

The Problem

Malnutrition in India is high- almost one-third of the children are stunted and almost half of the women are anemic. Well-nourished and healthy citizens are key for a nation's economic and social progress and growth.

Creating a Social Movement

POSHAN *Abhiyaan* is India's flagship program to improve nutritional status of children, adolescents, pregnant women and lactating mothers. Creating a Jan Andolan to improve the awareness on the importance of nutrition will contribute to achieving its targets.

IMPAct4Nutrition has been created to engage private sector in supporting the multi-sectoral approach of the strategy, which is key to the progress of POSHAN *Abhiyaan*'s Jan Andolan.

Good Nutrition is Good Business!

According to the "Copenhagen Consensus" investing in nutrition is the best public health investment one can make. **For every \$1 of investment there is a return of \$16 due to employee retention, dip in absenteeism and increased productivity.** When you reach out to employees, their families and customers and empower them to improve their nutritional status, you benefit the business. Being an employer who cares by running a business that is socially aware and responsible also contributes to nation building.

IMPAct4Nutrition is an opportunity for the private sector to be part of a large social movement that will positively impact the nutritional and health status of India. This is a platform for the private sector to actively engage and build a social movement with their employees, customers and employees' families who form a part of their business ecosystem, and support the POSHAN *Abhiyaan*.

Companies can play their ACE card for good nutrition

IMPAct4Nutrition will engage companies in 3 strategic areas, which we are calling the ACE card:

Assets and core business for Nutrition

Cash/CSR for Nutrition

Employee Engagement for Nutrition

How can you participate in this social movement and bring it to your organization ?

WHAT CAN YOU DO FOR IMPAct4Nutrition?

Take the Pledge

The first step is to pledge your participation in the IMPAct4Nutrition initiative. By pledging your participation, you agree to spread the message of good nutrition and health and become an active member of the social movement to improve the nutrition and health status of those in your business ecosystem.

Start a conversation around nutrition and health

Employee and business partner education in nutrition and health awareness:

This platform will give you access to educational material, e-content & trainers. You can access this material and reach out to your:

- Employees and also create engagement with their families because without their help and involvement no initiative to prevent malnutrition can succeed.
- Customers and suppliers to spread the message and disseminate information about good nutrition

Spread the word: convince other companies to join by setting an example of private sector participation in nation building

Mass media campaigns: Invest in campaigns and activities to create public awareness, advocacy events, community programs and outreach through digital and other mediums

From 'Say to Do': Take action.

Formulate initiatives for your organization that improve the health and nutrition status of those in your business ecosystem. To achieve the true benefit of this program, good nutrition needs to become a way of life. Unless it is sustained, nutritional status cannot be corrected. IMPAct4Nutrition will help you appoint Nutrition Ambassadors within your organization who can initiate programs

There can be several ways in which your organization chooses to act and make an actual measurable difference. You can take one or more ways to act to improve nutritional status:

- Initiatives that ensure that hygienic, food and safe drinking water are served and consumed within the organization
- Initiatives to reach out to all employees including men and women and their families with good nutrition and health practices

WHAT CAN IMPAct4Nutrition DO FOR YOU?

IMPAct4Nutrition will provide educational material, program information and will be your link to the larger social movement around POSHAN *Abhiyaan*. It will coordinate with, support and help your Nutrition Ambassadors to achieve the program objectives.

Measuring your achievement and making your commitment public:

By taking the Pledge you make your association with this platform public and highlight your organisation's commitment to responsible business practices in support of prevention of malnutrition and promoting health..

On advocacy and nutrition literacy: The number of communication initiatives, and reach will be self- declared by companies on a public dashboard created and monitored by IMPAct4Nutrition. These results will be shared periodically at high visibility events.

On Taking action: IMPAct4Nutrition will invite your success stories and documented measurable outcomes of your initiatives that will be highlighted as a part of the **ACE IMPACT AWARDS** that will take place annually. This is to recognize companies who have made a significant contribution to this social movement and to share their stories in public forums so that they can serve as an inspiration to others in contributing to nation-building.

WAY FORWARD: LONG-TERM PROGRAMS SUPPORTED BY IMPAct4Nutrition

Beyond the immediate next steps, IMPAct4Nutrition will work with companies to formulate long-term programs that will have a lasting impact on nutrition and health. These could include:

Support for Families & Women Employees

- Health monitoring and nutritional supplements for employees and their families including expectant mothers and adolescent girls
- Supporting and encouraging breast feeding
- Anaemia prevention and monitoring for women and adolescent girls

Integrating With Your CSR Program

- Commit some part of your CSR funds towards the larger IMPAct4Nutrition program. You can choose to invest in the public outreach, education and community health and nutrition initiatives.
- Make promotion of nutrition awareness and improving nutritional status as one of your CSR initiatives and drive the program in partnership with this platform