

MARCH 2024 NEWSLETTER



**Collective efforts of Businesses
towards Poshan 2.0**

IMPAct4Nutrition (14N) in collaboration with its partner Indian Institute of Corporate Affairs (IICA) hosted a pledge on "Adoption of good nutrition practices" on the MyGov platform.

Click here to Pledge: <https://pledge.mygov.in/nutrition/>

MyGov is established as a Government of India Platform for Citizen Engagement towards policy formulation and seeks the opinion of people on issues/topics of public interest and welfare.



Citizen's pledge for
"Adoption of Good
Nutrition Practices"
is available on MyGov
Platform

Let's pledge now for a
Nutrition-rich India,
Educated India &
Empowered India!

Don't forget to tag IMPAct4Nutrition when you
post the certificate on social media



The House of Nutrition: Introducing Poshan Ghar



To bring the voice and face of Poshan Ghar to audiences; the video above offers a glimpse into how Poshan Ghar is augmenting efforts of the Poshan Jan Andolan!

The Government of India's scheme, POSHAN 2.0, is based on a multi sectoral approach towards creating positive nutritional outcomes. To support this effort, UNICEF India and its partners have convened [the Poshan Ghar platform](#) that supports the POSHAN Abhiyaan strategy.

Hosted within the [IMPAct4Nutrition \(I4N\) platform](#), Poshan Ghar is the house of nutrition in multiple capacities, through varied modalities, for different stakeholders. In other words, this multi-stakeholder platform has been created to engage civil society, academic institutions, and civil society organisations (CSO) platforms/forums/alliances to collectively drive the Poshan Jan

Andolan forward and thus, by extension, contribute to achieving the nutritional goals of the country.

The Poshan Ghar platform will fulfil the needs of its members driving nutrition programming to scale with a focus on Social Behaviour Change to create a mutually beneficial model that will help the nutrition agenda, benefit children and enable companies, NGOs and other stakeholders in sustaining nutrition programmes within communities and catchment areas, all in a brand agnostic manner. In action, this translates into:

- Recognising nation-wide nutrition challenges and offering solutions to overcome them,
- Mobilising communities to intend nutrient rich food consumption,
- Foster collaboration and knowledge sharing amongst stakeholders for a holistic nutrition approach, and,
- Contribute to making india nutritionally educated, empowered, and enriched.

In this issue, we are happy to spotlight the Poshan Ghar platform and invite our audience to explore, engage with, and utilise the opportunities it offers. In the resources below, you will find the Poshan Ghar micro-site, an easy to access one-pager with important links, the value proposition document and the membership form. The resources also contain **links to Poshan Ghar's social media which is making everyday nutrition simpler by unpacking healthy and diverse diets, one post at a time**. To take a step forward towards the national nutrition agenda, [join the Poshan Ghar movement](#).

Resources:

[Poshan Ghar micro-site](#)

[Poshan Ghar: Important links and social media \(one pager\)](#)

[Poshan Ghar value proposition document](#)

[Poshan Ghar Membership Form](#)

[Know Poshan Ghar: Main Video](#)

Additional resources:



The vitality of fermented foods (Source- ERI, Healthy Gut and you)

From ancient times, Indian culture has witnessed the usage of fermented foods from ancient traditions. India's diversity with multi ethnic cultures and cuisines is a source of its strength and traditionally has used fermented foods and beverages for gut health and innate immunity.

Conventional fermented foods are integral to our diet. It can be prepared at the household. Fermentation of cereals, beverages, fruits, vegetables, milk & milk products, fish, meat, and legumes is common in many country regions. Fermented foods are very easy to digest and are light on the stomach.

Apart from this, India has a diverse culture of consuming fermented foods in South Indian cuisine such as idlis /dosas and thick lassis (a beverage staple) from North India.

Some simple benefits of fermented foods include- aiding in digestibility processes, helping in better gastrointestinal comfort, controlling weight, and management of lifestyle diseases like diabetes.

(Source- <https://www.health.harvard.edu/staying-healthy/fermented-foods-can-add-depth-to-your-diet>)



Poshan Pakhwada, 2024

The Ministry of Women and Child Development celebrated the sixth Poshan Pakhwada from 9th to 23rd March 2024 with various activities nationwide. The Pakhwada aims to raise awareness about the importance of nutrition and promote healthy eating habits through Jan Andolan and Jan Bhagidari.

The activities during the Poshan Pakhwada will focus on the key themes which include Poshan Bhi, Padhai Bhi (PBPB)-a path-breaking ECCE program to ensure that India has the world's largest, universal, high-quality pre-school network, Tradition and Local dietary practices focused sensitization around nutrition and Health of Pregnant Women & IYCF (Infant and Young Child Feeding Practices).
(Source- MoWCD)

March is hailed as the month for celebration of Poshan Pakhwada nationwide. It is a campaign held by the Ministry of Women and Child Development, India for raising awareness on good nutrition for a healthy mother and her child. I4N helps augment the practices on good nutrition behaviour by helping people imbibe positive practices on healthy nutrition.



The banner features a woman in a blue and white sari on the left. The top left corner has the Ministry of Women & Child Development logo and text. The top right corner has the 'my GOV' logo with the tagline 'मेरी सरकार'. The central text reads 'Har ek KAAM Desh ke NAAM' and 'POSHAN PAKHWADA'. Below this is the slogan 'Share Good Nutrition Practices and Spread Awareness About Healthy Diet'. At the bottom, there are four circular images showing a pitcher of milk, a bowl of lentils, a basket of fruits, and a basket of vegetables.

Ministry of Women & Child Development
Government of India

my GOV
मेरी सरकार

Har ek KAAM
Desh ke NAAM

**POSHAN
PAKHWADA**

Share Good Nutrition Practices and Spread
Awareness About Healthy Diet

I4N ENGAGEMENT SESSIONS with Pledged Partners

Celebration of International Women's Day with Business Next

A knowledge-sharing session was felicitated by the I4N Secretariat on the special occasion of International Women's Day, 2024 with the women's workforce of Business Next, one of the Pledged Partner of I4N.



The importance of micronutrient deficiency was highlighted and the women were educated on the importance of minerals and vitamins such as iodine, Vitamin A, K, etc. Simple remedies were discussed regarding the inclusion of these nutrients for a healthy and balanced diet. Apart from this, alternate sources of these essential nutrients through simple habits were discussed amongst the participants by including GLVs, maintaining hydration, and following some simple but essential rules of a balanced diet.

The event was highly appreciated by the employees. Business Next has been one of the few Pledged Partners to embrace and embed the model of workforce nutrition.

The event saw Mumbai and Pune vertical teams joining virtually. The theme of Inspiring Inclusion was well elaborated by the team. The importance of micronutrients was well explained by the team. The importance of micronutrients was well explained by the team. The foods that can help combat micronutrient deficiency were also reiterated properly and nutrients like – calcium and phosphorus, magnesium, etc were well discussed.

In this session, 500 women including the Mumbai and Pune teams benefitted through enhanced knowledge on the subject.



Session with Tata Power DDL and the ABHA workers

The I4N secretariat conducted a knowledge-building session on healthy diets for the women workforce of TPDDL. Colleagues from their admin and HR team along with their CEO (Mr. Ganesh Srinivasan) and other senior officials were present at the annual convening occasion. Staff members of TPDDL along with their empaneled ABHA workers also attended the session.

The workforce was made aware of the importance of eating right, the vitality of healthy diets, the prevention of anemia, and the inculcation of positive attributes towards fostering a healthy lifestyle.

Recognizing the technical support provided by the I4N secretariat, the I4N team was honored with felicitation by the TPDDL team for its consistent efforts, collaborative approach, and delivering quality knowledge-building sessions on advocacy and awareness of good nutrition practices.

Over 500 ABHA workers and other dignitaries were present during the session.





Mr. Ganesh Srinivasan, along with the team members, Ms. Geetanjali Tripathi felicitated the I4N team on the occasion.

Tip of the Month

Ginger for every day!

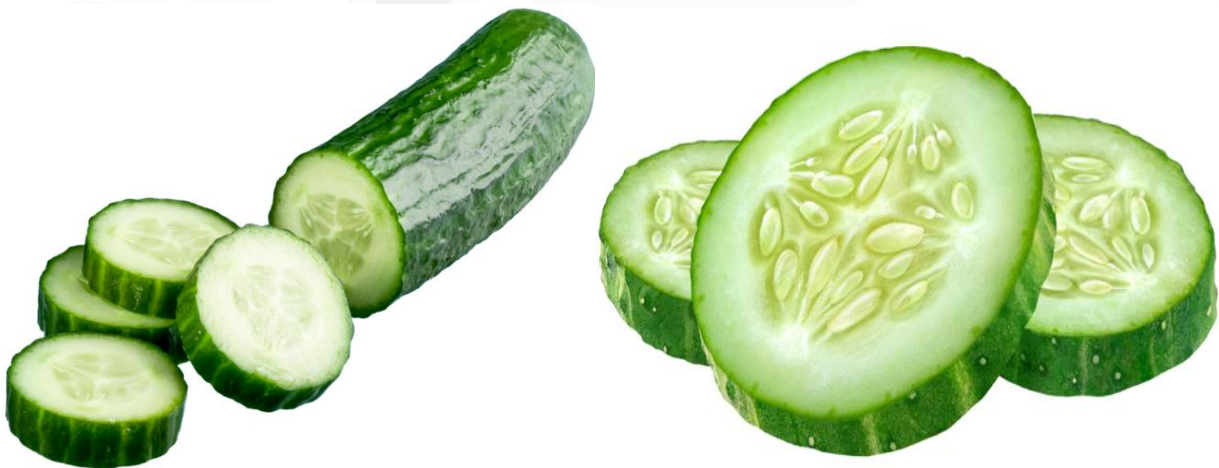
Ginger helps in digestion,
reduces nausea, and helps fight
the common cold

(Source: Poshan Atlas app)



Tip for Summers

Cucumbers and watermelons are a great way to stay hydrated during summers 🌻



Nutrition Knowledge Post: Usage of oils in a balanced diet

A balanced diet provides all the nutrients in the required amounts and proportions. This also includes fats /oils.

- a) They serve as a rich source of energy which provides fuel to our bodies.
- b) They also add palatability and aid in the improvement of textures for our foods.

Therefore, fats serve as an important constituent of our daily diets.

Oils like rice bran, mustard/groundnut serve as good sources of fats in our diets.



Source- Poshan Atlas app



Recipe of the month

Madra (Source- ERI, Healthy Gut)



Instructions

- Rajma (kidney beans) - 100 g
- Curd - 1/2 cup
- Cloves - 2
- Green cardamom - 2
- Tej patta - 1
- Cinnamon, stick - 1/2
- Cumin seeds - 1tbsp
- Asafoetida (hing) - 1 tbsp
- Turmeric powder - 1 tbsp
- Cumin powder - 1 tbsp
- Garam Masala - 1 tbsp
- Kashmiri red chili powder - 1
tbsp
- Coriander Powder - 1tbsp
- Salt as required
- Ghee - 1 tbsp

- Rinse rajma with water a couple of times. Then soak rajma beans in enough water for 8 to 9 hours or overnight.
- Next day drain all the water and rinse the rajma in running water. Place the rajma beans in a pressure cooker.
- Add the following whole spices – cinnamon, cloves, bay leaf, and green cardamoms. Add water. Cover with a lid and pressure cook on a medium flame for 15 to 16 whistles.
- In a bowl, take curd and whisk it till smooth. Heat ghee or oil in a pan. Add cumin seeds. Let the cumin seeds crackle in the hot oil. Switch off the flame and add asafoetida (hing). Next, add the beaten curd. Quickly begin to stir the curd as soon as it is added. Stir curd non-stop.
- Mix till curd and ghee are mixed very well. Then keep the pan on the stove top on a low flame and continue to stir non-stop. If stirred non-stop, curd won't split. After some minutes, the ghee starts separating from the curd mixture. Continue to stir till all ghee is

separated and a layer of ghee floating at the sides and in a few places at the top of the curd mixture is seen.

- Then add the following spice powders one by one – turmeric powder, cumin powder, garam masala powder, Kashmiri red chili powder, and coriander powder. Mix well. Continue to stir for one minute. Drain all the water from the rajma and add the cooked rajma beans to the curd gravy. Season with salt as per taste. Mix well.
- Simmer the madra gravy on a low flame. Keep stirring occasionally. The gravy will begin to thicken. Overall simmer for 11 to 12 minutes. When the madra gravy has thickened, then switch off the flame.
- Our delicious Probiotic rich traditional dish 'Madra' is ready.

Nutritional Value (Per Serving)

Energy 483 kcal

Protein 22.50 g

Fats 20.68 g

Carbohydrates 51.80 g



Health Benefits:

- Probiotics can help reduce cholesterol levels
- They may help prevent and reduce diarrhea.

Source



**Preparation
Time: 20 Minutes**



**Cooking Time:
20 Minutes**



Serving Size: 3

