



# September

## NEWSLETTER

**Poshan Maah Special Edition**



**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**

# SEVENTH RASHTRIYA POSHAN MAAH

## EMPOWERING WOMEN THROUGH NUTRITION

In September 2024, 7th annual Rashtriya Poshan Maah, a nationwide month long celebration dedicated to promoting nutrition awareness and fostering a healthier nation was celebrated. The campaign, part of the broader Poshan Abhiyaan initiative, brought renewed focus to critical themes that underpinned the country's fight against malnutrition.

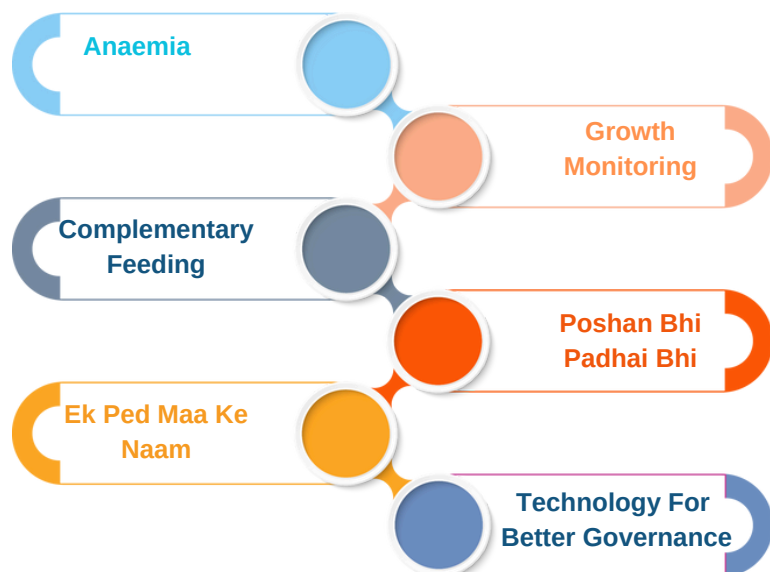
Kicked off in Gandhinagar, Gujarat, by Hon'ble Union Minister of Women and Child Development and Hon'ble Chief Minister of Gujarat, the month-long campaign focused on key themes of anaemia, growth monitoring, complementary feeding, Poshan Bhi Padhai Bhi, Ek Ped Maa Ke Naam and Technology for better Governance. The kickoff event featured a poignant plantation drive titled "Ek Ped Maa Ke Naam", symbolizing the intrinsic link between environmental sustainability and nutrition.

Since its inception in 2018, Poshan Maah had become a cornerstone of India's nutrition strategy. Over the past seven years, the campaign had facilitated more than 100 crore nutrition-centric sensitization activities across the country, engaging citizens through various themes and initiatives.

As India continued its mission to eradicate malnutrition, Poshan Maah 2024 served as a crucial platform for raising awareness, driving action, and fostering collaboration among stakeholders. By addressing key nutritional challenges and promoting holistic well-being, the campaign took significant strides towards building a healthier, more nourished India for generations to come.

### Focus Themes of

## 7th Poshan Maah

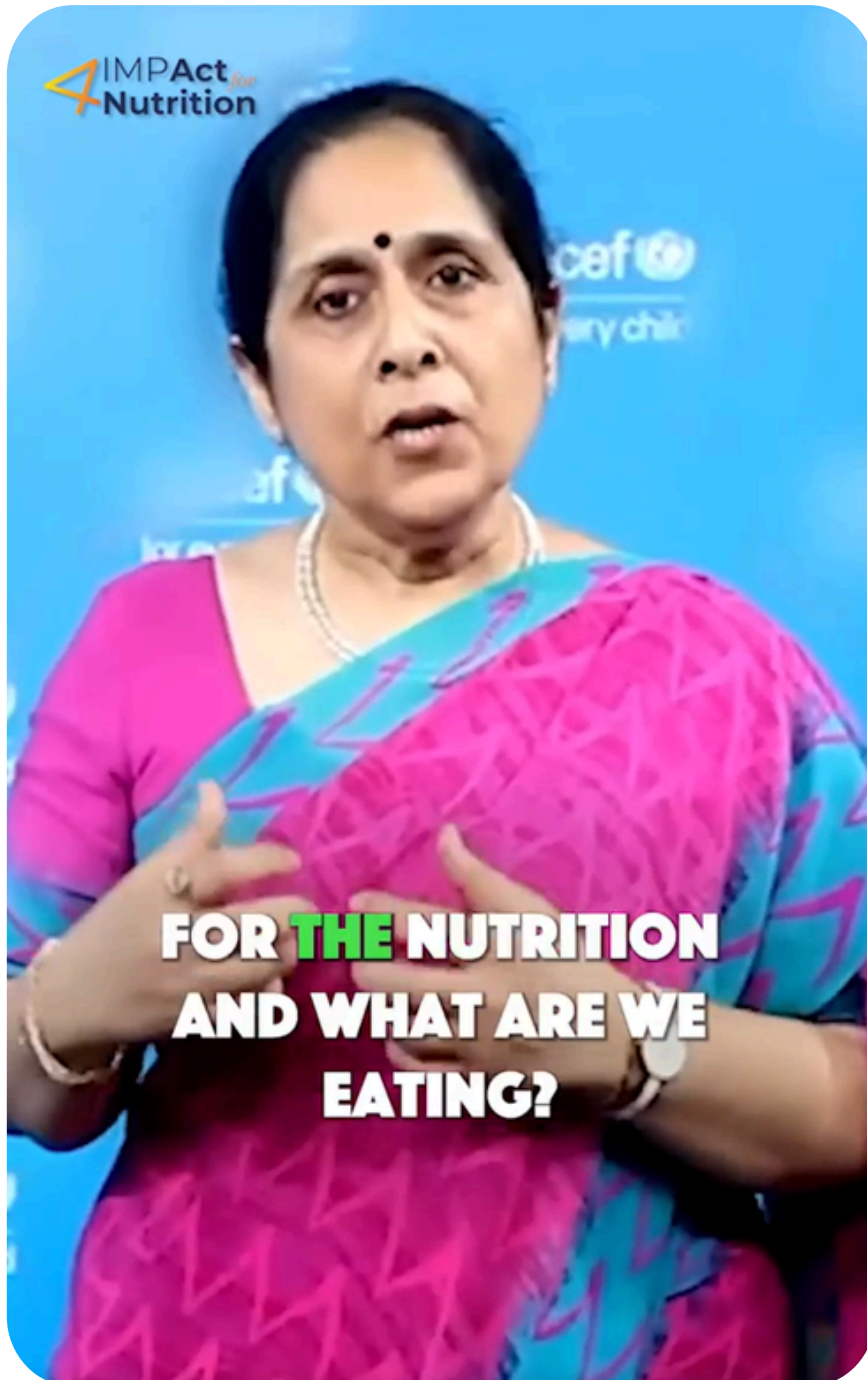


Source: [Press Information Bureau, Gol](#)



# DR. RITU ANAND'S CALL TO ACTION: PRIORITIZING NUTRITION IN THE WORKPLACE

During the Poshan Maah, Dr. Ritu Anand, Advisory Board Member of IMPAct4Nutrition Platform and a pioneering thought leader in Human Resources, Leadership, and Diversity, spoke about the need for nutrition in the workplace.



In her short video message, which can be viewed at "[Dr. Ritu Anand Message](#)," she conveyed that organizations have been focusing on health and well-being for some time. She remembers that a decade or more ago, there was no discussion about health, but then slowly organizations started focusing on the well-being of individuals.

Dr. Anand stressed that health is not only physical health that organizations need to focus on, but also running and walking. She further added that organizations have to include nutrition because, in her opinion, the impact of nutrition on health is more than 50-60% compared to anything else.

She spread awareness about eating local produce and eating seasonally, which she considers the first and fundamental foundation of nutrition. Dr. Anand concluded by urging for creation of awareness about the need for nutrition. She pointed out that we have all our lives majorly focused on taste, but now the focus urgently needs to shift to nutrition and what we are eating.



# CAPACITY BUILDING OF ANGANWADI WORKERS AT AMBUJA CEMENT FOUNDATION

The IMPAct4Nutrition (I4N) Secretariat, through its initiative partner Ank Foundation, conducted a session for Anganwadi Workers (AWWs) of Ambuja Cement Foundation as part of this year's Poshan Maah activities. The session was meticulously designed to provide technical support and enhance nutrition education programs, with a primary focus on raising awareness about the importance of nutrition and healthy eating habits, particularly among women and children. Throughout the session, key themes of Poshan Maah 2024, including anaemia prevention, growth monitoring, complementary feeding, Poshan Bhi Padhai Bhi, Ek Ped Maa Ke Naam, and the use of technology for better governance in nutrition programs was highlighted.



To ensure effective engagement with the AWWs, creative and interactive methods were employed. A standout activity involved the creation of rangoli designs using pulses, beans, and green leafy vegetables. This artistic approach served the dual purpose of educating participants about the nutritional benefits of each ingredient while highlighting rich sources of protein, fiber, and essential vitamins. The session also focused on practical ways to enhance hemoglobin levels using readily available foods, making participants aware about incorporating iron-rich ingredients and combining them with vitamin C sources to boost absorption. Another key component was an in-depth exploration of the nutritional benefits of lady's finger (okra), with discussions centered on its rich content of zinc, iron, and dietary fiber, emphasizing its role in supporting immune function, maintaining healthy blood, and aiding digestion.





Following the session, the more informed AWWs organized various activities, workshops, and campaigns in their respective areas, aimed at promoting healthy food choices, encouraging the use of traditional and locally sourced ingredients, and addressing issues related to malnutrition.





# POSHAN MAAH ENGAGEMENTS WITH EXTENDED COMMUNITY

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). During the Poshan Maah we took a step further through Ank Foundation one of the initiative partners of I4N, wherein we engaged with Mayawati Degree College and Nagar Nigam Balika Inter College Makanpur by empowering over 3000 young girls with crucial aspects of health, nutrition and hygiene in daily lives.



The sessions, which saw enthusiastic participation from students, teachers, and school functionaries, covered the core themes of Poshan Maah. This included anaemia prevention, the 'Poshan Bhi Padhai Bhi' initiative, healthy eating practices, improving dietary diversity, and education about locally available nutritious foods. Additionally, the team highlighted the use of technology in nutrition governance and explored the connection between a healthy environment and improved nutrition. Through these comprehensive and interactive sessions, I4N successfully reached over 3000 young girls, equipping them with crucial nutritional knowledge that can significantly impact their daily lives and overall well-being.





# POSHAN MAAH ENGAGEMENT WITH TATA POWER DDL

In a significant stride towards addressing the critical issue of poor nutrition, IMPAct4Nutrition through Ank Foundation one of its key initiative partner, expanded its Poshan Maah initiatives through a collaborative effort with Tata Power DDL. This partnership resulted in a comprehensive and engaging session tailored for Tata Power DDL's admin and HR team, alongside their empanelled ABHA workers.



The session, which garnered enthusiastic participation from over 500 attendees, served as a powerful platform to underscore the vital role of Poshan Maah in combating poor nutrition and reinforcing the commitment to enhancing nutrition outcomes, particularly for infants, young children, and women. The session's content was meticulously crafted to address a wide spectrum of nutrition-related topics, including the importance of dietary diversity, prevention of anaemia, the significance of proper infant and young child feeding practices, and the crucial link between nutrition and overall health.

The session delved into locally relevant nutritional practices, emphasizing the importance of leveraging indigenous knowledge and readily available nutritious foods to improve dietary habits. Moreover, the session explored the intersection of nutrition with other critical areas such as hygiene, sanitation, and women's empowerment, presenting a holistic approach to community health to ABHA workers. Participants expressed a renewed sense of purpose in their ability to contribute to the national mission of improving nutrition outcomes, armed with practical strategies and a deeper understanding of the multifaceted nature of nutrition challenges and solutions.



# POSHAN MAAH ENGAGEMENT BY FORTIS HEALTHCARE

This World Nutrition Week, Fortis Healthcare united communities across India in a shared mission to make better nutrition a cornerstone of good health. Through a week-long celebration, they emphasised the importance of healthier choices through interactive, hands-on initiatives.



Fortis Healthcare held nutrition camps in schools, colleges, and local communities, offering free health screenings and personalised diet consultations, ensuring that everyone had access to expert guidance. Their chefs and nutritionists conducted live cooking demonstrations at hospitals, showcasing affordable, nutritious meals that can be easily replicated at home.







Fortis teams took this mission into the heart of our communities, partnering with local RWAs to lead awareness drives on the impact of food choices on long-term health. They also organised interactive health talks and workshops, sparking discussions on how good nutrition can prevent chronic diseases, creating a ripple effect of knowledge that extends far beyond the walls of hospitals.

Through competitions and community outreach programmes, Fortis team encouraged families and individuals to embrace simple, sustainable steps toward better health. Fortis Healthcare is committed to driving change, one nutritious meal at a time.

Fortis is IMPAct4Nutrition Pledged partner since 2022. Fortis hospitals is instrumental in promoting good nutrition practice's through display of Information, Education & Communication, material at in all its 27 healthcare facilities, through out the year, which on a average witness a footfall of 6500+, daily at the OPD areas.



# AWARENESS SESSION ON TRADITIONAL FOODS, SEEDS AND MILLETS AT DIVAKARS SPECIALTY HOSPITAL

As part of the Poshan Maah celebrations, Dr. Hema Divakar, Medical Director Divakars Specialty Hospital Bengaluru hosted a special awareness session led by Ms. Sheetal Joshi, dietitian. The training was aimed at educating the hospital staff on the importance of seeds and millets in daily nutrition. During the session, Ms. Joshi highlighted the nutritional benefits of incorporating these traditional foods into diets, emphasizing their role in improving overall health. In addition to staff training, patients at the hospital were also educated on the health impacts of traditional foods.



The event successfully created awareness about the long-term benefits of consuming natural, locally sourced ingredients, such as seeds and millets, which are often overlooked in modern diets. The initiative was part of the hospital's efforts to promote healthy eating habits and raise awareness of the nutritional value of indigenous foods to prevent anemia. The event was well-received, with both staff and patients gaining valuable insights into how these foods can contribute to better health outcomes.



# WEBINARS ON NUTRITION DURING POSHAN MAAH

To celebrate Poshan Maah, a series of webinars were conducted by Divakars Specialty Hospital (DSH) for the general public on topics such as "Wellness Beyond 35" and "Pregnancy Care," with a focus on the role of nutrition. Dr. Hema Divakar, Division Director of FIGO Well Women Committee, highlighted the importance of the FIGO wheel, emphasizing nutrition as a key component. Dr. Rita Singh, Associate Consultant Gynecologist, discussed the need for balanced nutrition during menopause, while Dr. Poorni Narayanan, Associate Consultant Gynecologist, spoke about managing nutrition during pregnancy to prevent conditions like anemia and gestational diabetes mellitus (GDM). The webinars also explored the use of technology for effective health monitoring. The event successfully reached more than 200 participants. Ms. Divya N, Ms. Sheetal Joshi and Ms. Pallavi S.P. efficiently coordinated the sessions, ensuring the dissemination of crucial information on women's health and nutrition.

**FEMTECH 360°**

**HEALTH FOR HER**

A unit of  
Divakars Speciality Healthcare pvt ltd

that, okay,

**FIGO Well Women Care Advice Wheel**

“Wellness across the life course is a journey that requires attention and care at every stage. By promoting physical, mental, emotional, and social well-being, we can empower girls and women to lead healthy, fulfilling lives. Let's work together to create a world where every girl and woman has the opportunity to thrive.”

— Dr. Hema Divakar, Chair of the FIGO Committee on Well Women Health Care

**FIGO Well Women Care Advice Wheel**

The wheel is divided into 10 segments, each representing a different aspect of women's health and nutrition. The segments are: 1. Physical Activity, 2. Nutrition, 3. Mental Health, 4. Social Support, 5. Reproductive Health, 6. Preventive Care, 7. Chronic Disease Management, 8. Endocrine Health, 9. Bone Health, and 10. Environmental Health. The center of the wheel features the FIGO logo and the text 'Well Women Care Advice Wheel'.

**ARTIST for Her**

www.artistforher.com

**FEMTECH 360°**

**Prenatal Nutrition and Diet**

Nourishing You and Your Baby's Future

- This guide delves deep into the world of prenatal nutrition, offering a comprehensive look at what you should eat, why it matters, and how to make the best choices for a healthy and thriving pregnancy.

**PREGNANCY NUTRITION**

INFOGRAPHIC ELEMENTS

Protein, Calcium, Folate, Iron

**ARTIST for Her**

www.artistforher.com/health-skill-academy

Transforming the future of women's healthcare through digital skill transfer

thrive throughout the

**FEMTECH 360°**

**Balanced Diet**

- A heart-healthy diet is essential during menopause.
- Focus on whole grains, lean proteins, fruits, vegetables, and healthy fats like those found in avocados and nuts.
- Limit saturated and trans fats, sodium, and added sugars.

**ARTIST for Her**

www.artistforher.com/health-skill-academy

Transforming the future of women's healthcare through digital skill transfer



# SCHOOL CAMPS FOR HEALTH AWARENESS DURING POSHAN MAAH



Continuing the celebration of the Poshan Maah, Asian Research & Training Institute for Skill Transfer (ARTIST) conducted school camps to promote nutrition and health awareness. The team from Divakars Specialty Hospital, including Dr. G.V. Divakar, Managing Director, Ms. Sheetal Joshi, Dietician, and Ms Geetha Raju nursing staff along with support staff, visited Geetha Education Trust and MES School. During the camp, 282 children had their hemoglobin levels checked using a non-invasive method. The initiative focused on raising awareness about iron and protein-rich foods to prevent anemia, one of the key themes of Poshan Maah. Ms. Sheetal Joshi educated students and parents about iron-rich foods, such as garden cress seeds and drumstick leaves, to enhance their diet. Additionally, HPV vaccinations were administered to girls as part of Dr. Hema Divakar's mission to vaccinate every girl in Karnataka, ensuring their long-term health and well-being. The camp was a significant step in promoting nutritional education and preventive healthcare among children and their families.





# ENGAGEMENTS WITH ARTIST NETWORK HOSPITALS DURING POSHAN MAAH



Team ARTIST, under the guidance of Dr. Hema Divakar, CEO and Chairman ARTIST, celebrated Poshan Maah by visiting various hospitals to educate doctors and staff on the importance of nutrition, with a focus on managing gestational diabetes mellitus (GDM) and anemia. Ms. Sheetal Joshi, a dietitian, explained dietary plans for GDM patients and introduced a GDM plate to help doctors educate patients on appropriate portion sizes of essential macronutrients. Additionally, Ms. Pallavi S.P., Research lead, emphasized the importance of research data in understanding and preventing anemia. The initiative aimed to enhance awareness and promote better nutritional care in hospitals.





# POSHAN MAAH ENGAGEMENT WITH GUJARAT GAS LIMITED

Gujarat Gas Limited, in collaboration with the Gujarat Livelihood Promotion Company Ltd (GLPC), BharatCares, and IMPAct4Nutrition (I4N), is committed to enhancing women's economic and health empowerment in the aspirational blocks of Narmada and Dahod, Gujarat.

Recently, over 150 women engaged in our sessions aimed at enhancing nutritional awareness, which underscores the vital relationship between proper nutrition, well-being, and entrepreneurial success. As part of this initiative, we marked Poshan Maah with educational sessions and anemia and BMI testing camps facilitated by IMPAct4Nutrition. This comprehensive approach ensures that participants not only acquire entrepreneurial skills but also essential knowledge to support their health and well-being throughout their entrepreneurial journeys.

Through these initiatives, we are dedicated to fostering an environment that promotes the holistic development of women, empowering them to thrive as successful entrepreneurs.





# ENGAGEMENT WITH ADANI FOUNDATION DURING POSHAN MAAH

The Poshan Utsav, a month-long campaign to combat malnutrition, achieved remarkable outcomes under the SuPoshan program, implemented across 11 states in India by Adani Foundation with technical partnership of IMPAct4Nutrition (incubated by UNICEF India and 16 partners)

122,000 beneficiaries reached

7,500 family counseling sessions conducted

2,700 focus group discussions facilitated

700 village-level events organized

3,840 Poshan Vatika initiatives established

750 participants in Poshan rallies

1,200 cooking demonstrations held



500 SuPoshan Sanginis (cadre of community volunteers of Adani Foundation) empowered

These efforts demonstrate a strong commitment to advancing sustainable nutrition solutions. Moving forward, the program aims to strengthen collaborations with local governance to embed nutrition-sensitive practices into community planning, ensuring lasting impact.

The initiative continues its efforts to combat malnutrition and foster healthier, more resilient communities in India.



# METROPOLIS: A JOURNEY OF EMPOWERMENT THROUGH THE SWASTHYA SAHELI PROGRAM

Launched in 2023, the Swasthya Saheli program continues to empower adolescent girls to educate, empower and encourage adolescents' girls through focused intervention through ARSH - Adolescent Reproductive and sexual health , nutrition and essential life skills. The program has fostered Kishori Manch, a peer-led ecosystem where groups of 15-20 girls act as community advocates in their schools and communities.

As part of Poshan Maah celebrations, Kishori Manch members organized knowledge sessions, quizzes, and collaborated with key influencers such as ASHAs, teachers, parents, and Panchayat members—reaching over 250 beneficiaries to set an example.

It's inspiring to see the profound impact of the program on these girls, who are not only transforming their own lives but also becoming powerful agents of change, spreading awareness and promoting positive health behaviours especially ARSH and nutrition across their communities.

 educate  
empower  
encourage



Technical Partner:



Implementing Partner:





● ● National Nutrition Month ● ●

September 2024



# POSHAN MAAH ENGAGEMENT WITH INDIGIVE

On September 26, 2024, over 60 employees from the CSRBOX group participated in an enlightening "Employee Well-Being Initiative" focused on anemia awareness and healthy eating habits. The session was expertly facilitated by renowned dietician Ms. Sweta Patel, who guided participants through the critical aspects of anemia, emphasizing the importance of iron-rich foods in combating this condition.

Ms. Patel engaged attendees in a dynamic discussion about the deworming process and the significance of maintaining a balanced diet alongside regular exercise to counteract the effects of a sedentary lifestyle. The interactive nature of the session fostered meaningful dialogue, allowing employees to explore common food-related myths and misconceptions. For instance, participants learned that enjoying tea with breakfast is detrimental and discovered the nutritional nuances of popular dishes like palak paneer.

This initiative not only equipped employees with valuable knowledge about nutrition but also inspired them to make informed dietary choices. As a testament to their commitment to healthier living, the employees of CSRBOX group pledged to embrace a lifestyle characterized by regular exercise and mindful eating.

To further enhance this commitment, the session concluded with a voluntary hemoglobin testing provision, reinforcing the organization's dedication to employee health. This initiative marks a significant step towards fostering a culture of health awareness and well-being

within the CSRBOX community, empowering employees to prioritize their health and make informed choices for a healthier tomorrow.

**IndiGive Foundation**

**IMPAct for Nutrition**

**Three main types of Anemia**

- Iron deficiency anemia**
  - Excessive loss of iron
  - Women are at risk
  - For menstrual blood and growing fetus
- Megablastic anemia**
  - Low intake of vitamin B12 and folic acid
  - Red bone marrow produces abnormal RBC
- Sickle cell anemia**
  - Abnormal RBCs
  - Genetic defect
  - Red blood cells are rigid and sticky
  - Can block blood flow
  - Can cause pain and fatigue

**Consequences of Anemia**

- Delayed physical growth
- Compromised cognitive development
- Reduced learning capacity
- Reduced physical fitness
- Delayed physical activity and lower work productivity
- Lowest immunity
- Increased risk of infectious disease

**FOODS RICH IN IRON**

- Spinach
- Beans
- Lentils
- Chickpeas
- Tofu
- Seitan
- Quinoa
- Fortified cereals
- Dried fruits (raisins, apricots)
- Nuts and seeds (pumpkin seeds, flaxseeds)
- Dark chocolate
- Tea (non-dairy)

**Wrong dietary practices in India**

- Consuming tea/coffee with food
- Not eating fruits and vegetables adequately
- Consuming low iron and processed food
- Consuming low iron and processed food

**Inhibiting factors**

- Low B12
- Dietary fiber like bran can reduce absorption of iron
- Phytates and oxalates
- Phytates and oxalates

**Why population is at risk for anemia?**

- Low B12
- Dietary fiber like bran can reduce absorption of iron
- Phytates and oxalates
- Phytates and oxalates

**What causes anemia?**

- Iron deficiency
- Vitamin B12 deficiency
- Folic acid deficiency
- Sickle cell anemia
- Thalassemia
- Chronic kidney disease
- Chronic liver disease
- Chronic inflammation
- Chronic infection
- Chronic heart failure
- Chronic lung disease
- Chronic alcoholism
- Chronic smoking
- Chronic stress
- Chronic fatigue
- Chronic depression
- Chronic anxiety
- Chronic insomnia
- Chronic headache
- Chronic dizziness
- Chronic weakness
- Chronic fatigue
- Chronic depression
- Chronic anxiety
- Chronic insomnia
- Chronic headache
- Chronic dizziness
- Chronic weakness

**ANEMIA SYMPTOMS**

- Fatigue
- Weakness
- Shortness of breath
- Headache
- Dizziness
- Heart palpitations
- Blurred vision
- Loss of appetite
- Weight loss
- Depression
- Anxiety
- Insomnia
- Headache
- Dizziness
- Heart palpitations
- Blurred vision
- Loss of appetite
- Weight loss
- Depression
- Anxiety
- Insomnia

**Employee Well-Being Initiative**

**National Nutrition Month**  
September 2024



# EMPLOYEE ENGAGEMENT AT PRAXIO IT CONSULTING PRIVATE LIMITED, COIMBATORE

In a recent engagement activity during the Poshan Maah, IMPAct4Nutrition (I4N) showcased its unique ACE Card strategy at Praxio IT Consulting Private Limited in Coimbatore, highlighting the effectiveness of workforce nutrition education. This strategy, which stands for Assets for Nutrition, CSR/Cash for Nutrition, and Employee Education/Volunteering for Nutrition, is designed to create lasting impact through meaningful engagement with pledged partners.



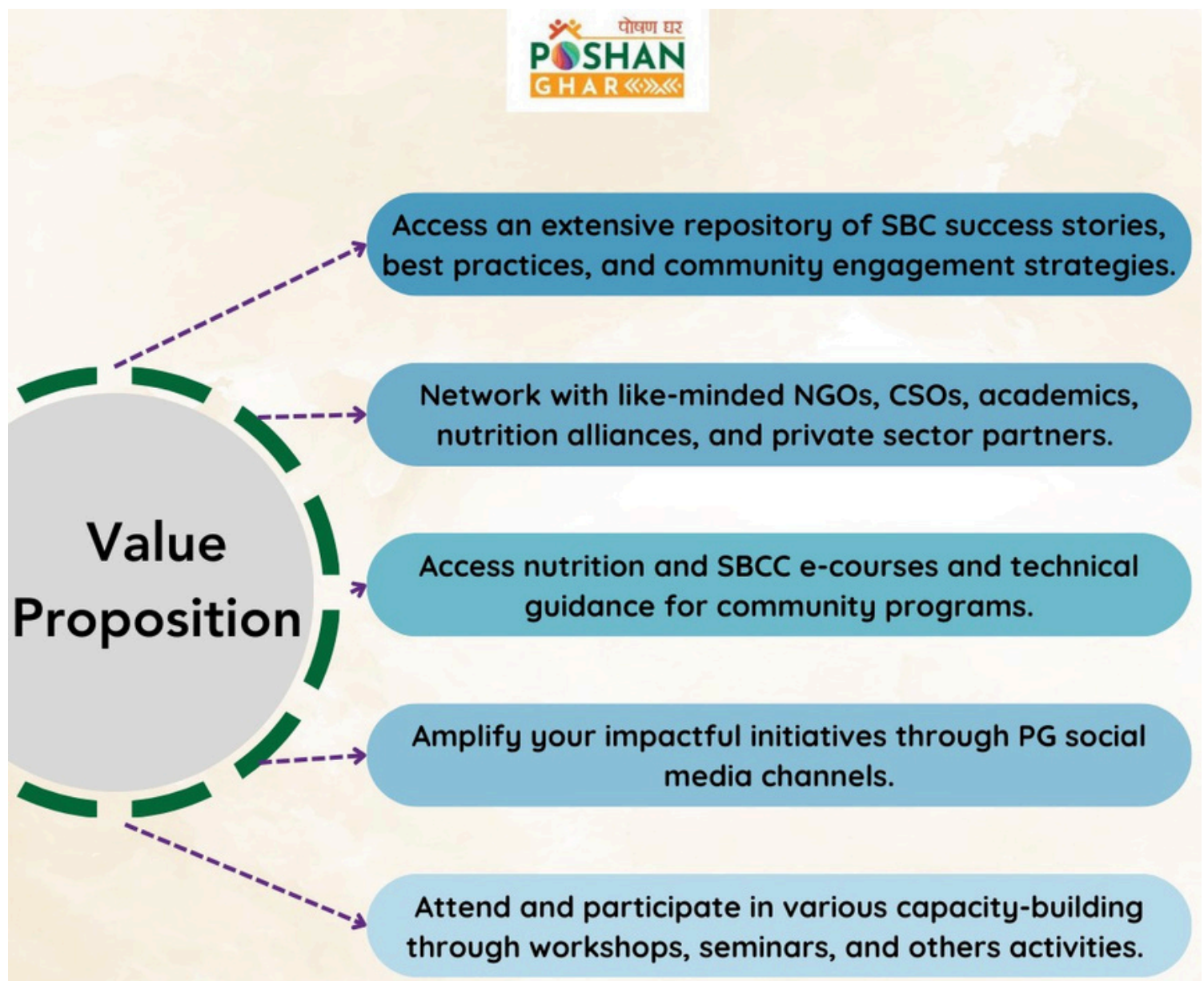
The employee engagement session, facilitated by Ank Foundation, an esteemed initiative partner of I4N, focused on enlightening the employees of Praxio IT Consulting Private Limited about the importance of nutrition in their daily lives. Throughout the session, participants explored the cornerstones of 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 a busy work environment, the session offered tailored, practical advice for maintaining healthy eating habits amidst hectic schedules.

One of the key focus areas was the cycle of poor nutrition and its impacts. Employees were made aware of how poor nutrition can affect health, productivity, and overall well-being. The "My Plate" concept was discussed, emphasizing the importance of diverse food consumption to address prevalent nutritional deficiencies. Simple tips to improve nutritional intake and practice mindful eating were provided, along with an explanation of how these practices can improve health status and prevent lifestyle-oriented diseases.

This comprehensive approach to workplace nutrition demonstrates our commitment to enhancing employee performance and creating a healthier workforce. By addressing various aspects of nutrition and clarifying doubts about health and nutrition, the session provided valuable insights to the participants.

## Poshan Ghar Value Proposition

Poshan Ghar (PG) is a brand-agnostic, non-financial platform that offers a comprehensive value proposition to its members. Some of the key benefits include access to:





## Highlights from the Poshan Ghar Secretariat

### #RashtriyaPoshanMaah2024

Aligned with the theme 'Suposhit Bharat, Sakshar Bharat, Sashakt Bharat', the month-long social media campaign highlighted the importance of proper nutrition across the lifecycle, from childhood to adulthood. Key messages included the early initiation of breastfeeding within the first hour of birth, exclusive breastfeeding for the first six months, age-appropriate complementary feeding, pregnancy nutrition and care practices, as well as the prevention and management of anaemia. Click [here](#) to access the NNM 2024 infographics

### #PoshanGharPodcast

The Secretariat hosted its second podcast in celebration of #RashtriyaPoshanMaah2024, titled 'Nourishing Future Generations: The Critical Impact of Nutrition in the First 1000 Days and Beyond (0-5 Years).'

The episode featured a distinguished panel of experts who discussed the vital role of childhood nutrition by sharing grassroots stories, highlighted field-level implementation challenges, and a few Social Behaviour Change (SBC) approaches as a change strategy. The panel included Dr. Noopur Auddy, Community Nutritionist from JatanSansthan; Mr. Dillip Kumar Das, Chairman of Antodaya; Mr. Mohammad Arif Vohra, Project Lead Manager at Gram Vikas Trust; and Dr. Anshu Sharma, Public Health Nutritionist. ([Link](#))

### #PoshanGharOp-edSeries

The Secretariat launched its first op-ed series that will feature insightful contributions from PG members, sharing field stories, learnings, evidences, and analysis. ROSHNI-Centre of Women Collectives led Social Action contributed to the first op-ed, "Bridging Gender Gaps: Engaging Men and Family for Nutritional Equity in Rural India."





The authors, Dr. Sarita Anand and Ms. Shivangi Karmakar highlights the nutritional challenges faced by women in rural India, focusing on how traditional norms impact their health and autonomy. It stresses the importance of involving men in nutrition discussions, showcasing initiatives such as 'ParivaarChaupal' that foster gender equality through family-centred approaches.



Read the full op-ed [here](#)! We encourage you to feature your op-eds on a wide range of topics, including public-private partnerships for nutrition, CSR for nutrition, CSR investments for health and nutrition, healthy diets and diet diversity, iron deficiency anaemia, complementary feeding, maternal and child health, maternal nutrition, adolescent health, and overall nutrition and well-being.

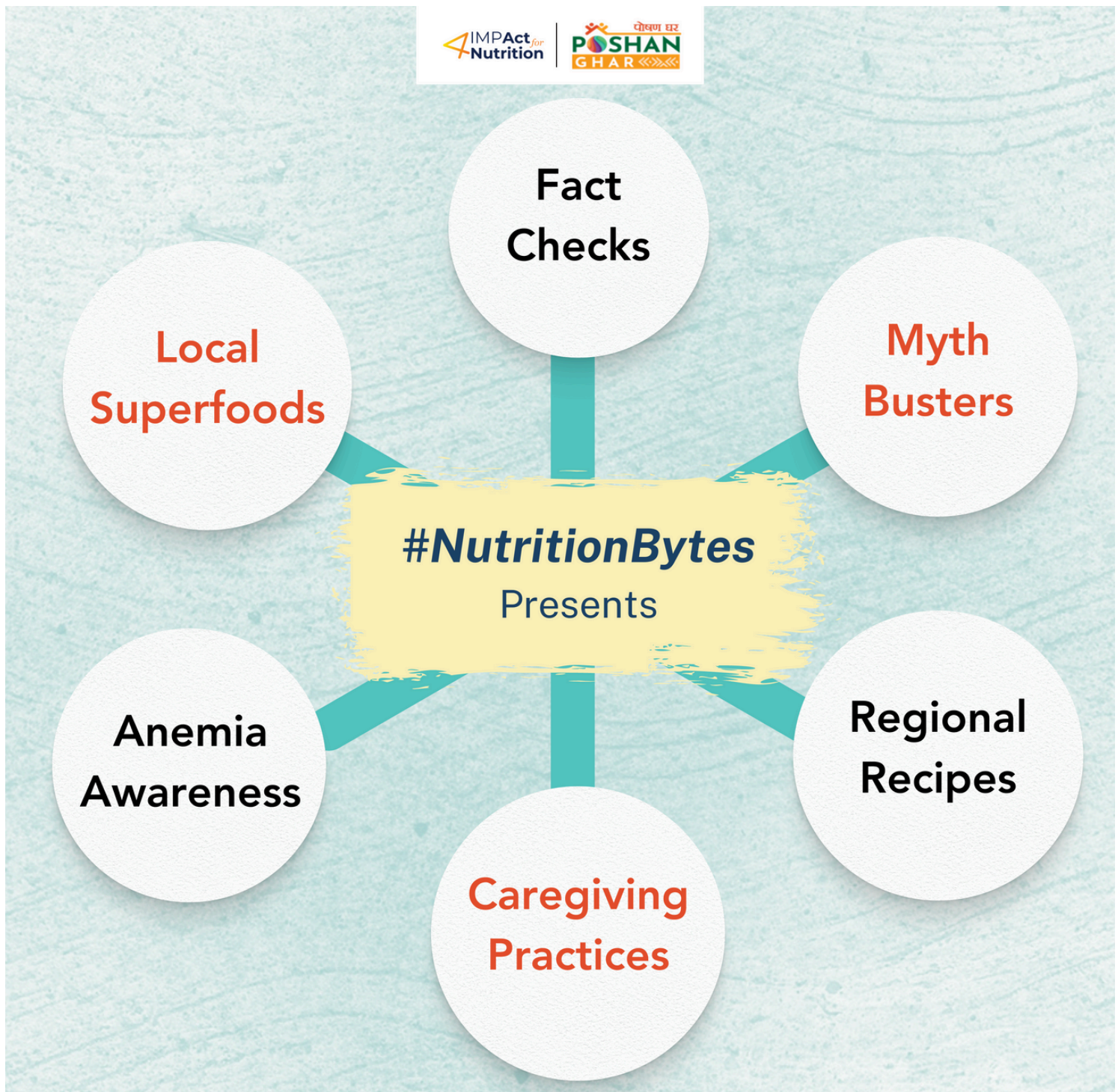
## Social Media Campaigns

Poshan Ghar launches two new campaigns! #SahiPoshanSeSuraksha where Pragati returns with her family to focus on critical health and nutrition issues by using SBC as a change approach to encourage positive nutrition practices within communities.





**#NutritionBytes** will serve as your go-to campaign to access information on healthy diets, regional and local recipes, local super foods, and it will include fact-checks on health and nutrition behaviours.



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](mailto:arpita.d@zealgrit.com), +91 9748617171) for more information.

# PLEDGED PARTNERS SEPTEMBER 2024



## **KRISHTEC**

Started in 2014 with an intention to create industry academic relationship, KRISHTEC offers various services, from design/ testing, research and development of new electronic products based on its client requirements. In addition to the product developments, they design courses for autonomous and deemed institutions.



## **SANGEETH**

## **Sangeeth Textiles Private Limited**

Started in the year 1982, Sangeeth Textiles Private Limited is one of the renowned textile groups in the country. They are committed to provide combed and compact cotton yarns to the best satisfaction of its customers with competitive price and timely delivery. They are having years of experience in ginning, spinning, and garments.

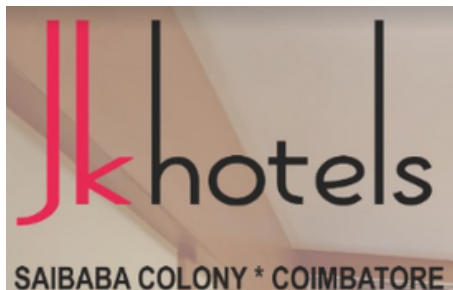
## **Vaga Trade Private Limited**

## **Vaga Trade Private Limited**

Started its operations in the year 2018, Vaga Trade Private Limited is actively engrossed in manufacturing an impeccable assortment of best quality Fingerprint Lockers, Safety Lockers and Industrial Lockers. Their major products include security safes, door locks, deposit locker cabinets and filing cabinets among others.



# PLEDGED PARTNERS SEPTEMBER 2024



## **JK Hotels Coimbatore**

Located in Coimbatore, 11 kilometers away from Codissia Trade Fair Complex, JK Hotels provides accommodation with a terrace and parking facilities. They offer offers rooms with air conditioning facilities.

## **Sree Saradhambal Automobiles Private Limited**

## **Sree Saradhambal Automobiles Private Limited**

Established in 1998, Sree Saradhambal Automobiles Private Limited is an authorized dealer of Maruti Suzuki ARENA at Jothipuram in Coimbatore. They offer complete range of Maruti Suzuki cars, including Hatchback, Sedan, SUV and Van and focuses on delivering a great car buying experience.



## **Amex Alloys Private Limited**

Amex Alloys Private Limited is engaged in the business of manufacturing and supplying of carbon steel castings, alloy steel castings, stainless steel castings and duplex stainless-steel castings in raw, semi machined, fully machined conditions in compliance to the prevalent industry standards.

# PLEDGED PARTNERS SEPTEMBER 2024

## Shree Kumaran Alloys

### **Shree Kumaran Alloys, Coimbatore**

Established in the year 2005, Shree Kumaran Alloys is a steel foundry producing carbon steel, alloy steel, stainless steel, duplex stainless steel and heat-resistant steel castings for a variety of demanding applications. Their major clients include Audco India Limited, Larsen and Toubro Limited, and Bharat Heavy Electrical Limited, among other leading corporates.



### **Geetraj Engineering Private Limited**

Headquartered in the state of Jharkhand, Geetraj Engineering Private Limited is one of the leading professional human resources supply and management company, specialized in the supply of technical and non-technical manpower resources.



### **Best Corporation Private Limited**

Established in the year 1967 with 25 machines, Best Corporation Private Limited is one of the pioneers in the manufacturing of knitted garments at Tirupur. It is an integrated textile company having operations from spinning to garmenting, and is one of the leading exporters of knitted garments from Tirupur.



# RECIPE FOR THOUGHT

## Vegetable Upma (Source- NCEARD)



Preparation Time: 15-20 mins



Serves: 1 Bowl



### Nutritive Values

Energy-	255 kcal
Protein-	8.2 gm
Carbohydrate-	33 gm
Beta Carotene-	289 mcg
Fat-	9.4 gm
Iron-	1.9 mg
Total Fibre-	6.8 gm
Vitamin C-	8 mg
Calcium-	29 mg

## Ingredients

1. Semolina (Sooji)- 40 g.
2. Groundnut - 10 g.
3. Onion big- 20 g.
4. Red Carrot- 10 g.
5. Green Peas- 10 g.
6. Oil- 5 g.
7. Fresh Ginger- 3 g.
8. Mustard Seed- 1/8 tsp.
9. Green Chilli- 2 g.
10. Red Chilly Powder- 1/8 tsp.
11. Lemon juice- 5 ml
12. Salt to taste

## Instructions

1. Dice carrot and shell peas (green). Chop onion and green chilli.
2. Roast groundnut and semolina in separate pan. Keep aside when done.
3. Heat oil, add mustard seeds. When they crackle, add groundnuts and chopped onion. Fry to golden brown colour.
4. Add vegetables, grated ginger and semolina. Fry for 2 minutes.
5. Add water, red chilli and salt. Cook till the mixture is dry.
6. Sprinkle green chilli and lemon juice and serve hot.

## TIP OF THE MONTH



**Minimise the consumption of ultra-processed foods and high-fat, sugar, salt:** Ultra-processed foods are often high in fat, sugar, and salt. Regular consumption of these foods are known to increase the risk of non-communicable diseases like diabetes, hypertension, cardiovascular diseases, and more.

*(Source- ICMR NIN)*

