Welcome our new pledged partners!

IMPAct4Nutrition family is getting bigger. New companies have pledged to spread the message of good nutrition and health and become an active member of the Jan Andolan to improve the nutrition and health status of those in their business ecosystem.

Take the pledge now for making POSHAN Abhiyaan a Jan Andolan and join a strong community of businesses that will work together, exchange knowledge and experiences on nutrition CSR projects and employee engagement initiatives.

Poshan Updates

POSHAN Abhiyaan promises to revive traditional food systems across the country while addressing malnutrition

Malnutrition among children, in particular, has long-lasting and critical effects on our nation’s progress and future. The Ministry of Women and Child
Development is emphasizing on the need for convergence between agriculture & nutrition, and is set to launch Bharatiya POSHAN Krishi Kosh - will develop repository of diverse crops across 127 agro-climate zones for better nutritional outcomes.

With the launch of Bharatiya Poshan Krishi Kosh, the potential to improve nutritional outcomes in India will multiply by mapping and promoting crops and traditional food in different regions of the country & encourage them in a particular region to promote dietary diversity. This initiative will strengthen the linkages between agriculture and nutrition.

For more information, click here.

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**Corporate Workshop on Investing in Poshan (Nutrition) and Early Childhood Education in Odisha**

IMPAct4Nutrition organized an interactive and enlightening corporate workshop in Bhubaneswar, Odisha with around 24 companies on 27th November'19. In the workshop, the companies working in the field in Odisha shared their experiences and challenges that they faced. The key takeaways for everyone in the event were:

- Need for consistent discussion with the government to prevent duplicacy of efforts and work towards complementing the activities undertaken by the government in nutrition spectrum.
- Collaborate and ideate among each other to understand better about the
Anemia Mukht Bharat Programme

The Ministry of Health and Family Welfare (MoH&FW) has launched Anemia Mukt Bharat Programme with special focus on the health and nutrition needs of children, adolescents, women of reproductive age group and pregnant mothers and lactating mothers.

The training tool kit is developed for diverse set of stakeholders (programme managers, medical officers, staff nurse, ANM, procurement managers, data entry operators, teachers, ASHAs and AWWs) to enable them to function effectively and understand their role for effective implementation of various components under AMB.

To know more, please visit www.anemiamuktbharat.info/

This week’s... Nutrition Nugget!

EAT MORE FORTIFIED FOODS

Most Indians are born with certain vitamin and mineral deficiencies such as Vitamin A (affects eyesight) and Vitamin D (affects bone health). These deficiencies can exist in adult men and women but in children they lead to many growth problems.

5 THINGS YOU CAN DO

- Look for the FSSAI fortification logo (the +F sign) to know that the food you are buying is fortified with vitamins and minerals
- Milk is the best way to absorb Vitamin A and D
- Drink at least one glass of fortified milk every day
- Eat only iodized salt
IMPAct4Nutrition

IMPAct4Nutrition has been created to engage private sector in supporting the multisectoral approach of the strategy, which is key to the progress of POSHAN Abhiyaan’s Jan andolan. Please visit our website http://impact4nutrition.in/ for more information.

Please write to us at rubina@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.