

**I4N support to Rashtriya Poshan Maah (RPM)
August and September 2019**

About IMPAct4Nutrition (I4N) Platform

IMPAct4Nutrition (I4N) is a brand-agnostic platform that has been created to enhance private sector action to augment government’s efforts in achieving the POSHAN Abhiyaan goals and targets. The platform brings together, under one umbrella, the diverse businesses interested in contributing to the good nutrition of all stakeholders in their value chain business ecosystem. The platform aims to promote collective responsibility and meaningful exchange between businesses, so they can help build a Jan Andolan to support POSHAN Abhiyaan

Broad activities in August and September 2019 under I4N to support RPM

1. Activities by the I4N Secretariat and pledged companies under POSHAN Abhiyaan theme no 1: Overall Nutrition
 - One day ideation, engagement and outreach workshop with CSR heads was organised in New Delhi on 22nd August in preparation for RPM activities among interested and pledged companies. 12 companies participated in planning nutrition related employee engagement and CSR outreach activities aligned to the 3 themes of Poshan Maah for roll out in company catchment areas using the nutrition knowledge content package developed by the secretariat.



- One day nutrition conclave with the theme “Improving the Ecosystem for Better Nutrition”, was organised on 26th August by CII in New Delhi. The conclave addressed the multi-dimensionality of nutrition, the role of various stakeholders in improving nutrition through public-private and multi-stakeholder partnerships. I4N opened the session titled “*What role can the private sector play to improve Nutrition and address Malnutrition*” with a conversation around data sets on CSR for Nutrition, employee engagement for good nutrition, private sector role, the scale and impact it plays as an enabler for a Jan Andolan for good nutrition in the workplace ecosystem and through CSR. In addition, the Secretariat led, facilitated and moderated the panel discussion session on “*Changing the Nutrition Conversation*”, where the discussion with pledged I4N partners focused on changing trends in eating habits and how can one recreate traditional foods to deliver nutrition and taste, it explored ideas and sharing of

experiences on how to incorporate affordable, nutritious and accessible foods in daily living at home and at the workplace.

- Two day India CSR Summit 2019 was organised on 23rd-24th September in New Delhi. India Poshan Forum: Creating a Jan Andolan, as part of the summit was organised on 23rd September was facilitated and moderated by IMPAct4Nutrition Secretariat. The session focused on *“Private sector partnerships for Poshan - the role of the private sector and how partnerships can augment Government’s effort to address nutritional issues in the country”*. Reiterating the keynote address by the Joint Secretary and Mission Director of POSHAN Abhiyaan, Dr. Sajjan Yadav at the inaugural opening of the summit, the discussion was on multi-stakeholder engagement, in specific private sector engagement as a recognised, valued key partner and meaningful contributor to the Jan Andolan movement through I4N, enhanced business productivity, effectiveness and value through employee engagement and CSR activation for good nutrition especially in the context of responsible business conduct and sustainability for nutrition.



- Pledged companies carried out various nutrition literacy and awareness generation sessions (cooking demo) on health and nutrition using the I4N nutrition content materials with their employees and also in their catchment areas with the community members and multipurpose health workers such as ABHAs and SHG women to educate them on healthy eating, healthy cooking options, and nutritious recipes and foods. The sessions also covered simple actionable nutrition messages that promote healthy nutrition behaviours and tips on how these can and must be incorporated into everyday diets and behaviours, keeping in focus the special needs of infants, children, adolescent girls, pregnant and nursing women. The community members took an oath to take back their learnings to their respective communities and disseminate the learnings through similar demo sessions, calling themselves the nutrition companions of their communities.



- Promoting employee engagement and employee volunteerism, pledged companies also carried out nutrition awareness activities such as quizzes, rallies and nutrition talks in schools, in tribal hostels carrying out demo cooking sessions with canteen cooks, or young girls who are members of a canteen committee. Companies also interacted with children and their mothers on the importance of inculcating the habit of eating foods in the anganwadi centres and maintaining sanitation, hygiene and proper hand washing techniques.



- Let's talk nutrition series was carried out by one pledged company by releasing a "Sandesh" (Internal Communication/Circular) for the employees, similar let's talk series is planned to be conducted and sent to company consumers. One pledged company launched the tablet project in partnership with BYJUS and Rotary, where 16 government schools in Bangalore got their first personalized tablets and as part of responsible business practice for nutrition, the pledged company is committed in including nutrition content in the tabs and promote nutrition literacy among government schools, students and teachers across their catchment areas.



LET'S TALK NUTRITION

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 Abhiyan 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 Target.

IMPACNutrition has been created to engage private sector in supporting the multi-stakeholder approach of the strategy, which is key for the progress of POSHAN Abhiyan's Jan Andolan.

Tata Power CCL is a pledged organisation for IMPACNutrition. We have pledged to spread nutrition awareness and facilitate the IMPACNutrition movement by using our assets, capabilities, expertise, networks and knowledge to work towards ensuring that this national movement achieves its goals by year 2022.

Remember: *Series 1 Series invested in NUTRITION gives a return of 3x in the LONGRUN!*

SERIES 1

"IT'S NEVER TOO LATE OR TOO EARLY TO WORK TOWARDS BEING THE HEALTHIEST YOU"

✓ Eat Variety of FOODS
 ✓ Replace saturated with unsaturated fats
 ✓ Drink plenty of fluids
 ✓ Exercise regularly. Get on the move and make it a habit!!
 ✓ Start NOW. And keep changing gradually

For any further information visit the resource center at: <http://IMPACNutrition.tatacs.com>

FOLLOW the steps

Become our FOOD CHAMPION

The DON'T's

- Mindless eating
- Indulging in oily and heavy food items
- Overcooked Food
- Junk Food and Aerated drinks
- Skipping meals Especially breakfast

THE DO's

1. EAT HEALTHY and EAT SAFE
2. EAT Fortified Foods
3. Know your Nutritional NEEDS
4. Measure what you EAT
5. Burn what you EAT
6. Read what you EAT
7. Know your RISK
8. Eat regularly but control the PORTION size.

FOOD PYRAMID

Grains & Starchy Foods (1/2 cup)

Vegetables (1/2 cup)

Fruits (1/2 cup)

Dairy (1/2 cup)

Protein Foods (1/2 cup)

Oils, Fats & Nuts (1/2 tsp)