

**Making POSHAN Abhiyaan a Jan Andolan**  
**IMPAct4Nutrition Stories and Experiences (Vol VI, April 2020)**

**IMPAct4Nutrition COVID-19 Resource Package**



*Image Source 1: IMPAct4Nutrition*

“Health is core to a thriving, productive society, whereas fear and illness can stifle production, consumption, recreation, travel, and overall well-being.”<sup>1</sup> This statement rings so true in these times of dealing with the COVID-19 crisis and it is paramount now more than ever that in order to maintain productivity, we need to maintain immunity which, in turn is dependent on adequate nutritional intakes.

As we are inundated by numerous resources on how to deal with the COVID-19 pandemic and stay safe, we at IMPAct4Nutrition bring to you a resource package to help you deal with the nutrition and health challenges brought about by the COVID-19 pandemic situation. This package comprises all the latest updated material, guidance documents and practical tips on nutrition, hygiene, child caring practices, created by various nutrition partners and Government organizations. You may access the COVID-19 resource package [here](#).

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<sup>1</sup> Smith KM, Machalaba CC, Seifman R, Feferholtz Y, Karesh WB. Infectious disease and economics: The case for considering multi-sectoral impacts. *One Health*. 2019 Jan 9;7:100080. doi: 10.1016/j.onehlt.2018.100080.

## I4N Pledged Partners' Relief Response towards COVID-19 Emergency

A huge shout out to I4N Pledged Partners - Hindustan Aeronautics Limited, Piramal Swasthya, CareNX, GMR Varalakshmi and Paradeep Phosphates - for the relief activities carried out by them in response to the COVID-19 emergency



Image Source 2: Hindustan Aeronautics Ltd

From donating INR 20 crores to PM CARES Fund to HAL employees each contributing their 1-day salary amounting to INR 6.5 crores to the Fund to manufacturing aerosol boxes for protection of medical workers at Kanpur, Nashik and Bengaluru Divisions and preparation of an isolation ward at its Hospital, HAL has gone all out in the fight against COVID-19.

CareNX taking full advantage of their technical expertise has launched a mobile app to support FLWs by keeping them updated by providing training material, guidelines and important messages from Government / Central Authorities. They have also launched a fabulous video series called 'Don't Panic' to help pregnant women understand how to manage pregnancy in these times and have rolled out a COVID-19 poster campaign and WhatsApp group for pregnant women to spread awareness.



Image Source 3: CareNX



Piramal Swasthya is playing a major role in generating awareness among various sections of society on issues on nutrition, food safety, anxiety, stress during quarantine, and giving COVID-19 related information. In addition to operating 104 helpline services across 7 states towards providing awareness on prevention, and management of COVID 19, they are also supporting the Government in active surveillance and follow-up of quarantined cases and in linking beneficiaries to referral services and social entitlements.

Image Source 4: Piramal Swasthya

Paradeep Phosphates has gone all out in their support towards the neglected sections of society by providing more than 400 dry food ration kits (with supplies to last almost a month) for transgender, senior citizens and the visually impaired. Additionally, they have organized village sanitation drives, awareness campaigns using loudspeakers and facilitated online participation of children in the 'Mo Pratibha' competition organized by the Odisha State Government comprising poster making, slogan writing and drawing competitions.

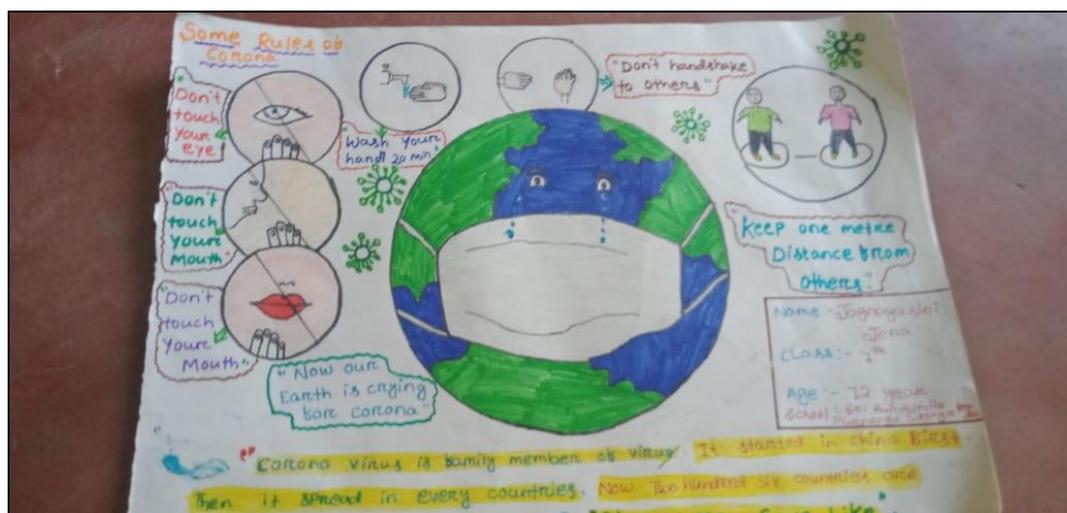


Image Source 5: Paradeep Phosphates

GMR Varalakshmi has uniquely contributed to providing livelihood options for women during this time. They not only facilitated the stitching of masks by the Foundation's tailoring trainees but also have taken over a soft toy manufacturing facility in their SE zone in Andhra Pradesh for the purpose of manufacturing of PPE and have mobilized a large number of trained women for production of the same.

IMPAct4Nutrition has been created to engage the private sector in supporting the multi-sectoral approach of POSHAN Abhiyaan's Jan Andolan strategy. Please visit our website <http://impact4nutrition.in/> for more information.

Please write to us at [sweta@csrbox.org](mailto:sweta@csrbox.org) to explore how IMPAct4Nutrition can help you in ideating and curating employee engagement and CSR projects in line with India's fight to address malnutrition.