

MAY 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 THIRD NATIONAL ADVISORY BOARD MEETING



IMPAct4Nutrition (I4N) Platform which was incubated 5 years ago to align with the vision of creating a Jan Andolan for Public & Private sector companies to collectively contribute and take actions towards Poshan Abhiyan.

From knowledge dissemination to engaging employees and families, I4N platform has been a catalyst for the private sector to invest in their employee nutrition through the ACE Card (Assets/ CSR or Cash/ Employee engagement for Nutrition).

To further strengthen and strategically support the I4N Platform, National Advisory Board was formulated last year which included industry experts from diversified fields and areas of work. The 3rd National Advisory Board Meeting was held at New Delhi last month. Apart from the Advisory Board Members, the meeting was attended by diverse group of attendees including representatives from Niti Aayog, IICA Ministry of Corporate Affairs, Pledged Partners, Initiative Partners, Implementing Partners, representatives from various UNICEF Field offices and few more.

During the advisory board meeting, a Report on “Leveraging Public & Private sector Investment in Nutrition during 2023-24” was released. This report summarizes intense CSR engagements with 9 I4N Pledged Partners, technically supported by I4N Secretariat during 2023-24, leveraging an investment of 336 Million INR (approx. 4 Million USD) CSR funds towards Nutrition. (Special thanks to I4N Founding Partner - Bhomik Shah and CSRBOX team for leading this piece of work as a part of I4N secretariat.)

Link for the report- <https://lnkd.in/dgyiPPHF>

I4N platform has seen a consistent growth in engagements and onboarding Pledged partner. As on date I4N Platform has over 530 companies as Pledged Partners; engaging 10.2+ Million Employees (families) and beneficiaries; reached 215+ million individual through good nutrition literacy.

ICMR'S DIETARY GUIDELINES AIM TO COMBAT INDIA'S GROWING DISEASE BURDEN

In a significant move to address the country's mounting health challenges, the Indian Council of Medical Research (ICMR) has released 17 dietary guidelines designed to meet the requirements of essential nutrients and prevent non-communicable diseases (NCDs) such as obesity and diabetes.

The Dietary Guidelines for Indians (DGIs) has been drafted by a multi-disciplinary committee of experts led by Dr Hemalatha R, Director, ICMR-NIN and has undergone several scientific review.

Below are the 17 dietary guidelines:



1. Eat a variety of foods to ensure a balanced diet
2. Pregnant women and new mothers should have access to extra food and healthcare
3. Ensure exclusive breastfeeding for the first six months; continue breastfeeding till two years and beyond
4. After six months of age, the infant should be fed homemade semi-solid complementary foods
5. Ensure adequate and appropriate diets for children and adolescents in health and sickness
6. Eat plenty of vegetables and legumes
7. Use oil/fats in moderation; choose a variety of oil seeds, nuts etc. to meet daily needs of fats and essential fatty acids
8. Obtain good quality proteins and essential amino acids; avoid protein supplements to build muscle mass
9. Adopt a health lifestyle to prevent abdominal obesity, overweight and overall obesity
10. Be physically active, exercise regularly
11. Restrict salt intake
12. Consume safe and clean foods
13. Ensure appropriate pre-cooking and cooking methods are used
14. Drink plenty of water
15. Minimise the consumption of ultra-processed foods and high fat, sugar, salt
16. Prioritise nutrient-rich foods in the diets of elderly people
17. Read information on food labels

(Source- https://main.icmr.nic.in/sites/default/files/upload_documents/DGI_07th_May_2024_fin.pdf)

NUTRITION CHALLENGES PERSIST IN INDIA: DUAL BURDEN OF UNDER-NUTRITION AND OBESITY

The latest Dietary Guidelines for Indians (DGIs) released by the Indian Council of Medical Research (ICMR)-National Institute of Nutrition (ICMR-NIN) (https://main.icmr.nic.in/DGI_07th_May_2024_fin.pdf) highlight that undernutrition and anemia continue to be a significant public health concern in the country. It also reveals that a staggering 56.4% of the country's disease burden can be attributed to unhealthy diets. The DGIs reveal a concerning picture of a nation grappling with dual burden of malnutrition, where undernutrition and anemia coexist with rising rates of overweight, obesity, and pre-diabetic conditions. This paradoxical situation underscores the need for a comprehensive approach to address nutritional challenges.

According to the report, a balanced diet should provide not more than 45% of calories (energy) from cereals and millets (nutri-cereals: diversifying from staples to millets), up to 15% from pulses, beans, and meat, and the remaining calories should come from nuts, vegetables, fruits, and milk. This will ensure 50%–55% of total calories from carbohydrates, 10%–15% from proteins and 20%–30% from dietary fats. However, the data suggests that cereals contribute to 50-70% of total energy intake, while pulses, meat, poultry, and fish contribute only 6-9%, lower than the recommended 14% of total energy from these foods.

Furthermore, the report highlights that a significant portion of the population consumes lower-than-recommended levels of micronutrient-dense foods like whole grains, pulses, beans, nuts, fresh vegetables, and fruits, while the intake of refined cereals is higher. The steady increase in the consumption of unhealthy, highly processed foods complicated this issue further.

Emphasizing the importance of a healthy lifestyle, the DGIs note that healthy diets and physical activity can reduce a substantial proportion of coronary heart disease, hypertension, and prevent up to 80% of Type 2 diabetes cases. Unfortunately, unhealthy, highly processed, high-fat, sugar, and salt (HFSS) foods have become more affordable and accessible than healthier alternatives, influencing dietary preferences and contributing to micronutrient deficiencies and obesity.

The report recommends sourcing macronutrients and micronutrients from a minimum of eight food groups, with vegetables, fruits, green leafy vegetables, roots, and tubers forming half the recommended daily intake. Cereals, millets, pulses, flesh foods, eggs, nuts, oil seeds, and milk/curd should make up the remaining portion. (Source- <https://www.thehindu.com/sci-tech/health/undernutrition-and-anaemia-remain-pressing-public-health-issues/article68153647.ece>)



EMPLOYEE ENGAGEMENT SESSION AT RENUKA HOME PRIVATE LIMITED

The IMPAct4Nutrition (I4N) Secretariat in collaboration with Ank Foundation, one of the initiative partner of I4N, conducted an engaging and informative session on workplace nutrition for the employees of Renuka Home Private Limited. The primary objective of the session was to raise awareness among the workforce about the profound and multifaceted impact that proper nutrition can have on their health, energy levels, and productivity.

The session shed emphasis on the crucial role that employee health and nutrition play in fostering a thriving workforce. Furthermore, importance of maintaining healthy eating habits and balanced nutrition for optimal well-being was also conveyed to the attendees. Through interactive discussions and practical tips, the attendees gained valuable insights about the benefits of balanced nutrition and its positive influence on their daily lives.



Employees were made aware about the benefits of simple yet impactful practices including handwashing and maintaining good hygiene practices into their daily routines. They were also made aware about the benefits of consuming nutrient dense foods like, green leafy vegetables and sprouts, which are rich in essential vitamins, minerals and anti-oxidants.



The session incorporated an interactive card game focused on nutrition. The engaging card game helped reinforce the various concepts discussed and made the session experience more enjoyable to the attendees.

By addressing the various facets of nutrition and its direct impact on productivity and overall wellbeing, the interactive session successfully underscored the significance of workplace nutrition programs. The employees of Renuka Home Private Limited gained a deeper understanding of the pivotal role that balanced nutrition plays in their lives, both personally and professionally, and were equipped with practical strategies to incorporate healthier habits into their daily routines.

NURTURING WELL-BEING FOR THE WOMEN WORKFORCE AT TATA POWER DDL

TATA Power DDL, one of the Pledged partners of I4N, celebrated Mother's day by engaging their women workforce in a knowledge session around nutrition, conducted by ANK Foundation, one of the implementing partners of I4N. The aim of this employee engagement session was to empower and inspire the amazing mothers and women professionals to prioritize their well-being and that of their families through informed and nutritious dietary choices.



The session was a vibrant amalgamation of multimedia presentations, thought-provoking videos, and interactive activities meticulously designed to captivate and educate the women workforce. The session emphasized the pivotal role of incorporating regular physical activity into daily routines, fostering a holistic approach towards healthy living. Regular exercises and yoga techniques were introduced to the women workforce, encouraging them to embrace an active lifestyle.

Recognizing the unique challenges posed by various lifestyle conditions that women often confront, the session involved comprehensive discussion on dietary recommendations and precautions. Through the session, our team provided practical guidance tailored to common health concerns faced by women, equipping them with the knowledge to make informed choices for themselves and their families.

The women workforce actively engaged in thought-provoking activities, fostering an environment of increased awareness and enrichment. The enthusiasm and commitment to embracing healthier lifestyles shown by the women workforce of Tata Power DDL were truly inspiring.



Furthermore, the session addressed the crucial aspect of childhood nutrition by sharing a wealth of nutritious and delicious recipe ideas for kids' lunchboxes. The practical tips aimed to contribute to building a healthier future generation by instilling good eating habits from an early age.

The I4N Secretariat extend its heartfelt gratitude to Tata Power DDL, Ms. Geetanjali Tripathi, and Ms. Nidhi Thomas for providing our initiative partner Ank Foundation with this excellent opportunity to contribute to the well-being of their workforce and their families.

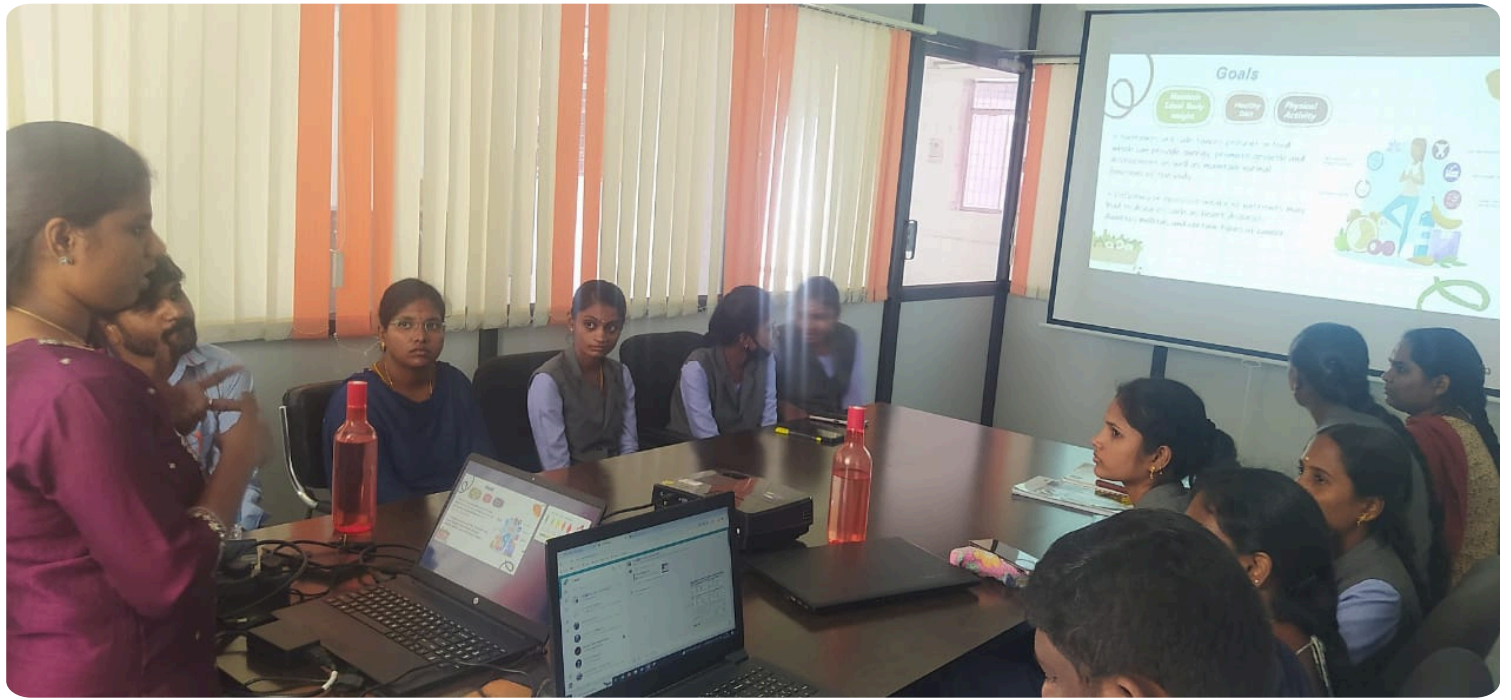
PROMOTING WORKPLACE NUTRITION AT SANJAY MOTORS, COIMBATORE

The IMPAct4Nutrition (I4N) Secretariat, through Ank Foundation (one of the initiative partner of I4N) conducted an interactive employee engagement session with Sanjay Motors, a dealer of Aadhi Honda at Coimbatore. The session aimed to raise awareness about the importance of healthy eating habits and balanced nutrition for employees ultimately leading to the economic growth of the nation through enhanced productivity.



The session covered various key topics related to nutrition and workplace nutrition which were:

- Nutrition for a vibrant lifestyle: The session highlighted the concept of Nutrition, importance of macro and micro nutrients, sources and functions of energy, protein, fat, vitamins, minerals, and the role of dietary fiber in the health of human being.
- Unhealthy food consumption: The alarming consumption of unhealthy foods high in fat and sugar was discussed, emphasizing the need for dietary changes and highlighting the importance of a balanced diet.
- Cycle of poor nutrition and its impacts: Workforce were made aware of the vicious cycle of poor nutrition, including its effects on health, productivity, and overall well-being.
- My Plate Concept: The session emphasized My Plate concept and delved into the importance of 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 Water and Antioxidants: The session highlighted the significance of consuming enough water and antioxidant-rich foods for optimal bodily functions.
- Dietary guidelines: General healthy dietary guidelines were explained to the workforce to maintain a healthy lifestyle and prevent lifestyle-oriented diseases. Health tips to follow on a regular basis were also suggested.
- Effects of Anemia and Vitamin B12 Deficiency: Workforce were made aware of the consequences of anemia and vitamin B12 deficiency, stressing the need for nutrient-rich diets.

By addressing various aspects of nutrition and clarifying doubts about health, nutrition, and its impact on productivity and overall health, this session at Sanjay Motors demonstrated the significance of workplace nutrition programs in enhancing employee performance and creating a healthier workforce.



PLEDGED PARTNERS MAY 2024

3Pillar Global

3Pillar Global

3Pillar Global builds breakthrough software products that power digital businesses and help companies innovate and compete in the digital economy.

3Pillar is an innovative product development partner whose solutions drive rapid revenue, market share, and customer growth for industry leaders in Software and SaaS, Media and Publishing and Information Services.



EKI Energy Services Limited

EKI Energy Services Ltd. (EKI), erstwhile EnKing International in the climate sector globally, is a leading Carbon Credit Developer & Supplier across the globe. The Indore headquartered company is listed on the Bombay Stock Exchange (BSE). EKI is a global market leader with deep expertise in the realm of climate change, carbon offset solutions, and carbon asset management.



BMW Industries Limited

BMW Industries Limited is engaged in the manufacture of two product types – longs (towers, structures and TMT) and flats (pipes, galvanized plain and galvanized corrugated). It has manufacturing units in Argori (Howrah), Ghusuri (Howrah), Manifit (Jamshedpur), Adityapur (Jamshedpur) and Gamharia (Jamshedpur).

PLEDGED PARTNERS MAY 2024

Sri Pati Sai Developers Private Limited

Sri Pati Sai Developers Private Limited, Patna

Sri Pati Sai Developers Private Limited is a construction company based in Patna and are engaged in land development and building construction related activities.



A.N. Associates, Tirupur

A.N. Associates is engaged in manufacturing of construction materials (Solid Blocks, ACC Blocks, Mud Bricks) and supplying construction hardware materials and electrical accessories.

Sanjay Motors

Sanjay Motors

Sanjay Motors is a leading Car and Bike dealer and servicing for new Honda and serving in and around Coimbatore.

PLEDGED PARTNERS MAY 2024



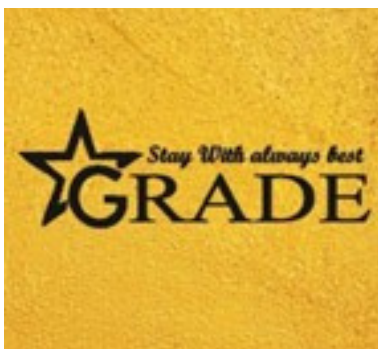
D.J. Hospital, Coimbatore

Established in 2016, DJ Hospital has gained immense expertise in offering Medical Treatment Services & Emergency Medical Services etc. The hospital is providing Medical Treatment Services & Emergency Medical Services to the clients.



Gateway Clinics & Hospitals Private Limited, Coimbatore

Gateway clinic is the 'center of excellence' for gastroenterology, laparoscopic surgery, Hepatobiliary-pancreatic surgery, colorectal surgery, endoscopy- diagnostic and therapeutic, endoscopic gynecological surgery and bariatric surgery.



Grade Mattress, Coimbatore

Grade Mattress has been well-known in the industry as one of the top manufacturers and suppliers of Natural Honey Oak Chair, King Size Teak Brown Wood Cot Bed, Wood Bookshelf, Dressing Table, Natural Honey Oak Dining Table Set among others.

PLEDGED PARTNERS MAY 2024



Unicon Engineers, Coimbatore

Unicon Engineers is an ISO 9001 - 2015 organization and promoted by technocrats with the vision of providing world-class service in technology and human expertise to meet the stated and unstated needs of the Customers in Pollution Control & Material Handling.



A2Z Care

A2Z is one of the India's leading Facility Management Services providing company. It provides end to end total solution for a wide range of services ranging from facility management of residential & commercial premises and security services, offices alike, home care services to event management and office support services among others.

RECIPE FOR THOUGHT

Vegetable Cheela (Source- wcd.nic.in)



Preparation Time: 15 mins



Serves: 4



Nutritive Values per 100 gms

Calories-	186
Protein-	4.41 gm
Iron-	5.32 mg.
Carotene-	1896 ug

Ingredients

1. Wheat Flour- 100 g.
2. Besan - 50 g.
3. Tomatoes- 100 g.
4. Spinach- 100 g.
5. Coriander leaves- 50 g.
6. Onion - 100 g.
7. Oil- 50 g.
8. Green chilies - 2 nos.
9. Spices-salt, Red Chilly powder, Turmeric powder etc.- As per taste

Instructions

1. Wash and chop all vegetables
2. Mix wheat flour and besan. Add all chopped vegetables. Add spices and prepare a batter of pouring consistency.
3. Heat tawa and grease it with a little oil. Place a laddlefule mixture on tawa (iron plate) and spread evenly.
4. Apply oil from all sides and cook on both sides till golden brown.

TIP OF THE MONTH



Eat a variety of vegetables and fruits in all your meals in various forms (raw salad, curry, dry cooked vegetables, soups, as raita mixed with curd or added to pulse and cereal preparations).

(Source- ICMR NIN)

