

APRIL 2024 NEWSLETTER



**Engaging Businesses towards
Poshan 2.0**

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

I4N & FARIDABAD INDUSTRIES ASSOCIATION



Established in 1952 by group of enterprising industrialist, FIA plays pivotal role in industrial growth, fostering entrepreneurship, and advocating for policies that create conducive business environment. With strong emphasis on corporate social responsibility, FIA actively collaborates with its member industries to implement various initiatives focused on nutrition, education, healthcare, environmental sustainability, and community development within Faridabad and its catchment areas.

I4N Secretariat and FIA have collaborated towards the common agenda of promoting Health and Nutrition amongst their members and their employees. This collaboration marks a significant step towards promoting well-being and optimal performance among the employees of the 350 member companies associated with FIA.

The I4N Secretariat team held extensive discussions with FIA officials, emphasizing the crucial role of workplace nutrition and its far-reaching impact on employee productivity and overall societal well-being.



The event was graced by the esteemed presence of Col. P.K. Sharma (retd.) and Mr. Partosh Sharma, who extended their unwavering support and commitment to the shared mission of promoting a healthier workforce and society through impactful corporate social responsibility initiatives.

At the core of this partnership lies a joint commitment to make workforce nutrition a buzzword within the Faridabad industrial landscape. Leveraging the extensive industry outreach of more than 350 companies operating in the region, the collaboration aims to tackle the vital issue of workforce nutrition and health, ensuring that every individual has access to healthy and nourishing meals for optimal performance at the workplace.

Through this collaboration, I4N Secretariat and FIA will spearhead initiatives to raise awareness, implement best practices, and facilitate the adoption of sustainable solutions that prioritize employee well-being through proper nutrition. By combining resources, expertise, and strategic partnerships, the I4N Secretariat and FIA are poised to make a profound impact on promoting a healthier workforce and, consequently, a healthier nation.

As Col. P.K. Sharma (retd.) and Mr. Partosh Sharma reiterated, this collaboration is just the beginning. With unwavering determination and a shared vision, FIA is committed to strengthen the role of businesses in promoting well-being as responsible corporate citizens through the ACE model of the I4N platform.



HEALTHY EATING AND ACTIVE LIVING: INDIA'S INITIATIVE

Recent surveys by the National Institute of Nutrition reveal concerning dietary habits among the population, with excessive reliance on cereals and processed foods, coupled with inadequate intake of essential nutrients from fruits, vegetables, and nuts. This dietary imbalance, exacerbated by low levels of physical activity, poses a significant threat to public health, leading to a surge in obesity, anaemia, and chronic energy deficiency.

To combat this health crisis, the Indian Council of Medical Research-National Institute of Nutrition (ICMR-NIN) has introduced the "My Plate for the Day" initiative. This innovative model, based on Indian dietary guidelines, emphasizes the consumption of a diverse range of foods from at least 10 food groups daily, with a particular focus on vegetables, fruits, cereals, pulses, nuts, and oils. By providing clear guidelines on portion sizes and encouraging the consumption of fresh, locally available foods, My Plate aims to address the nutritional deficiencies prevalent in the population. (Source: ICMR NIN)



Through a multi-faceted approach that encompasses regulatory measures, public awareness campaigns, and community interventions, India is taking decisive steps towards building a healthier future for its citizens. By embracing the principles of My Plate for the Day and prioritizing physical activity, individuals can safeguard their well-being and reduce the burden of preventable diseases. Together, let us embrace a culture of health and vitality, one plate and one step at a time. (Source: ICMR NIN)

PROTEIN-PACKED POWERHOUSES: SNACKS TO FUEL MUSCLE GROWTH AND CURB CRAVINGS



Meeting protein requirements can be particularly significant due to the diverse dietary preferences and cultural practices. Traditional Indian cuisine offers a wide array of protein-rich options, many of which are plant-based, catering to the vegetarian and vegan population prevalent in the country. Lentils, commonly known as dal, are a staple protein source and are incorporated into various dishes such as dal tadka, dal makhani, and sambar. Paneer, a type of cottage cheese, is widely consumed in vegetarian diets and adds a substantial amount of protein to meals like Paneer Bhurji and Palak Paneer. Additionally, legumes like chickpeas (chana) and kidney beans (rajma) are frequently used in Indian cooking, providing not only protein but also fiber and other essential nutrients. Understanding the traditional Indian diet and incorporating protein-rich ingredients into meals ensures that individuals can maintain a balanced and nutritious diet tailored to their cultural preferences and dietary needs. High-protein snacks play a crucial role in promoting muscle development, aiding weight management, and sustaining energy levels throughout the day. Given the cultural diversity and dietary preferences in India, incorporating protein-rich snacks tailored to local tastes and ingredients becomes paramount.

For individuals looking to enhance muscle growth and recovery, especially after strenuous physical activity like strength training, consuming a protein-rich snack within 30 to 60 minutes is beneficial. Traditional Indian snacks such as sprouts chaat, Grilled Paneer, or lentil-based dishes like dal provide ample protein to support muscle repair and growth.

Similarly, for those aiming to manage weight or maintain a healthy lifestyle, protein-packed snacks offer satiety and help regulate blood sugar levels, preventing energy fluctuations and reducing the temptation to overeat. Popular Indian options like roasted chickpeas (chana), yogurt with nuts and seeds, or grilled chicken skewers provide both protein and flavor to keep hunger at bay between meals. (Source: Health Harvard Edu)

PROMOTING WORKPLACE NUTRITION AT ONGC INDIA

The IMPAct4Nutrition (I4N) Secretariat, through Ank Foundation (one of the initiative partner of I4N) conducted an interactive session on workplace nutrition with the employees of ONGC India (Delhi Office). The session aimed to raise awareness about the importance of healthy eating habits and balanced nutrition for employees. During the session, the I4N team covered various aspects of nutrition and its impact on productivity and overall well-being.

Below are some of the topics/ areas where awareness was created:

DID YOU KNOW?

ONGC as a leading Maharatna of the nation has set a benchmark continuously for the last two years by achieving 100% utilization of CSR budget which has been to the tune of over Rs 500 Crore each year. (Source-ONGC Official Website)

- **Recent UNICEF Study on High-Fat, Sugar-Rich Foods:** The session highlighted findings from a UNICEF study that shed light on the alarming consumption of unhealthy foods high in fat and sugar, emphasizing the need for dietary changes.
- **The Cycle of Poor Nutrition and Its Impacts:** Participants were made aware about the vicious cycle of poor nutrition, including its effects on health, productivity, and overall well-being.
- **Recommended Proportion of Sugar Consumption:** Nutritionist from I4N secretariat provided guidelines on the appropriate proportion of sugar consumption for optimal health and well-being.
- **Micronutrients and Macronutrients:** The session covered the concept of micronutrients and macronutrients (e.g., carbohydrates, proteins, fats), highlighting their roles and importance in a balanced diet.





- My Plate Concept: The session emphasized on diverse food consumption to address prevalent nutritional deficiencies.
- Physiological and Psychological Needs for Food: The session addressed the physiological and psychological aspects of food, emphasizing the role of nutrition in overall well-being.
- Importance of Fats and Minerals: The team highlighted the significance of consuming healthy fats and essential minerals for optimal bodily functions.
- Effects of Anemia and Vitamin B12 Deficiency: Participants were made aware about the consequences of anemia and vitamin B12 deficiency, stressing the need for nutrient-rich diets.

Employee health and nutrition plays a crucial role in overall wellbeing and therefore, I4N secretariat spread awareness of having healthy food options in cafeterias and educational campaigns to promote a culture of healthy eating within the organization.

We are grateful to ONGC India and Ms. Chitrani Goswami for their support and appreciation of the efforts. By addressing various aspects of nutrition and its impact on productivity and overall health, this session demonstrated the significance of workplace nutrition programs in enhancing employee performance and creating a healthier workforce.

EMPLOYEE VOLUNTEERING INITIATIVE AROUND NUTRITION WITH STANDARD CHARTERED BANK

As part of the Employee Engagement activity, IMPAct4Nutrition (I4N) Secretariat, conducted a session with staff and underprivileged communities around Standard Chartered Bank Gurugram office to create awareness around healthy eating habits and balanced nutrition. The initiative involved conducting an interactive nutrition session and supporting the bank's CSR initiative to distribute nutritious meals (through their Employee Volunteering program) curated based on the Tiranga Thali concept to the underprivileged children of the area.



Major topics covered during the session were:

- Recommended dietary guidelines and portion control: Participants were made aware about importance of following recommended dietary guidelines and portion control in daily life. Recommendation regarding daily intake of various food groups, such as fruits, vegetables, lean proteins, healthy fats, whole grains and millets were given. Portion control was also emphasized as it helps to consume appropriate quantities of each food group without underconsumption and overconsumption of certain nutrients.
- Importance of macronutrients and micronutrients: The team highlighted the importance of macronutrients and micronutrients (vitamins, minerals) for numerous metabolic processes, immune function, and overall health were also illustrated.
- Benefits of a balanced and diverse diet: Concept of Tiranga Thali and its benefit on overall health of an individual was discussed with the participants.

The Tiranga Thali Initiative: Standard Chartered Bank's through its CSR initiative partnered with the I4N Secretariat to curate and distribute nutritious meals based on the traditional Indian concept of the Tiranga Thali to the underprivileged children of Gurugram.



The interactive session helped raise awareness about the importance of balanced nutrition and its impact on overall well-being. The nutritious meals provided to the underprivileged children brought joy on their face.

PROMOTING HEALTH & WELLBEING AT SKIDOS

The I4N Secretariat, through Ank Foundation (one of the initiative partner of I4N) conducted an interactive session on workplace nutrition with the employees of Skidos.

The session emphasized the significance of adopting a healthy diet as a cornerstone of a vibrant lifestyle. By elucidating the role of nutrition in supporting bodily functions and vitality, attendees gained a deeper understanding of the direct link between dietary choices and overall health. Specific attention was given to foods that are beneficial for cognitive health. By discussing the types of nutrients and dietary patterns that support brain function, participants were empowered to make informed choices to enhance their cognitive well-being. The concept of a 'Tiranga Thali' was introduced to highlight the importance of a diverse and balanced diet. By incorporating foods of different colors and nutritional profiles, individuals can ensure they receive a wide array of essential nutrients, promoting overall health and vitality. Common dietary concerns such as salt, sugar, and oil consumption were addressed, with an emphasis on moderation and mindful consumption. By providing practical guidance on how to navigate these dietary components, participants gained valuable insights into maintaining a balanced diet. The concept of "Workforce Nutrition " was explored, recognizing the importance of promoting health and well-being in the work environment. By integrating healthy practices into the workplace culture, organizations can support the holistic health of their employees, leading to increased productivity and satisfaction.



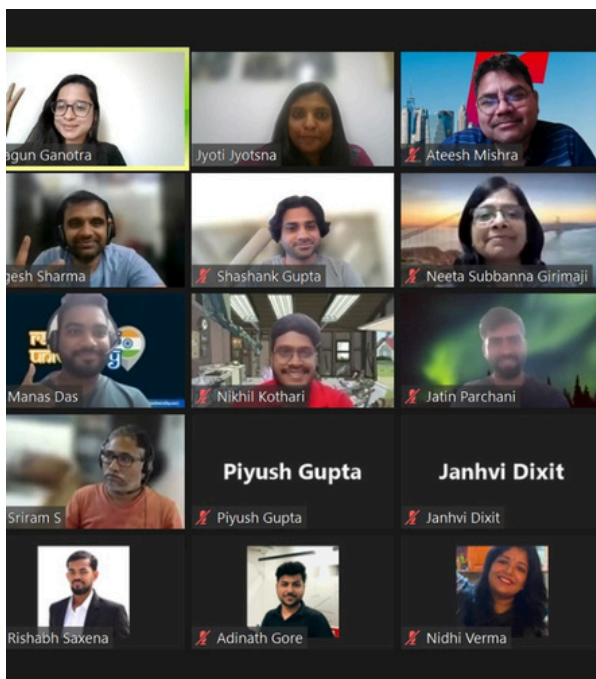
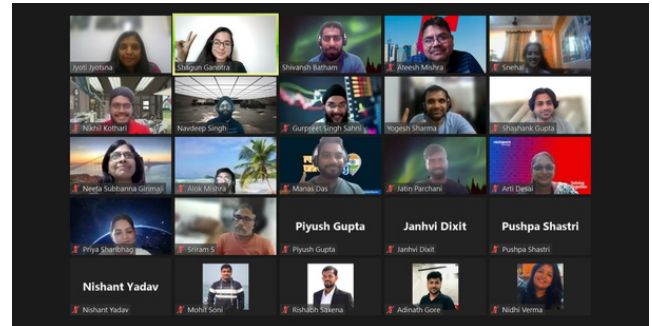


The session fostered active participation from the audience, with attendees posing queries and engaging in discussions about various aspects of good health. This interactive format facilitated a deeper understanding of the topics covered and allowed for personalized insights to be shared. Overall, the session on good health and vitality through a healthy diet, conducted by the I4N secretariat with Skidos, had a significant impact on participants by increasing awareness, empowering individuals, promoting behavioral change, and celebrating cultural diversity. Through continued education and engagement, such initiatives can contribute to the ongoing promotion of health and well-being within communities and organizations.

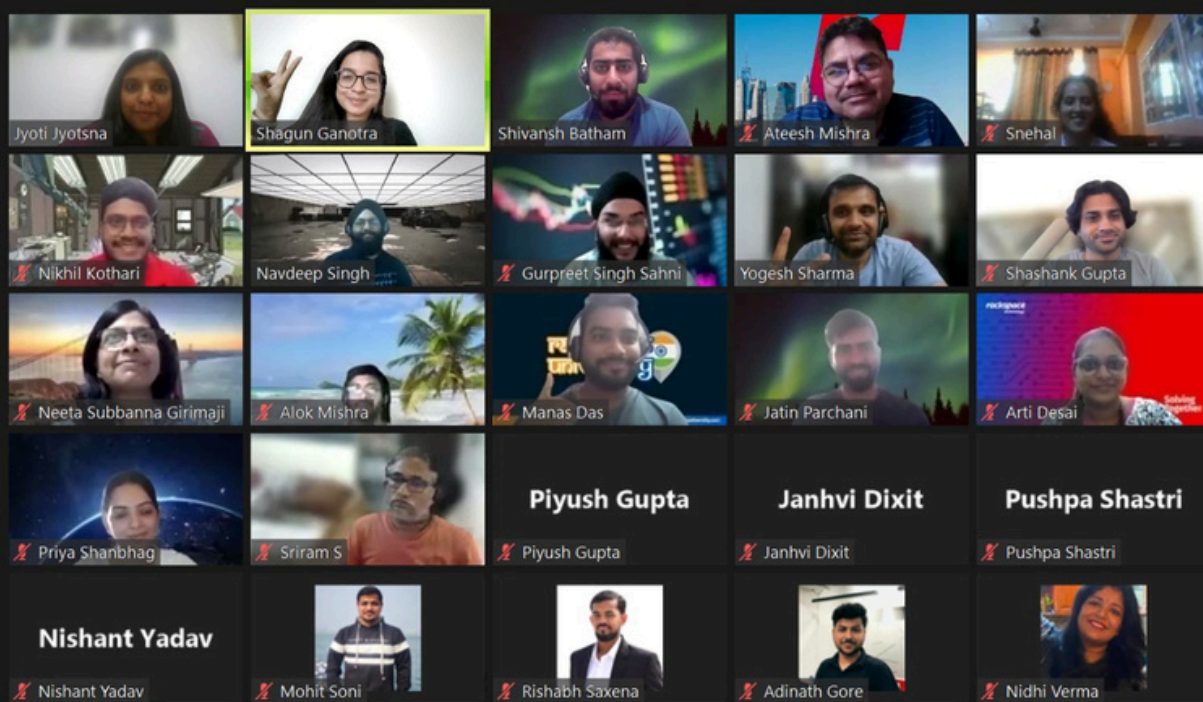


EMPLOYEE AWARENESS SESSION WITH RACKSPACE TECH

The nutrition and wellness session conducted by the IMPAct4Nutrition secretariat in collaboration with Rackspace Tech covered a wide range of topics essential for promoting healthy lifestyles among employees. Break down of the key points discussed during the session are as follows



- **Tiranga Thali Concept:** This refers to a balanced meal representing the Indian tricolor flag (Tiranga). It emphasizes incorporating a variety of colorful foods into one's diet, symbolizing a diverse range of nutrients essential for good health.
- **Healthy Diet Vitality:** Participants were educated on the crucial role of a healthy diet in daily life and how nutrition impacts energy levels, mood, immunity, and long-term health outcomes.
- **Balanced Meal Components:** The session highlighted the importance of including various food groups in each meal to ensure nutritional balance involving the significance of carbohydrates, proteins, fats, vitamins, and minerals in maintaining health.
- **Hydration Principles:** Proper hydration is essential for overall well-being, and understanding the signs of dehydration and strategies for staying hydrated is the key point. The session emphasized the importance of drinking an adequate amount of water throughout the day.
- **Physical Activity Emphasis:** Alongside nutrition, the importance of regular physical activity for maintaining a healthy lifestyle was usually underscored. The session re-emphasised the importance of incorporating exercise into daily routines and its benefits for both physical and mental health.
- **Jaggery and Sugar Variations:** Questions regarding sugar intake, including the consumption of jaggery and different types of sugars, were addressed. Participants may have received guidance on how to moderate sugar intake and make healthier sweetener choices.
- **Moderating Oil Consumption:** The session also highlighted the importance of consuming oils in moderation and choosing healthier cooking oils for optimal health.
- **Recommended Portion Sizes:** Educating participants on appropriate portion sizes for different food groups could help promote mindful eating habits and prevent overeating.



The impact of the session was multifaceted and far-reaching. Firstly, it raised awareness among approximately 150 employees about the importance of prioritizing their health through mindful dietary choices and lifestyle habits.

Moreover, the session equipped employees with practical knowledge on maintaining hydration, incorporating physical activity, and moderating sugar and oil intake. By addressing common questions and concerns regarding dietary practices, participants were empowered to make informed decisions about their nutrition.

Beyond individual impact, the session fostered Workforce Nutrition concept- a culture of health and wellness within the workplace. As employees internalized the principles discussed, they shared their newfound knowledge with colleagues, thereby creating a ripple effect throughout the organization, leading to a collective shift towards healthier eating habits and increased emphasis on employee well-being.

Furthermore, by investing in employee wellness initiatives, Rackspace Tech demonstrated its commitment to the health and happiness of its workforce. This can contribute to higher levels of employee satisfaction, engagement, and productivity, ultimately benefiting the company as a whole.

PLEDGED PARTNERS APRIL 2024



Drove Security Solution Private Limited

It is a leading national security service provider and boasts an extensive network encompassing 15 branches across more than 140 cities with headquarter in Jamshedpur, Jharkhand. With over 3,500 workforce they provide services in the area of guarding, training, security consultancy, among others.



AyushPay

AyushPay is a cutting-edge financial technology (fintech) company that revolutionizes the way healthcare services are accessed, managed, and paid for. With a mission to enhance healthcare affordability and accessibility, AyushPay offers a comprehensive platform that seamlessly integrates healthcare payments, insurance claims, and patient records



Renuka Home Private Limited

Renuka Home operates in the home furnishing and accessories space. Its production facilities are located in Faridabad which is one of the most active manufacturing hubs of Haryana.

PLEGED PARTNERS APRIL 2024



Lumbus Security & Manpower Private Limited (LSMPL)

LSMPL is a renowned company that specializes in providing top-notch security services. With a wide range of services including housekeeping, security system and equipment, uniformed security, and outsource/recruitment services, LSMPL has established itself as a trusted name in the industry.



JB Power Consultants Private Limited

It is a renewable energy and decarbonization company which assists its clients in journey to a sustainable, long-term application of renewable energy and carbon offsets. It provides tailored renewable energy solutions to its customers to help lowering energy costs and achieve their sustainability goals.



SR Apparels

SR Apparels are engaged in manufacturing and exporting a comprehensive range of Apparels & Clothing. It is one of the trusted manufacturers and exporters of Knitted Hosiery Fabric and Cotton Fabrics.

PLEGED PARTNERS APRIL 2024



McKinnon India Private Limited

Founded in 1993 in Coimbatore (Tamil Nadu), it is a joint venture with the prestigious William McKinnon & Co Ltd. based out of Aberdeen, Scotland. McKinnon is a leading manufacturer, wholesaler, and exporter of Wet Processing Systems, Dry Processing Systems, and Laboratory Equipment.



Vignesh Enterprises

It is one of the leading manufacturer and supplier of green tea powder, tea powder and operating with a trade name of Highfield Premium Leaf Tea. It is based in Coonoor in the state of Tamil Nadu.



Polestar Solutions & Services

Polestar Solutions & Services is a global information technology and consulting company that provides a wide range of services to clients across various industries. The company specializes in digital transformation, cloud computing, data analytics, cybersecurity, and enterprise application development and integration.

PLEGED PARTNERS APRIL 2024



WM McKinnon India Private Limited

It is a leading private limited company with its registered office in Coimbatore, Tamil Nadu. It was formerly known as Prokop Eltex India Private Limited. The company is engaged in the machinery and equipment Industry.



Standard Chartered Bank India

It is a prominent multinational banking and financial services company operating in India. As a subsidiary of the British multinational Standard Chartered Group, it has a significant presence in the Indian banking sector. The bank offers a wide range of personal and commercial banking services, including retail banking, wealth management, corporate and institutional banking, and treasury.

RECIPE FOR THOUGHT

CURD SATTU LASSI (Source-ERI, Healthy Gut)



Preparation Time: 4mins



Serves: 2



Nutritional Value
(per serving)



Energy
429 Kcal



Protein
3.18 g



Carbohydrates
89.83 g



Fat
6.39 g

Ingredients

1. Sattu - 1/2 cup
2. Fresh home made curd - 1 cup
3. Chilled water - 1cup
4. Roasted cumin powder - ½ Tbsp
5. Black salt or chat masala - - ½ Tbsp
6. Salt - ½ Tbsp
7. Flax seed powder - - ½ Tbsp
8. Green chili ginger paste - - ½ Tbsp
9. Few mint leaves and few coriander leaves

Instructions

1. Take sattu in a bowl.
2. Add cumin powder.
3. Add black salt & table salt and water.
4. Add curd and mix well with a whisk so that there are no lumps.
5. Add the remaining water to thin down the drink.
6. Taste and adjust seasoning.
7. Garnish with chopped mint leaves.
8. Serve cold.

TIP OF THE MONTH



Mangoes are rich in beta carotene, vitamin C, potassium and B vitamins which help in overall maintenance of health and immunity.

(Source- ICMR NIN)

