

JULY 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**

ECONOMIC SURVEY 2023-24: IMPROVING HEALTH OF YOUNG INDIANS IS CRUCIAL

The Economic Survey of India 2023-24, presented by Union Finance Minister Nirmala Sitharaman in Parliament on July 22, emphasizes the critical importance of enhancing the health quality of India's young population. Referencing the Indian Council of Medical Research's (ICMR) latest dietary guidelines from April, it highlights that 56.4% of India's total disease burden is attributed to unhealthy diets.

The ICMR report notes that the increased consumption of highly processed foods rich in sugars and fats, combined with reduced physical activity and limited access to diverse foods, is exacerbating micronutrient deficiencies and obesity issues. The ICMR released 17 dietary guidelines, asserting that "a significant proportion of premature deaths can be prevented by adopting a healthy lifestyle."

The Economic Survey Report also sheds light on the growing obesity problem in India. It cites estimates showing that the adult obesity rate in the country has more than tripled, with the annual increase in childhood obesity being one of the steepest globally, according to the World Obesity Federation. The National Family Health Survey (NFHS 5) data supports this trend, showing increases in obesity rates for both adults and children compared to NFHS 4 (2015-16).

The survey notes that obesity rates are significantly higher in urban India compared to rural areas. It also acknowledges that the NFHS-5 survey coincided with the Covid-19 pandemic, which may have contributed to more sedentary lifestyles and increased obesity rates.

It emphasizes the potential impact of nutrition and health on employment and productivity. It suggests that a combination of social media, screen time, sedentary habits, and unhealthy food could undermine public health and diminish India's economic potential.

The survey also points to the private sector's role in contributing to unhealthy lifestyle habits and calls for businesses to embrace India's traditional, healthy lifestyle and food practices. It highlights the need for coherent policies at national and sub-national levels to address these issues effectively.

The survey further emphasizes two decisive trends for the country's health and disease profile: the need for greater attention to healthy eating and mental health, and the importance of state and local level governance in implementing national health programs.

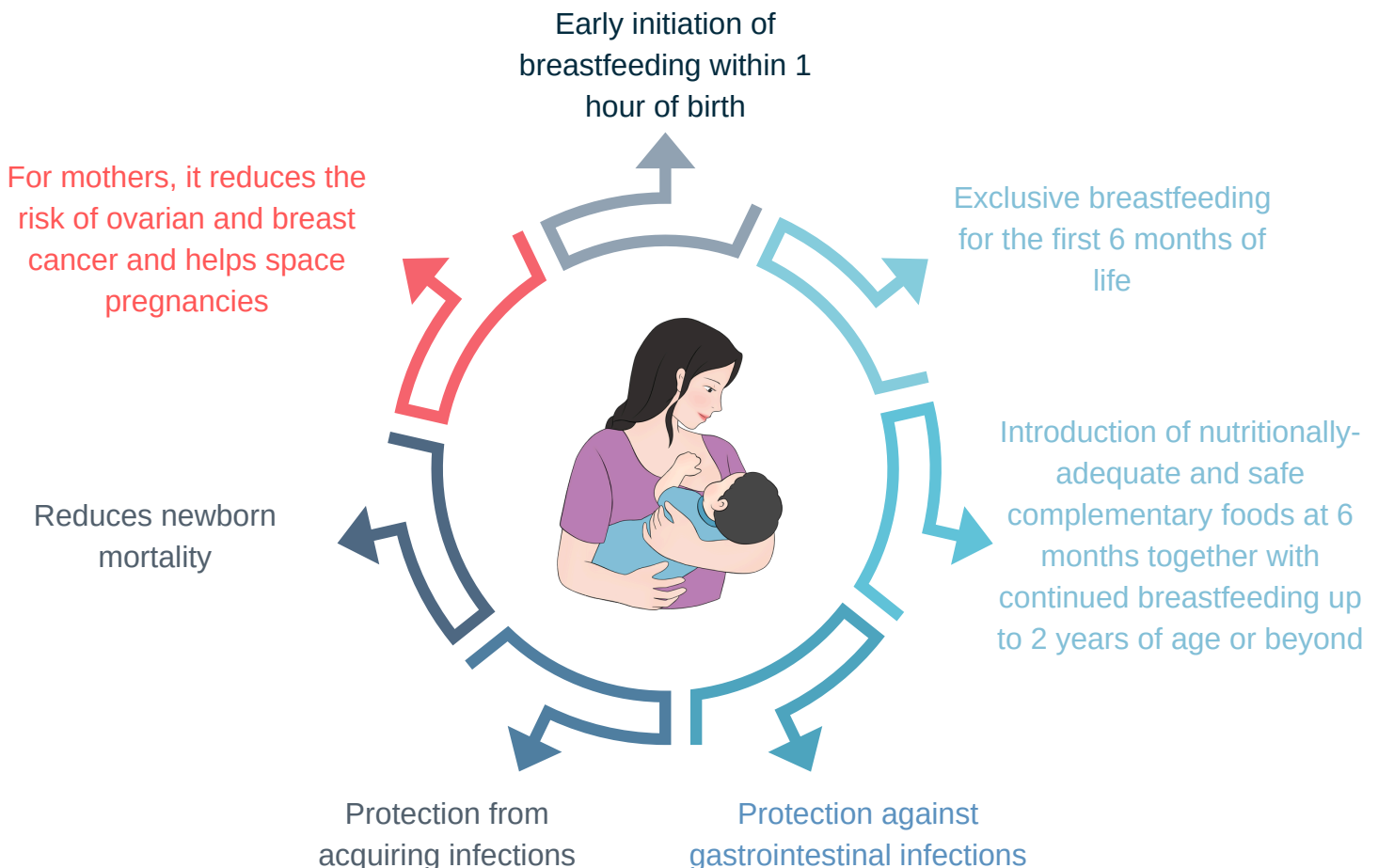
The survey concludes by cautioning that for India to reap the benefits of its demographic dividend, it is crucial that its population's health parameters transition towards a balanced and diverse diet.

(Source: <https://www.thehindu.com/sci-tech/health/economic-survey-2023-24-rising-obesity-a-concern-preventive-measures-must-be-taken-for-healthier-lifestyle/article68431784.ece>)

BREASTFEEDING: A FOUNDATION FOR LIFELONG HEALTH

According to the World Health Organization (WHO), breastfeeding is one of the most effective ways to ensure child health and survival. However, despite its numerous benefits, WHO reports that fewer than half of infants under 6 months old are exclusively breastfed, falling short of their recommendations.

WHO emphasizes that breastmilk is the ideal food for infants. It is not only safe and clean but also contains vital antibodies that help protect against many common childhood illnesses. It states that breastmilk provides all the energy and nutrients that an infant needs for the first months of life. Furthermore, it continues to meet up to half or more of a child's nutritional needs during the second half of the first year, and up to one-third during the second year of life.



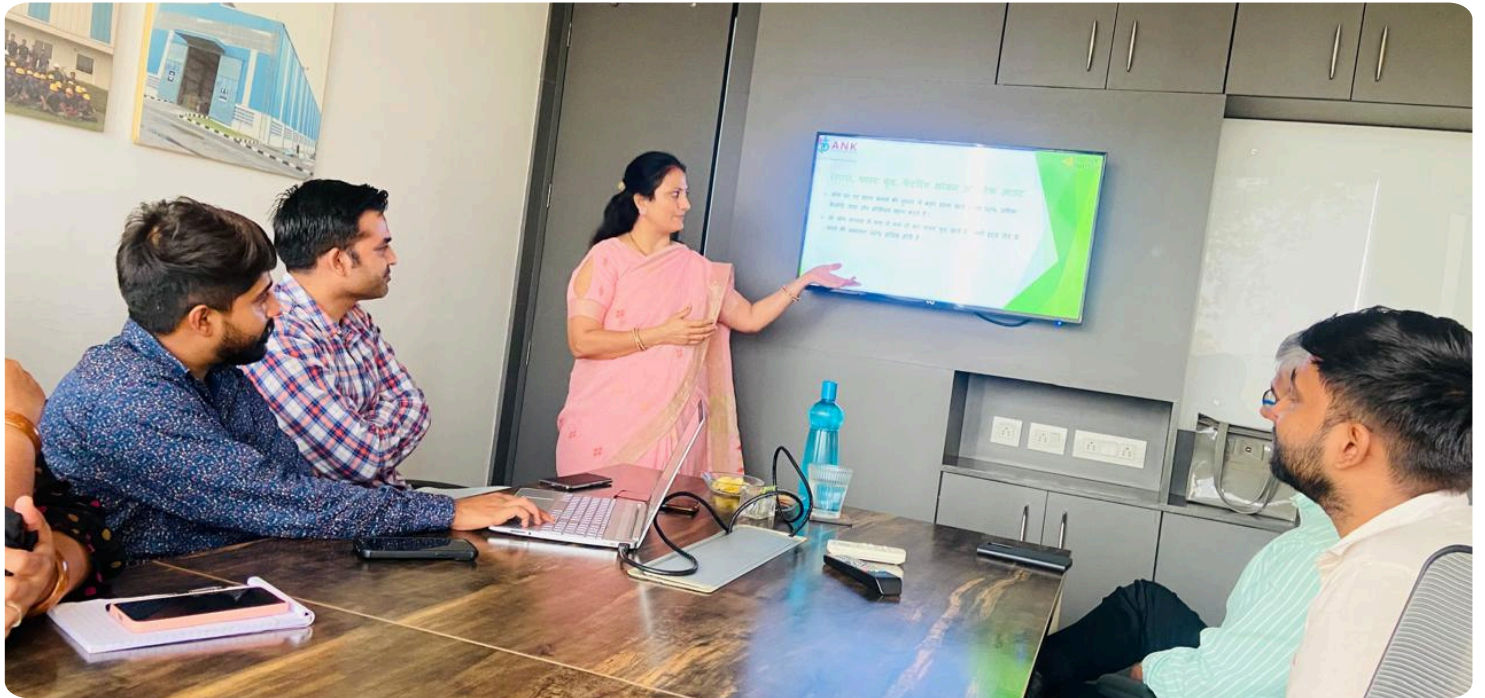
The benefits of breastfeeding extend well beyond infancy. WHO reports that breastfed children tend to perform better on intelligence tests later in life. They are also less likely to become overweight or obese and have a lower risk of developing diabetes as they grow older.

Importantly, the advantages of breastfeeding are not limited to children. WHO notes that women who breastfeed enjoy health benefits as well, including a reduced risk of breast and ovarian cancers. (Source: https://www.who.int/health-topics/breastfeeding#tab=tab_1)

EMPLOYEE ENGAGEMENT SESSION AT SUPERTech INDIA PRIVATE LIMITED

The IMPAct4Nutrition (I4N) Secretariat, through Ank Foundation (one of the initiative partners of I4N) conducted recently hosted an enlightening session on workplace nutrition for the employees of Supertech India Private Limited. This interactive session, attended by over 150 staff members including the company's Managing Director, was conducted in three batches to ensure personalized attention.

The session highlighted the crucial role of nutrition in the workplace, emphasizing how employers can support their staff through nutrition education, health checkups, and breastfeeding facilities for lactating mothers. Participants learned about the wide-ranging benefits of proper nutrition, from reduced infections and anemia to increased productivity and improved mental health.



During the sessions our team stressed the importance of balanced meals over junk food, explaining the intricate connection between gut health and brain function. Practical advice on choosing brain-boosting foods, managing stress through diet, and practicing mindful eating was provided to the participants. The session also encouraged employees to create a positive food environment at work and resist the temptation of "food pushers."

Common nutrition myths were debunked during the engagement session. For instance, contrary to popular belief, skipping meals is not an effective weight loss strategy. Instead, regular, balanced meals support healthier weight management. The misconception that everyone should avoid dairy was also addressed, clarifying that dairy products are beneficial for those without intolerances or allergies.

Participants also gained insights into BMI calculation and its categories, ranging from underweight to obese. An educational video on anemia was presented, detailing its signs, symptoms, and dietary adjustments to combat the condition.

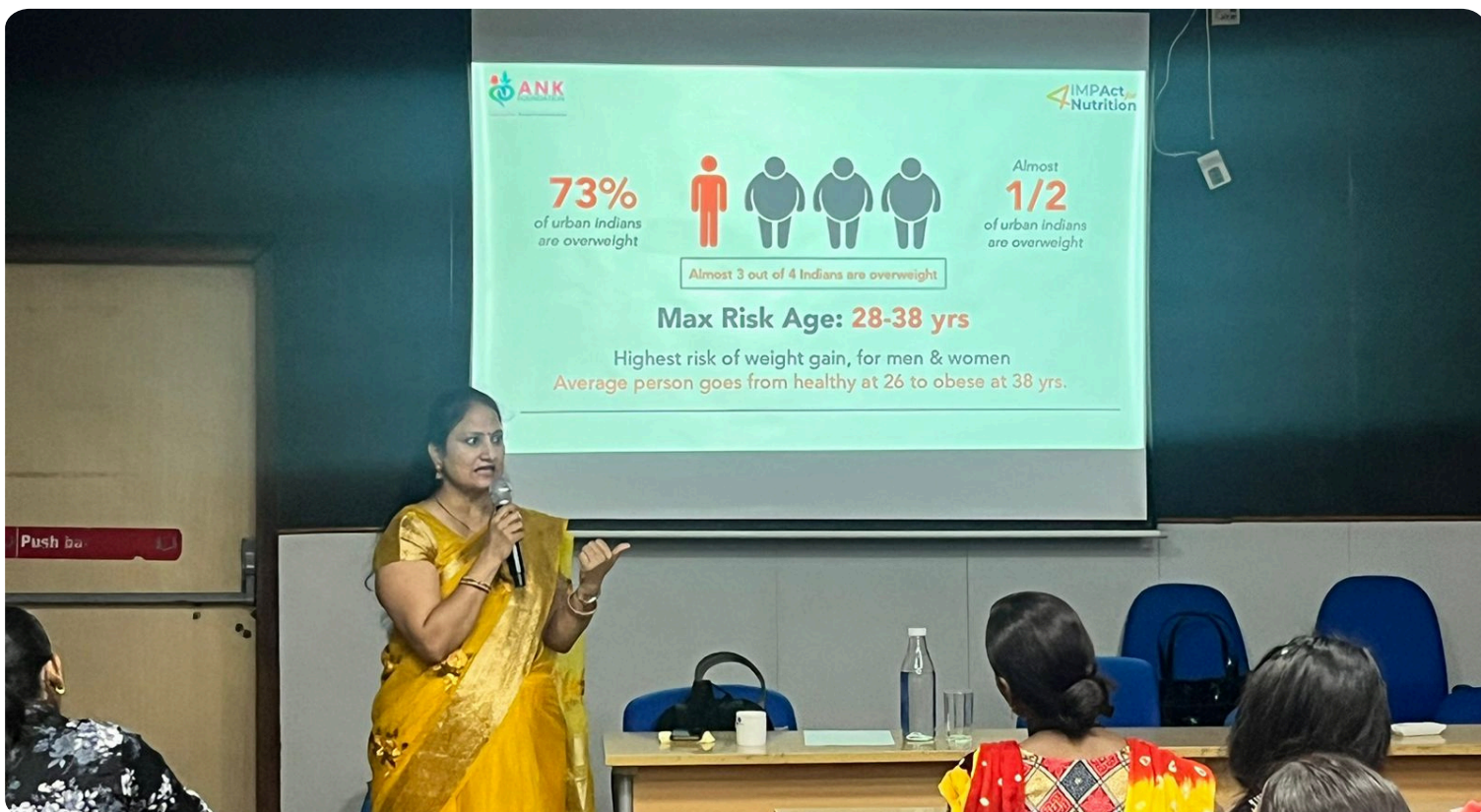


The session concluded with a Q&A session, addressing employee concerns about weight management, reducing visceral fat, and suitable diets for diabetes. The overwhelmingly positive feedback from attendees underscored the session's success in promoting healthier lifestyle choices in the workplace.



NURTURING WELL-BEING FOR THE ABHA WORKERS AT TATA POWER DDL

TATA Power Delhi Distribution Limited (TATA Power DDL), a leader in the energy sector, has been an exemplary Pledged Partner of IMPAct4Nutrition (I4N) for past few years. This collaboration has flourished through consistent and meaningful engagements, demonstrating TATA Power DDL's unwavering commitment to nutrition and community health.



Recently, through Ank Foundation, one of I4N's initiative partners, the I4N secretariat organized an informative session on overweight and obesity for Tata Power DDL's admin and HR team, along with their empaneled ABHA workers. This interactive session aimed to educate participants about the growing concern of obesity in India and its health implications.

The session began with a clear distinction between overweight and obesity, touching briefly on underweight conditions as well. Startling statistics were shared, revealing that 73% of Indians are overweight according to WHO's 2022 report. Participants learned that Delhi ranks as the most obese state in India, while Tripura holds the least obese position. The World Obesity Federation's projection of 48.3 million obese Indians by 2025 underscored the urgency of addressing this issue.

The team delved into the dietary and non-dietary causes of obesity, including the role of the leptin hormone. Health consequences of obesity were highlighted. The session also covered BMI calculation methods and ideal body weight determination based on height.



Practical prevention strategies were discussed, including stress management, avoiding junk food, ensuring adequate sleep, increasing fruit and vegetable intake, and proper hydration. The concept of energy balance was explained, emphasizing the relationship between energy intake and expenditure in weight management. Participants were educated on calorie expenditure through various physical activities, such as walking burning 300-400 calories per hour.



The session concluded with a Q&A, where ABHA workers sought advice on diets for specific health conditions like low blood pressure and increasing hemoglobin levels. With over 200 ABHA workers in attendance, the session proved to be a valuable platform for disseminating crucial health information and promoting better lifestyle choices.

This comprehensive session not only raised awareness about obesity and its related health issues but also equipped ABHA workers with practical knowledge to better serve their communities. The enthusiastic participation and engagement of attendees highlighted the success of this initiative in fostering a healthier workforce and, by extension, a healthier society.

EMPLOYEE ENGAGEMENT WITH DJ HOSPITAL COIMBATORE

IMPAct4Nutrition Secretariat engages its Pledged Partners through unique way of ACE Card (Assets for Nutrition, CSR/ Cash for Nutrition or Employee Education/ Volunteering for Nutrition). Ank Foundation one of the initiative partners of I4N organized an employee engagement session on workforce nutrition with one of the recent pledged partners DJ Hospital in South India. The enriching session made a significant improvement in the nutrition related awareness of the employees of the hospital.



The session focused on equipping the hospital's dedicated staff with knowledge about nutrition and healthy eating habits. We explored the fundamentals of a balanced diet, delved into the crucial role of proper nutrition in maintaining good health, and offered practical advice for healthy eating within the demanding hospital environment. The session also highlighted how good nutrition can help improving productivity and enhance overall well-being.



The session has potential for widespread impact. DJ Hospital serves over 20,000 patients annually, and now its staff members are equipped with valuable nutritional knowledge they can share. This creates a powerful ripple effect, as these healthcare professionals not only improve their own dietary habits but also pass on this crucial information to the patients they interact with every day. Together, we are building a foundation for a healthier, more vibrant India - one workplace at a time.

EMPLOYEE ENGAGEMENT SESSION AT KALPANA HOSPITAL, COIMBATORE

In a recent engagement activity, IMPAct4Nutrition (I4N) brought its unique ACE Card strategy to Kalpana Hospital Coimbatore, demonstrating the power of workforce nutrition education. This approach, which stands for Assets for Nutrition, CSR/Cash for Nutrition, and Employee Education/Volunteering for Nutrition, is designed to create lasting impact through multifaceted engagement with pledged partners.



The session, facilitated by Ank Foundation, an esteemed initiative partner of I4N, focused on enlightening Kalpana Hospital's staff about the importance of nutrition in their daily lives. Throughout the enriching session, participants explored the cornerstones of nutritional well-being. The discussion covered essential topics such as the components of a well-balanced diet and the pivotal role nutrition plays in maintaining optimal health. Recognizing the unique challenges of the healthcare environment, the session offered tailored, practical advice for maintaining healthy eating habits amidst busy hospital schedules.

The potential ripple effect of this session is particularly exciting. With Kalpana Hospital serving a substantial patient base annually, the newly acquired nutritional knowledge of its staff has the power to reach and positively influence thousands. As these healthcare professionals integrate better dietary practices into their own lives, they become ambassadors of health, sharing valuable insights with patients during their daily interactions.

It is a testament that positive change starts in the workplace and extends far beyond, contributing to a healthier, more vibrant India.

ASSET UTILIZATION AT J&S WIRELINKS PRIVATE LIMITED

I4N engages its Pledged Partners through unique way of ACE Card (Assets for Nutrition, CSR/ Cash for Nutrition or Employee Education/ Volunteering for Nutrition). As part of the Assets Utilization activity, IMPAct4Nutrition (I4N) Secretariat, through Ank Foundation (one of the initiative partners of I4N) displayed multiple IEC material at the reception area, working area and cafeteria of J&S Wirelinks Private Limited.



The IEC materials included the benefit of eating sprouts, green leafy vegetables and fruits for maximal impact and effective utilization. More than 500 employees and visitors are expected to be benefitted by the display of these nutrition messages at various strategic location within their office premises

PROMOTING WORKPLACE NUTRITION AT JG HOSIERY PRIVATE LIMITED

The IMPAct4Nutrition (I4N) Secretariat, through Ank Foundation (one of the initiative partner of I4N) conducted an employee engagement session on workplace nutrition for the employees of JG Hosiery Private Limited, Coimbatore. The session aimed 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 emphasized the critical role of employee health and nutrition in fostering a thriving workforce. Attendees were introduced to the importance of maintaining healthy eating habits and balanced nutrition for optimal well-being. Through lively discussions and practical tips, employees gained valuable insights into the benefits of balanced nutrition and its positive influence on their daily lives, both at work and home.

A key focus of the session was on simple yet impactful practices that can make a significant difference. Employees learned about the importance of proper handwashing and maintaining good hygiene practices in their daily routines. The session also highlighted the benefits of consuming nutrient-dense foods, such as green leafy vegetables and sprouts, which are rich in essential vitamins, minerals, and antioxidants.



By addressing various aspects of nutrition and its direct impact on productivity and overall well-being, the session successfully underscored the significance of workplace nutrition programs. Employees of JG Hosiery Private Limited left with a deeper understanding of the pivotal role that balanced nutrition plays in their lives and were equipped with practical strategies to incorporate healthier habits into their daily routines.



The session concluded with a discussion on practical tips for implementing menu changes in the workplace canteen, demonstrating JG Hosiery Private Limited's commitment to supporting their employees' nutritional needs. This holistic approach to employee wellness not only promises to enhance individual health but also aims to boost overall workplace productivity and satisfaction.

PLEDGED PARTNERS JULY 2024



Trident Pneumatics Private Limited

Trident Pneumatics Private Limited is a leading manufacturer of Compressed Air treatment equipment like Air Dryers, Automatic Drain valves, Filters, Gas generator products, and Custom-made Air dryers as per customer requirements.



Freecom's Hi Care Service Private Limited

Freecom's Hi Care Service Private Limited offers security solutions including Manned Guarding services along with mobile patrols & remote monitoring.



Everest Chillers Private Limited

Everest Chillers Private Limited pioneers in manufacturing top class customisable chillers and providing cooling solutions. Their major products include industrial chillers, chill water air conditioners, effluent chillers, and glycol chillers

PLEDGED PARTNERS JULY 2024



Krishnaveni Carbon Products Private Limited

Krishnaveni Carbon Products Private Limited is a comprehensive end-to-end carbon company providing carbon brushes for textile mills and mechanical carbon products such as carbon seals and bearings. They have their operations in more than 27 countries across the globe.



Edamanaasserry Spine Hospital Private Limited

Edamanaasserry Spine Hospital Private Limited is one of the finest Ayurveda hospitals for spine-related ailments. Their unique treatment methodologies were developed by Edamanaasserry family which hails from Malabar region in Kerala and treats back pain and spine related ailments.

PRAXIO

Praxio IT Consulting Private Limited

Established in 2018, PRAXIO is a beacon of innovation and commitment to reshaping urban environments. As an ISO 9001:2015 certified company, with a dedicated team of AI experts, they craft tangible solutions, offering end-to-end services that seamlessly integrate technology into urban spaces.

PLEDGED PARTNERS JULY 2024



Nandhi Tractors

Nandhi Tractors

Nandhi Tractors are the manufacturer of tractor attachment providers and sellers in Tamil Nadu.

**SCAN
MACHINERIES**

Scan Machineries Private Limited

Scan Machineries Private Limited engineer, design and manufacture complete paper machine lines right from the headbox all the way till the winder. They also undertake complete turnkey paper mill projects and rebuild projects. They have been serving the Pulp and Paper industry for 30+ years and have established a wide range of esteemed clientele around the globe.

Ananya's
Nana Nani
Homes

Ananya Shelters Private Limited

Ananya Shelters Private Limited is a building contractor specializing in luxurious care facilities, high-quality residential amenities, and hospitality-related projects. They provide age-appropriate and luxurious living conditions with all basic amenities, right from the safety of our housing complex to the comfort and convenience of our living rooms

PLEDGED PARTNERS JULY 2024



Hash Six Hotels

Hash Six Hotels, one of the luxury hotels in Coimbatore is located in the trendy quarter of Coimbatore. The hotel offers 85 modern and comfortable guest rooms equipped with free Wi-Fi along with Banquet facilities.



Aravind Ceramics Private Limited

Headquartered in Chennai, Aravind Ceramics Private Limited under the group of Anuj Tiles is an one-stop destination for all the ceramics, bath fittings, and sanitary ware needs. Their team consists of over 300+ members from various cultures, with over 1000+ dealers and prime dealers.



Jothi Media, Coimbatore

Established in 2006, Jothi Media is engaged in the business of visual merchandising with over 300 employees. They are providing services including metal letters, glow sign boards, indoor/outdoor branding, vehicle/ fleet branding, acrylic LED signages among others.

PLEDGED PARTNERS JULY 2024



Kannelite Private Limited

Kannelite Private Limited is swiftly growing facility management company in India and they are one of the most preferred facility partner for major corporate (Manufacturing, Education, Hospitals, Retail etc.).



Ramkrishna Forgings Limited

Ramkrishna Forgings Limited, founded in 1981 is today a global force to reckon with in the metal forming industry and is known for supplying world class forged, machined and fabricated products to diverse sectors like Automotive, Railways, Farm Equipment, Earth Moving, Mining & Construction, Oil & Gas, Power and General Engineering.



Supertech India Private Limited

Supertech India Private Limited is a leading manufacturer of pre-engineered buildings, special structural steel fabrication, metal roofing and cladding along with complete design, manufacturing and erection solutions. The company works in close association with architects, consultants, engineers, contractors, a wide spectrum of industries, establishments and projects.

RECIPE FOR THOUGHT

Sprouts Upma (Source- NCEARD)



Preparation Time: 15 mins



Serves: 2-3



Nutritive Values

Calories-	251 kcal
Protein-	8.5 gm
Carbohydrate-	36 gm
Beta Carotene-	16 mcg
Fat-	7.4 gm
Iron-	2 mg
Vitamin B6-	0.1 mg
Vitamin C-	3 mg
Vitamin A-	2 mg
Calcium-	25 mg

Ingredients

1. Semolina (Sooji)- 45 g.
2. Green Gram Sprouts - 20 g.
3. Peanuts- 5 g.
4. Water- 125 ml
5. Oil- 5 g.
6. Mustard Seed- 1/4 tsp.
7. Curry Leaves- 1/4 tsp.
8. Red Chilly Powder- 1/8 tsp.
9. Spring Coriander- 1 pcs.
10. Lime juice to taste
11. Salt to taste

Instructions

1. On a heated pan dry roast, the peanuts and semolina separately.
2. Heat some oil in a pan on medium flame and add mustard seeds to it.
3. Add curry leaves red chilli powder and chopped green chillies to the heated oil.
4. Saute for a while and then add moong sprouts to it. Mix well and add roasted semolina (Sooji) to it.
5. Add 125 ml water to the mixture and cook. Cook until the water gets absorbed.
6. Once cooked serve the sprouts upma after garnishing with coriander leaves and add lemon juice as per taste.

TIP OF THE MONTH



Promote exclusive breastfeeding for six months and encourage breastfeeding for two years or as long as one can.

(Source- ICMR NIN)

