Making POSHAN Abhiyaan a Jan Andolan
IMPAct4Nutrition Stories and Experiences (Vol II, Nov. 2019)


It is the first CNNS thematic report of the unit level analysis of the CNNS by UNICEF. It deep-dives in the CNNS unit level data-set into lives of adolescents in India in the 21st century. Ensuring India’s adolescents are nourished and growing well is critical to achieving India’s demographic dividend.

**Key Findings:**

- Every second Indian adolescent is either too short or too thin or overweight/obese. Girls are shorter than boys. But boys thinner than girls. Thinness is highest in 10-12 year olds, with vast in-state variations among 10-14 year olds and 15-19 year olds existed.
- One in two adolescents suffer from at least two of the six micronutrient deficiencies (iron, folate, vitamin B12, vitamin D, vitamin A and zinc).
- School-based services (noon meal, IFA supplementation, deworming and biannual health checkups) co-coverage is low and variable across states.

For more information, [click here](https://app.mlsend.com/h8e5y6/).

Poshan News

**Project Streedhan: A CSR initiative by DSM**

India ranks the highest in world for prevalence of anaemia among its women, and the campaign has been launched to capture a more startling fact — that more than
50% of women in urban India are also anaemic. This is unusual considering that women in cities and towns have far more access and exposure to information and healthcare facilities than their rural counterparts.

Project Streedhan #InvestInIron, a CSR initiative, launched by DSM (a global major specializing in nutrition and sustainable living) is a healthcare advisory at its core. The film, targeted at urban women, asks them to consume more iron-rich foods. Project Streedhan’s campaign video definitely presents an interesting concept by urging women to focus on iron over gold. Watch the video [here](https://app.mlsend.com/h8e5y6/).

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**POSHAN Atlas to Map Local Crops, Food Grains for Tackling Malnutrition**

In a bid to tackle malnutrition, government is developing an Atlas to map the crops and food grains grown in different regions of the country so that nutritious protein rich food in local areas can be promoted.

The Ministry of Women and Child Development (WCD) in association with the Bill & Melinda Gates Foundation and Deendayal Research Institute is developing a POSHAN atlas under POSHAN Abhiyaan, government's multi-ministerial convergence mission with the vision to ensure attainment of malnutrition free India by 2022. Read the full news article [here](https://app.mlsend.com/h8e5y6/).

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Corporate Workshop in Bhubaneswar on 27th November 2019
Investing in Poshan (Nutrition) and Early Childhood Education in Odisha

IMPAct4Nutrition is hosting its Odisha Workshop with businesses on 27th November 2019 at Mayfair Lagoon (10.30am to 3.15pm). The workshop will allow businesses to understand how to look at nutrition and early childhood education from CSR angle and how to make existing projects nutri-sensitive. Further, domain experts and CSR leaders will share their experiences from Odisha and neighboring states to derive learning for future interventions. There will be an ideation on employee engagement and volunteering opportunities in Poshan.

Send in nominations (max 2) from your organization by 13th Nov. 2019 to rubina@csrbox.org (Dr. Rubina Mandlik) or fill in the Google form available here https://forms.gle/RMytoXQ8kPWoU9cy5

Read the full event announcement and the background note here

This week’s… Nutrition Nugget!

Add Vitamin A In Your Weekly Diet In These Easy Ways

Vitamin A supports reproduction, good vision and regulates growth, especially of the embryo, which makes it especially important during the early stages of pregnancy.

5 THINGS YOU CAN DO

- Add an egg a day and make sure you eat the egg yolk
- Add 50g of butter to your weekly menu
- Add two portions of chicken liver, an excellent source of Vitamin A
- Add 250 litres of Mother Dairy full cream milk (don’t go for toned options) every day
- Add 200g of cheese cubes per week (one a day)
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.