



Making POSHAN Abhiyaan a Jan Andolan

IMPAct4Nutrition Stories and Experiences (Vol X, Aug 2020)

Celebrating Nutrition this September

September marks as a celebratory month in the nutrition calendar for the country. With **National Nutrition Week**, an annual nutrition event observed from 1st to 7th September every year since 1982 and September marked as **Rashtriya Poshan Maah** (National Nutrition Month) since 2018 by 'National Council on India's Nutrition Challenges' as part of POSHAN Abhiyaan, the dialogue around food security, nutrition awareness and healthy living is strengthened.

IMPAct4Nutrition calls upon all its pledged partners and other corporates to engage in celebrating the month of September to address the nutrition quotient through community and employee engagement. An exclusive, customized **POSHAN Idea-Kit** will be shared with all I4N partners to guide and involve employees and their families to participate in workplace nutrition activities and with the objective to improve their nutrition literacy. To know more about employee engagement and volunteering activities, write to us at sweta@csrbox.org

I4N is also organizing an interactive session with leaders from multiple sectors reflecting on how CSR and virtual volunteering with employees and communities can work as strategic enablers to address the nutritional challenges in the country on **3rd Sept, 4:00-5:30 pm**. Watch out for our social media updates and register for the session [HERE](#).

A promotional poster for an interactive session. It features a close-up photo of a young child's face on the left. The background is a light orange color with abstract circular patterns. Text on the poster includes the IMPAct for Nutrition logo, the event title 'IMPAct4Nutrition hosts an interactive session with leaders from multiple sectors', the topic 'Addressing India's Nutritional Challenges: CSR and Virtual Volunteering as Enablers', the date and time '3rd September 2020 4:00-5:30 pm', a 'Register Now' button, and social media handles for @IMPAct4Poshan, @impact4nutrition on Twitter, Facebook, LinkedIn, and Instagram, along with the website www.impact4nutrition.in.

IMPAct for Nutrition

IMPAct4Nutrition hosts an interactive session with leaders from multiple sectors

Topic: Addressing India's Nutritional Challenges: CSR and Virtual Volunteering as Enablers

3rd September 2020
4:00-5:30 pm

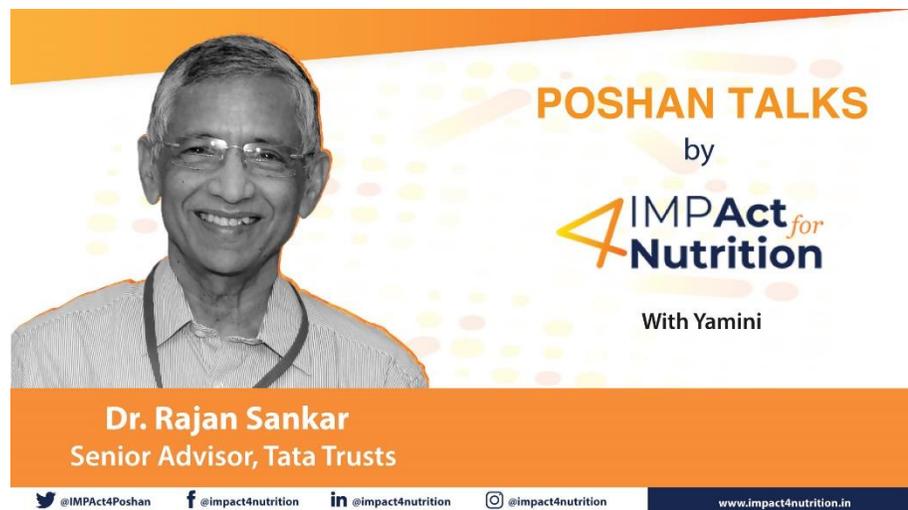
Register Now

@IMPAct4Poshan @impact4nutrition
@impact4nutrition @impact4nutrition
www.impact4nutrition.in

POSHAN Talks and Stories

IMPAct4Nutrition is organizing **POSHAN series** comprising of talks, podcasts and stories starting this month where, the platform will engage with corporate leaders, government representatives, nutrition domain experts, key influencers who are doing commendable work in the space of nutrition and healthcare. The series will create a collaborative framework of knowledge sharing & support to stand together in the fight for better nutrition by showcasing & spotlighting the nutrition efforts being made in the country.

Tune in to our first [POSHAN Talk](#) from **Dr. Rajan Sankar, Director for Nutrition, The Tata Trusts** where he explains how conversations around workplace nutrition act as a ripple effect to motivate other stakeholders, including the private sector companies, and not merely food and beverage, to follow suit and contribute to a healthier workplace and in supporting the efforts of the government in creating a healthier nation.



Subscribe to our [Youtube page](#) to check out more such videos and follow our social media pages to know the latest updates on what I4N is offering you. [Twitter](#)|[LinkedIn](#)|[Facebook](#)|[Instagram](#)

IMPAct4Nutrition Information Dissemination Session on Workplace Nutrition: Good Nutrition and Healthy Diets

I4N has successfully reached 60 companies for workplace nutrition and conducted 16 customized pro-bono sessions with 10 corporates on **Good Nutrition and Healthy Diets** for approximately 450 leaders of HR, CSR, healthcare frontline employees including community and programme managers in 2 months. The sessions were informative, interactive and received positive feedback from the participants on the content, applicability and delivery of the session in addition to all their nutrition and health queries addressed by the trainer.

Information Dissemination On Workplace Nutrition: Good Nutrition and Healthy Diets

- Improve the nutrition literacy of your employee base
- Curated session as per company's need
- Pro-bono support to all pledged partners

For more information, pledged partners should write to secretariat@impact4nutrition.in

@IMPAct4Poshan @impact4nutrition @IMPAct4Nutrition Platform

I4N Pledged Partner's Relief Response towards COVID-19 Emergency

Adani Wilmar Limited has conducted COVID-19 relief activities across the country by donating dry food rations its food products like edible oil, rice, soya nuggets etc., donating to PM CARES and CM Relief Funds, distributing food and ration-kit, as well as medical supplies and safety gear distribution to their target group comprising daily wage and migrant workers, homeless citizens, police & other government officials. Their employees also contributed their 1-day salary towards PM CARE.



Source: Distribution of Masks & Gloves to Villagers (Adani Wilmar Ltd.)



Source: Meal to Truck Drivers (Adani Wilmar Ltd.)

AkzoNobel India donated to PM Cares Fund, provided PPE kits to daily wage labourers and frontline workers, conducted screening of villagers for COVID-19 symptoms and distributed essential food items. They partnered with Faridabad Dist. Prison to create triple layered masks which was distributed to villagers near Gurgaon as part of its relief interventions during the time of the lockdown.



Source: AkzoNobel India



Source: AkzoNobel India

IMPAct4Nutrition has been created to engage the private sector in supporting the multi-sectoral approach of POSHAN Abhiyaan's Jan Andolan strategy. Please follow the IMPAct4Nutrition website and social media handles for more information, latest updates and nutrition related messaging at [impact4nutrition.in](https://www.impact4nutrition.in) | [Twitter](#) | [LinkedIn](#) | [Facebook](#) | [Instagram](#)

Please write to us at 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.

We encourage you to pledge with the platform by sending us a one line email of support to sweta@csrbox.org