडेशन की चीफ केरोन ने कहा- इम्पैक्ट-4 न्यूट्रिशन के प्लेज पार्टनर पोषण को बढ़ावा देने में भूमिका निभा रहे हैं। सभी को मिलकर न्यूट्रीशनल ईको सिस्टम बनाना होगा। महिला एवं बाल विकास विभाग के विक्रांत दामले असिस्टेंट डायरेक्टर ने कहा सरकार हमेशा प्राइवेट सेक्टर के साथ मिलकर काम करती है,

इसके लिए आंगनवाड़ी गोद लेने के लिए अभियान भी चलाया था।

जिला व्यापार एवं उद्योग अजितेश आर्य असिस्टेंट मैनेजर ने कहा हम खंडवा के इंडस्ट्रीज के साथ अभियान का हिस्सा बनने के लिए एवं फूड इंडस्ट्रीज के उत्पादन में न्यूट्रिशन को शामिल करने को कहेंगे। समाज सेवी आलोक सेठी ने कहा इस अभियान में पूरा खंडवा व व्यापारी वर्ग आपके साथ है। अतुल शाह ने कहा यह गतिविधियां हम अपने स्तर पर करते हैं लेकिन जब सबका साथ होगा तो जरूर बहुत बड़ा बदलाव आएगा।

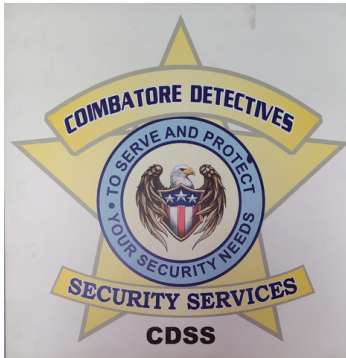
इस अवसर पर दादाजी कॉलेज की प्रिंसिपल डॉ. सपना अझरे, लार्स क्लब के सचिव घनश्याम वाधवा, आनंद ग्रुप से चौधरी जी, ठक्कर ऑटोमोबाइल से तिवारी जी, समाज सेवी अजय लाड़, बादल शर्मा, क्रोमा से कैलाश रघुवंशी, नारायण पटेल मौजूद थे।

All the stakeholders from different sectors emphasized on fostering a collective environment for creating a nutritional ecosystem.

IMPAct4Nutrition's broad framework was reiterated for the same. The team emphasized collective participation in bringing about a transformational change in the nutritional landscape of the nation.



Pledged Partners: January 2024



Vinove, which is a leading software company and is an award-winning digital consulting and product engineering firm offering end to end software development solutions to enterprises, recently signed the pledge with IMPAct4Nutrition Platform.

Aegis Business Info, a distinguished service solution firm based in Coimbatore, Tamil Nadu, excelling in the telecom industry and fiber projects, has recently committed to IMPAct4Nutrition's platform by signing a pledge.

Coimbatore Detective and Security Service (CDSS), a prominent provider of personal and professional industrial security services with branches across Tamil Nadu, has formally pledged its commitment to the IMPAct4Nutrition platform.

The Ace Card : Our Engagement Model



Promoting a Healthy Lifestyle through Comprehensive nutrition and Health Education



AUTHOR: GAURI SHINGOTE



Juvenate Wellbeing Pvt. Ltd., a Social Impact Entrepreneurship under the MSME, is dedicated to promoting a healthy lifestyle through comprehensive Nutrition and Health Education. Their mission is to educate individuals, starting from as young as 4 years old, on the essentials of nutrition and healthy habits. Curriculum-based modules for children, teacher training programs, and parent awareness campaigns are developed. Additionally, innovative "Poshan Chakra" tool aids in understanding meal balance and an active lifestyle. Addressing issues like malnutrition and lifestyle diseases, Juvenate Wellbeing successfully educated thousands of students, teachers, and parents. Aligned with the Sustainable Development Goals, the focus is to foster lifelong well-being by instilling early nutrition awareness.

Juvenate Wellbeing innovation is a holistic approach to Nutrition and Health Education that encompasses curriculum-based modules for children, teacher training programs, and parent awareness campaigns. It introduces the unique "Poshan Chakra," a visual tool to facilitate better meal balance and encourage an active lifestyle. By educating children from a young age, they get empowered to make healthier choices and break the cycle of poor nutrition.

Juvenate Wellbeing approach is likely to have a more significant development impact by reaching a wider audience, including children, parents, and teachers. It provides a systematic, activity-based, and culturally sensitive approach, ensuring that individuals gain practical knowledge and skills to improve their nutritional habits and overall well-being. Juvenate Wellbeing aims to make programs self-sustainable by generating revenue through partnerships with educational institutions and corporate clients, making it feasible to serve a large population at scale.

What is ECD?

Early Childhood Development (ECD) encompasses the period from conception to birth and from birth to 3 years old, highlighting a critical intervention window known as the "1000 days" (from conception to 24 months). During the early years of life, infants require proper nutrition, protection, and stimulation for healthy brain development. At birth, synaptic connections are minimal, but more than 1 million neural connections form every second during early childhood, at a pace that is not replicated later in life. Therefore, nutrition education is crucial to fostering healthier generations. If taken care of in an early period, it provides the right atmosphere for shaping a healthier nation.

ECD operates within the framework of nurturing care, emphasizing the importance of providing adequate health, nutrition, early stimulation, learning opportunities, and overall care and protection.

(Poshan Weekly, Author: Sylvie Chamois)



Complementary Feeding

Immediately after delivery, mothers produce colostrum, a crucial early milk rich in maternal antibodies that provide essential disease-fighting factors. This nutrient-packed substance becomes available within the first half hour of birth, serving as a vital source of nutrition for newborns. The World Health Organization (WHO) emphasizes the significance of exclusive breastfeeding for the initial six months to prevent infections like diarrhea and acute respiratory issues during early infancy. By adhering to these guidelines, mothers contribute significantly to the overall health and well-being of their infants, providing them with the necessary protection and nutrients essential for a healthy start in life.(NIN)



What is complementary feeding?

Complementary feeding is giving an infant other food along with breast milk on completion of six months of age. The following food groups can meet the growing needs of infants:

- **Cereals** - wheat, wheat flour, millets like bajra, ragi, jowar, etc.
- **Pulses and legumes** - channa daal, besan, moong daal etc; vegetables and fruits;
- **Milk and milk products** - milk, curd, cottage cheese, etc;
- **Animal products/ non-vegetarian foods** - meat, liver, fish, poultry, eggs (well-cooked), etc.);
- **Ghee/butter/cooking oil and sugar/jaggery;**
- **Nuts** - roasted, crushed and powdered.



Complementary Feeding

Complementary feeding occurs when children receive foods to complement breast milk or infant formula. Ideally, it begins at 6 months of age and continues to 24 months or beyond, reflecting the World Health Organization's recommendations for exclusive and continued breastfeeding. Complementary feeding involves introducing solid foods alongside breast milk to meet the nutritional needs of growing infants

Providing diverse nutrition is crucial for the development of growing children. Introducing porridge crafted from roasted cereal flour like rice or wheat combined with pulses at six months of age ensures a sufficient intake of energy and protein. Additionally, integrating millets such as ragi, jowar, and bajra into complementary foods offers a rich array of both macro and micronutrients, further supporting the nutritional needs of infants.(NIN)



Tip of the Month

Try to include fiber in your meals through apples, oats, etc for an improved lung function

Source-Eat Right India(ERI)

Recipe of the month

Whole Wheat Pumpkin Pancake



Nutritional Value (Per Serving)

Energy	335 Kcal
Protein	10 g
Fats	12 g
Carbohydrates	45 g
Vitamin A	95 mcg RE
Total Folate	52 ug

Instructions

Ingredients

- 1 cup whole wheat flour
- 1 tablespoon baking powder
- 1/2 teaspoon cinnamon
- 1/4 teaspoon nutmeg
- 1/4 teaspoon salt
- 1 cup milk
- 1/3 cup pumpkin purée
- 1 egg
- 2 tablespoons brown sugar
- 1/2 teaspoon vanilla extract
- 2 tablespoons melted butter

In a medium mixing bowl, combine flour, baking powder, cinnamon, nutmeg, and salt. Mix until well combined. In another bowl, whisk together milk, pumpkin purée, egg, maple syrup, vanilla extract, and melted butter until smooth. Pour the wet ingredients into the dry and stir until no large lumps remain. Heat a non-stick pan over medium-low heat, lightly greasing the surface. Using a 1/3-cup measure, pour batter onto the pan. Cook for 2 to 3 minutes until bubbles form, then flip and cook for 1 to 2 minutes until golden brown. Repeat with remaining batter, adjusting heat as needed. Serve immediately or keep warm under a tea towel. (Eat Right India)



Serves: 4



Preparation Time: 10 mins



Cooking Time: 15 mins