

AUGUST 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

CATALYZING NUTRITION INTERVENTIONS IN JHARKHAND: A CSR ROUNDTABLE

The IMPAct4Nutrition (I4N) Secretariat, through Ank Foundation (one of the initiative partners of I4N) hosted a CSR Roundtable in Jamshedpur, bringing together over 25 corporate powerhouses operating in Jharkhand including Tata Power (Jojobera Division), Tata Motors Limited, Tata Steel Foundation, Tata Cummins, CMPDI, Kyocera Precision Tool India Private Limited, JAMIPOL, Ramakrishna Forgings Limited, and Shree Cement among others.

The event was organized in association with UNICEF India Ranchi Field office, focusing on "Catalyzing Nutrition Interventions in Jharkhand through a strengthened CSR Ecosystem." Participants shared success stories, exchanged innovative strategies, and engaged in enriching conversations around nutrition initiatives in the state.



Participants including Mr. Shubhrajyoti Bhowmik (Partnership Officer UNICEF), Mr. Pritish Kumar Nayak (Nutrition Specialist UNICEF), Dr. Digambar Sharma (Nutrition Officer UNICEF), Dr. Anuj Bhatnagar (Head of Public Health- Tata Steel Foundation), Mr. Kapil Kumar (Tata Motors Limited) shared valuable insights on nutrition-related CSR interventions and the way forward for increased impact and wider reach. They also shared how corporate's greater investments around ACE card (Assets/ CSR/ Employees engagement) around nutrition will enable towards wider and deeper impact especially in Aspirational Blocks of Jharkhand. A session was organized during the roundtable to discuss and map current CSR initiatives in health and nutrition across the aspirational blocks in Jharkhand (particularly in West Singhbhum district) and explore innovative models for CSR interventions

This roundtable reaffirmed the importance of collaborative strategies, emphasizing the strong consensus on the need for cooperation between the public and private sectors. The event also showcased successful examples of community-driven programs that have significantly improved nutritional outcomes in the aspirational blocks of Jharkhand.



Tata Motors Limited and **Tata Cummins Private Limited** became our esteemed pledged partners during the CSR Roundtable organized in Jamshedpur in the month of August.



1. What is Poshan Ghar ?

Poshan Ghar (PG) is a multi-stakeholder platform that collaborates with NGOs, civil society organisations, coalitions, alliances, academics, volunteers and corporates for nutrition. Its mission is to improve health and nutrition outcomes, aligning with the Ministry of Women and Child Development's POSHAN 2.0 nutrition agenda.

PG anchors and guides partners in nutrition information and evidence-based social behaviour change (SBC) for nutrition programming. Its focus areas include addressing barriers to maternal and child health and providing approaches and solutions for better nutrition. PG also provides hand-holding assistance, technical nutrition and SBC guidance and support in implementing nutrition community mobilization programs and helps advance nutrition literacy across India by emphasizing the importance of consuming diverse and healthy diets.



2. Highlights from the PG Secretariat

#WorldBreastFeedingWeek2024 - Aligned to the theme 'Closing the Gap: Breastfeeding Support for All', this week-long campaign raised awareness and showcased the ways families, communities, and health workers can support and bridge the gaps that exist in creating safe spaces and opportunities for breastfeeding mothers at homes, workplaces and public places.

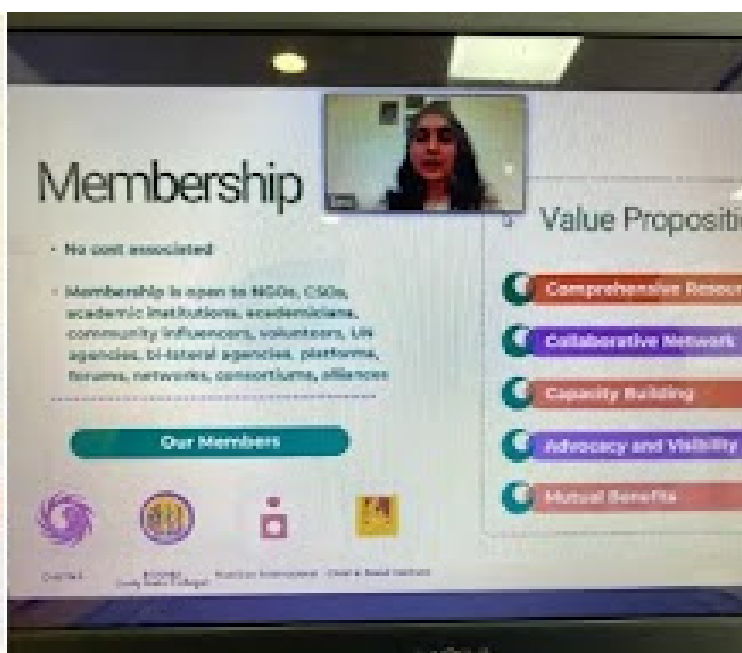
The PG Secretariat also launched its first podcast series in August, featuring guest speaker Dr. Lopamudra Tripathy, SBC Specialist and Poshan Ghar Lead at UNICEF India, who highlighted the diversity of breastfeeding women at every stage of their feeding journey, while demonstrating how families, communities, health workers, and platforms like PG can help close the gap.



PG Representation at State-level

Madhya Pradesh Nutrition Meet: On 21st June 2024, a Nutrition Meet on 'Advocating Diverse Diets using SBC approaches, Eliminating Anaemia and Addressing Nutritional Issues' brought together NGOs and field experts from Madhya Pradesh to discuss various nutrition-related issues. The meeting focused on using SBC and developing strategies to promote dietary diversity across food groups. It included introducing healthy diets, using SBC to make diverse diets aspirational, and encouraging the consumption of local, seasonal foods among mothers, caregivers, family members, and communities, especially the most vulnerable.

Odisha Nutrition Workshop: On 30th July 2024, a workshop on the 'Importance of Nutrition Interventions for Preventing Severe Wasting and Growth Faltering among Young Children' was organised by the South Orissa Voluntary Action, UNICEF Odisha field office, the District Administration, and the RUCHI Group of Industries. The workshop brought together NGOs, private sector representatives, state health department officials, and field experts from Odisha to address critical nutrition issues. PG Secretariat advocated for multi-sectoral collaboration in nutrition and behaviour change, emphasizing its value proposition and benefits for PG members and highlighting how the platform for civil society engagement bridges the gaps to meet the nutrition agendas in support of POSHAN Abhiyaan 2.0 specifically the Poshan Jan Andolan.



3. PG Engagement

Members' Meet - The PG secretariat hosted its first virtual members' meet on 31st July 2024, with active participation from 30 members from various civil society organizations and academia throughout India. With the objective of exploring collaborative opportunities and strategic partnerships, various members highlighted the work their organizations do and brainstormed ideas, engagement opportunities, platforms, and events to amplify best practices, innovations, and learnings with support from the PG secretariat.

4. Milestone Achieved

PG is now a family of 100+ Members!



If you are a nutrition-social behaviour change expert, an alliance, NGO, CSO, I4N pledged partner, academia, or volunteer, or involved in the WASH, Education, Health and Child Protection, you can become a member of #PoshanGhar by filling out the [membership form](#)!

Follow PG on [LinkedIn](#) | [Instagram](#) | [Facebook](#) | [X](#) and subscribe to [Substack](#) to get the latest PG updates directly in your inbox.

Reach out to Ms. Arpita Debnath (Associate, Poshan Ghar Secretariat, arpita.d@zealgrit.com, +91 9748617171) for more information.

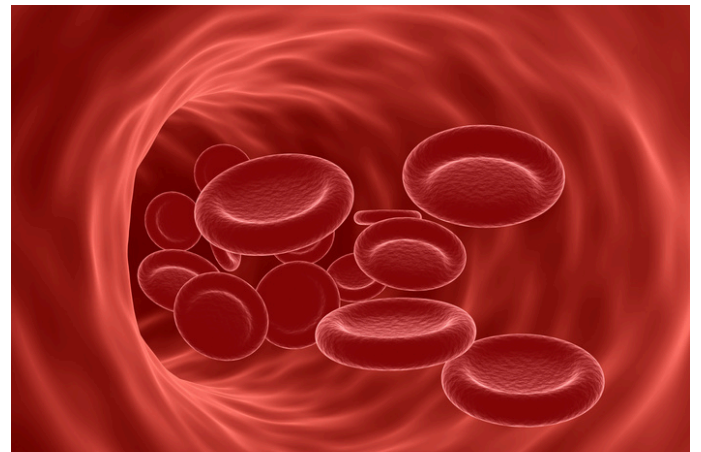
ANEMIA: A GLOBAL PUBLIC HEALTH CONCERN

Anaemia is a condition in which the number of red blood cells or the haemoglobin concentration within them is lower than normal. Haemoglobin is needed to carry oxygen and if you have too few or abnormal red blood cells or not enough haemoglobin, there will be a decreased capacity of the blood to carry oxygen to the body's tissues. This results in symptoms such as fatigue, weakness, dizziness and shortness of breath, among others. The optimal haemoglobin concentration required to meet physiologic needs varies by age, sex, elevation of residence, smoking habits and pregnancy status. Anaemia may be caused by several factors: nutrient deficiencies through inadequate diets or inadequate absorption of nutrients, infections (e.g. malaria, parasitic infections, tuberculosis, HIV), inflammation, chronic diseases, gynaecological and obstetric conditions, and inherited red blood cell disorders. The most common nutritional cause of anaemia is iron deficiency, although deficiencies in folate, vitamins B12 and A are also important causes.

It is a serious global public health problem that particularly affects young children, menstruating adolescent girls and women, and pregnant and postpartum women. WHO estimates that 40% of children 6–59 months of age, 37% of pregnant women, and 30% of women 15–49 years of age worldwide are anaemic.

It can cause a range of non-specific symptoms including tiredness, weakness, dizziness or light-headedness, drowsiness, and shortness of breath, especially upon exertion. Children and pregnant women are especially vulnerable, with more severe cases of anaemia leading to an increased risk of maternal and child mortality. Iron deficiency anaemia has also been shown to affect cognitive and physical development in children and reduce productivity in adults.

Anaemia is also an indicator of both poor nutrition and poor health. It is problematic on its own, but it can also impact other global public health concerns such as stunting and wasting, low birth weight and childhood overweight and obesity due to lack of energy to exercise. School performance in children and reduced work productivity in adults due to anaemia can have further social and economic impacts on the individual and family.



(Source: https://www.who.int/health-topics/anaemia#tab=tab_1)

ADANI FOUNDATION JOINS FORCES WITH I4N

Adani Foundation join forces with IMPAct4Nutrition for "SuPoshan", Adani Foundation's flagship project. This 4-year partnership aims to combat malnutrition and anemia across 17 locations in 11 states of India, focusing on:

- Children (0-5 years)
- Adolescent girls
- Pregnant/Breastfeeding mothers
- Women of reproductive age

Together, we're bringing knowledge sharing, capacity building, and advocacy to create lasting impact in these communities. IMPAct4Nutrition (I4N) will serve as the technical partner, facilitating knowledge and advocacy for this project. Capacity building of SuPoshan Sanginis and the SuPoshan Project team will be conducted, contributing towards the social movement around POSHAN Abhiyan Jan Andolan launched in 2018 by the Prime Minister of India.



The SuPoshan project takes a comprehensive, community-driven approach to address these critical health issues. By combining the strengths of each partner, we're creating a powerful alliance:

- IMPAct4Nutrition brings its expertise in nutrition advocacy and knowledge dissemination as the technical partner.
- Adani Foundation contributes its extensive experience in implementing community health initiatives through its flagship SuPoshan project.

I4N secretariat, through Indigive Foundation will be leading this activity. This partnership represents a significant step forward in our collective mission to improve nutrition across India. We believe that by working together, we can create sustainable change and empower communities to lead healthier lives.

ENGAGEMENT SESSION AT AMBUJA CEMENT FOUNDATION

The IMPAct4Nutrition (I4N) Secretariat, through Ank Foundation (one of the initiative partners of I4N) recently conducted an enlightening session for Anganwadi Workers (AWWs) of Ambuja Cement Foundation aimed at strengthening over 100 anganwadi centers in the Delhi NCR region. This impactful initiative, designed to provide technical support and enhance nutrition education programs, is set to benefit more than 60,000 children and women in the area

The session highlighted the crucial role of nutrition in early childhood development and maternal health, emphasizing how AWWs can support their communities through improved nutrition education and implementation of allied programs. Participants learned about the wide-ranging benefits of proper nutrition, from reducing infections and anemia to promoting optimal growth and cognitive development in children.



During the engagement, importance of a balanced diet for children and pregnant/lactating mothers was stressed, explaining the intricate connection between nutrition and overall health. Practical advice on choosing nutrient-rich foods, promoting dietary diversity, and implementing effective growth monitoring techniques was provided to the AWWs.

The session also focused on the critical issue of anemia reduction. AWWs gained insights into the causes, symptoms, and dietary interventions to combat anemia, particularly in women and children. An educational component on iron-rich foods and the importance of iron supplementation was included to equip AWWs with the knowledge to address this prevalent health concern in their communities.

Participants also received insights on hygiene and sanitation practices, crucial for maintaining a healthy environment in anganwadi centers. The importance of handwashing, safe food preparation, and proper waste management was emphasized to prevent the spread of infections and promote overall well-being.



The engagement concluded with a comprehensive Q&A session, addressing AWW concerns about managing picky eaters, promoting breastfeeding, and implementing nutrition programs with limited resources. The overwhelmingly positive feedback from attendees underscored the session's success in empowering AWWs with the knowledge and tools needed to make a lasting difference in their communities.



ASSET UTILIZATION 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 engaged with DJ Hospital in South India by displaying IEC materials in cafeteria area at their premises.



The IEC materials included the benefit of eating sprouts, staying hydrated, green leafy vegetables and fruits for maximal impact and effective utilization. More than 200 employees and visitors are expected to be benefitted by the display of these nutrition messages at various strategic location within their hospital premises

ASSET UTILIZATION AT KALPANA HOSPITAL, COIMBATORE

IMPAct4Nutrition (I4N) employs a distinctive strategy to involve its Pledged Partners through the ACE Card strategy (Assets for Nutrition, CSR/Cash for Nutrition, or Employee Education/Volunteering for Nutrition). As an initiative under the Assets Utilization component, the I4N Secretariat, in collaboration with Ank Foundation (a key initiative partner of I4N), installed various IEC materials on nutrition at critical points within Kalpana Hospital, including the reception area, work spaces, and dining facility.



The IEC materials included the benefit of pulses, 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 the hospital premises.

ASSET UTILIZATION AT PRAXIO IT CONSULTING PRIVATE LIMITED

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 Praxio IT Consulting Private Limited.



The IEC materials included the benefit of eating healthy fats, sprouts, green leafy vegetables and consuming fruits and milk for maximal impact and effective utilization. More than 200 employees and visitors are expected to be benefitted by the display of these nutrition messages at various strategic location within their office premises.

PLEGDED PARTNERS AUGUST 2024



Sujini®

Sujini Machines

Established in 1985, the firm catered to the garmenting industry in Tiruppur with design, manufacturing and support of pre folding, balloon padding, steam calendaring and compacting machines. The firm ventured to the spinning industry, rebranded themselves to Sujini Machines in 2010.



E-Land Fashion India Private Limited

The E-land Apparel, which is the foothold of the 21st century-type manufacturing industry with new culture and cutting-edge technology, is creating new value from the paradigm of traditional manufacturing.

The logo for K.M. Knitwear Private Limited consists of a stylized orange icon on the left, followed by the text 'K.M. Knitwear' in a large, orange, cursive font, and 'Private Limited.,' in a smaller, orange, sans-serif font below it.

KM Knitwear Private Limited

KM Knitwear Private Limited is one of the India's leading fully vertical clothing manufacturers. It encompasses a fully integrated textile solution, that includes spinning, knitting, dyeing, compacting, washing, printing, embroidery, garment production among others.

PLEDGED PARTNERS AUGUST 2024

MN AUTO PRODUCTS (P) LTD

THE RIGHT CHOICE OF MOTORIST

MN Auto Products Private Limited

MN Auto Products Private Limited, is a leading manufacturer of auto electrical products for automobiles. Their range of products includes Buzzers, Decorative LED Lamps, Flashers, Melody Makers, Relays, Reverse horns, Wiring Harnesses, and much more. It caters to a wide range of automobile products from two-wheelers to commercial vehicles under the brand name SUPER.



Tulasi Tiles

Established in 2016, Tulasi Tiles is wholesaler, supplier and trader of Full Body Double Charge Vitrified Tiles, Vitrified Floor Tiles, Floor and Wall Tiles, GVT Glaze Vitrified Tiles, Ceramic Wall Tiles, Marble Floor Tiles among others.



Shreenidhi Apparel Private Limited

Established in the year 1990, Shreenidhi Apparel Private Limited is a market leader in knitwear industry. They are renowned for their quality manufacturing and exporting of garments overseas. It manufactures knitwear and woven garments for men, ladies and children.

PLEGDED PARTNERS AUGUST 2024



KR Hospital Private Limited

Established in the year 1987, KR Hospital is providing high quality health care services in an ethical, caring and cost effective manner. They bring high quality affordable healthcare to the local community based on the principles of love and compassion.



SRG Apparels Limited

Established in the year 1999, SRG Apparels Limited is one of the largest vertically integrated textile group in Tirupur, involved in the manufacture and export of ready-made knitted garments. They have production facilities engaging in yarn production, knitted fabric, dyed yarn, dyed fabric and garment production.



VivinTex Private Limited

Established in the year 2012, VivinTex Private Limited is engaged in the business of textile manufacturing having specialties in mens wear, women wear and kids wear. Their core product is a full range of circular knit from basics to fashion and active wears for men, women and kids.

PLEGED PARTNERS AUGUST 2024



Vishnu Clothing Company
MANUFACTURER & EXPORTER OF KNITTED GARMENTS

Vishnu Clothing Company

Vishnu Clothing Company established in the year 2003 is a leading manufacturer of active sportswear and casual wear, located in Tirupur town, the hub of Indian knitwear industry. Its in-house garment production facility is well equipped with latest state of the art machinery in fabric cutting, fusing, sewing, finishing and packing.

Clifton Export (P) Ltd
Manufacturer & Exporter of Knitted Garments

Clifton Export Private Limited

Established in the year 1994, Clifton Export Private Limited is engaged in the business of manufacturing knitted garments made of cotton and cotton blends. Their major markets are France, Germany, Netherlands and the UK.



BEEKAY
Inspired by Steel

Beekay Steel Industries Limited

For over 50 years Beekay Steel Industries Limited have been meeting the changing needs of steel customers. Today with plants in West Bengal, Jharkhand, Andhra Pradesh and Tamil Nadu, they produce the widest range of steel products among steel manufacturers.

PLEGED PARTNERS AUGUST 2024



TATA MOTORS
Connecting Aspirations

Tata Cummins Pvt. Limited

Utkal Autocoach Private Limited

Established in 1956, Utkal Autocoach Private Limited stands as the foremost Mahindra Dealer in the vibrant town of Jamshedpur. Their journey has been marked by a commitment to excellence and a passion for providing top-notch automotive solutions to customers.

Tata Motors Limited

Tata Motors Limited is an Indian multinational automotive manufacturing company headquartered in Mumbai. It is a subsidiary of the Tata Group. They design, develop, manufacture, and sell passenger cars, commercial vehicles, and military vehicles. Tata Motors has operations in more than 125 countries across the globe.

Tata Cummins Private Limited

Established in the year 1993, Tata Cummins Private Limited is a joint venture of Tata Motors and Cummins Inc. which is engaged in manufacturing of Cummins mid-range B series diesel engines for Tata vehicles.

RECIPE FOR THOUGHT

Moong Dal Cheela (Source- NCEARD)



Preparation Time: 15-20 mins



Serves: 3



Nutritive Values

Calories-	262 kcal
Protein-	10.3 gm
Carbohydrate-	27 gm
Beta Carotene-	861 mcg
Fat-	12 gm
Iron-	2.7 mg
Vitamin C-	13 mg
Calcium-	95 mg

Ingredients

1. Moong dal dehusked - 20 g.
2. Amaranth flour - 10 g.
3. Besan- 15 g.
4. Bathua Leaves- 25 g.
5. Carrot Red- 20 g.
6. Oil- 10 g.
7. Green Chilli- 2 g
8. Salt to taste

Instructions

1. Wash the dal. Cook dal with little water.
2. Wash and cook bathua leaves in small amount of water. Mash once done.
3. Wash and grate carrot. Chop green chilli.
4. To the mashed dal, add amaranth flour, besan, grated carrot, chopped green chilli and mashed bathua leaves. Add salt.
5. Add water to the above mixture and make pouring consistency batter.
6. On hot griddle, add oil and pour batter and cook.
7. Serve hot with tomato amla chutney.

TIP OF THE MONTH



Use a combination of whole grains, grams, and greens. Include jaggery or sugar and cooking oils to bridge the calorie or energy gap.

(Source- ICMR NIN)

