

# JUNE 2024

# NEWSLETTER



**Engaging 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 MyGov platform.

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

MyGov is established as 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

# ENGAGEMENT AROUND NUTRITION THROUGH I4N MADHYA PRADESH SECRETARIAT

## I4N in News



भोपाल सिटी भास्कर 05-07-2024

### मदर्स मीट... 'डॉक्टर आपके द्वार' कार्यक्रम में डॉ. अमिता ने कहा- रोज दाल-चावल मिलने से बाहर की चीजों की तरफ आकर्षित हो रहे बच्चे



डायटिशियन डॉ. अमिता सिंह

सिटी रिपोर्टर . भोपाल

मां अपने बच्चों की रोल मॉडल होती हैं और वह खाने को लेकर जितना सहज रहेंगी, बच्चे भी उतने ही सहज रहेंगे। बच्चों की बढ़ती उम्र के दौरान मां के साथ-साथ घर के सभी सदस्यों को रूटीन बदल कर हेल्दी लाइफस्टाइल अपनाना चाहिए, ताकि सभी हेल्दी रहें। यह कहना है डायटिशियन डॉ. अमिता सिंह का, जो गुरुवार को इंपैक्ट फॉर न्यूट्रिशन के तहत सेंट जोसेफ सीनियर सेकेंडरी गर्ल्स स्कूल में सानिध्य एनजीओ द्वारा 'डॉक्टर आपके द्वार' कार्यक्रम में मौजूद रहीं। 1995 से चल रही स्कूल की परंपरागत मदर्स मीट में 7वीं और 8वीं क्लास की बच्चियों की मां शामिल रहीं। कार्यक्रम में एक्सपर्ट्स द्वारा बच्चियों में किशोरावस्था से जुड़ी अहम जागरूकता मांओं को दी गई।

### भोजन में स्थानीय सब्जियों व अनाज को प्राथमिकता दें: अमिता सिंह

भोपाल @ पत्रिका. इंपैक्ट फॉर न्यूट्रिशन के तहत सेंट जोसेफ सीनियर सेकेंडरी गर्ल्स स्कूल में सानिध्य एनजीओ द्वारा डॉक्टर आपके द्वार कार्यक्रम का आयोजन किया गया। स्कूल की परंपरागत मदर्स मीट में 7वीं और 8वीं कक्षा की बच्चियों की माताओं ने भाग लिया। कार्यक्रम में किशोर स्वास्थ्य पर डॉक्टर श्रद्धा अग्रवाल द्वारा सत्र लिया गया। वहीं पोषण आहार पर विशेषज्ञ अमिता सिंह ने सत्र लिया। सत्र में मुख्य रूप से अमिता सिंह ने कहा कि गूगल के हिसाब से अनावश्यक आदतें जैसे शरीर को डिटॉक्सिफाय करने के

लिए जीरा, दालचीनी, नीबू अलग-अलग चीजों का सेवन न करें। शरीर को डिटॉक्सिफाय करने के लिए किडनी और लीवर अपना काम सुचारू रूप से कर रहे हैं। फेंसी और महंगे खाने की बजाय स्थानीय सब्जियों और अनाज को प्राथमिकता दें। इस अवसर पर यूनिसेफ से अनिल गुलाटी, कम्युनिकेशन एक्सपर्ट यूनिसेफ एवं अनामिका तिवारी मौजूद रहे। अनिल गुलाटी ने पोषण को लेकर बच्चों की समझ पर प्रकाश डाला। सानिध्य संस्था से कम्युनिकेशन एक्सपर्ट अभिलाषा शर्मा एवं राहुल मौजूद थे।

IMPAct4Nutrition made headlines in the Bhopal City Dainik Bhaskar newspaper. Under the I4N initiative, the program "Doctor at Your Door" was organized at St. Joseph's Senior Secondary Girls' School by Sanidhya NGO.

Speaking at the program, Dr. Amita Singh highlighted how children are increasingly attracted to outside food instead of local vegetables and cereals. She emphasized the importance of mothers as role models for healthy eating habits and suggested that families should adopt a healthy lifestyle together as children grow.

The event, part of the school's traditional Mother's Meet, included 7th and 8th grade students and their mothers. It aimed to provide essential nutrition information to mothers, showcasing I4N's commitment to improving community nutrition education and awareness.



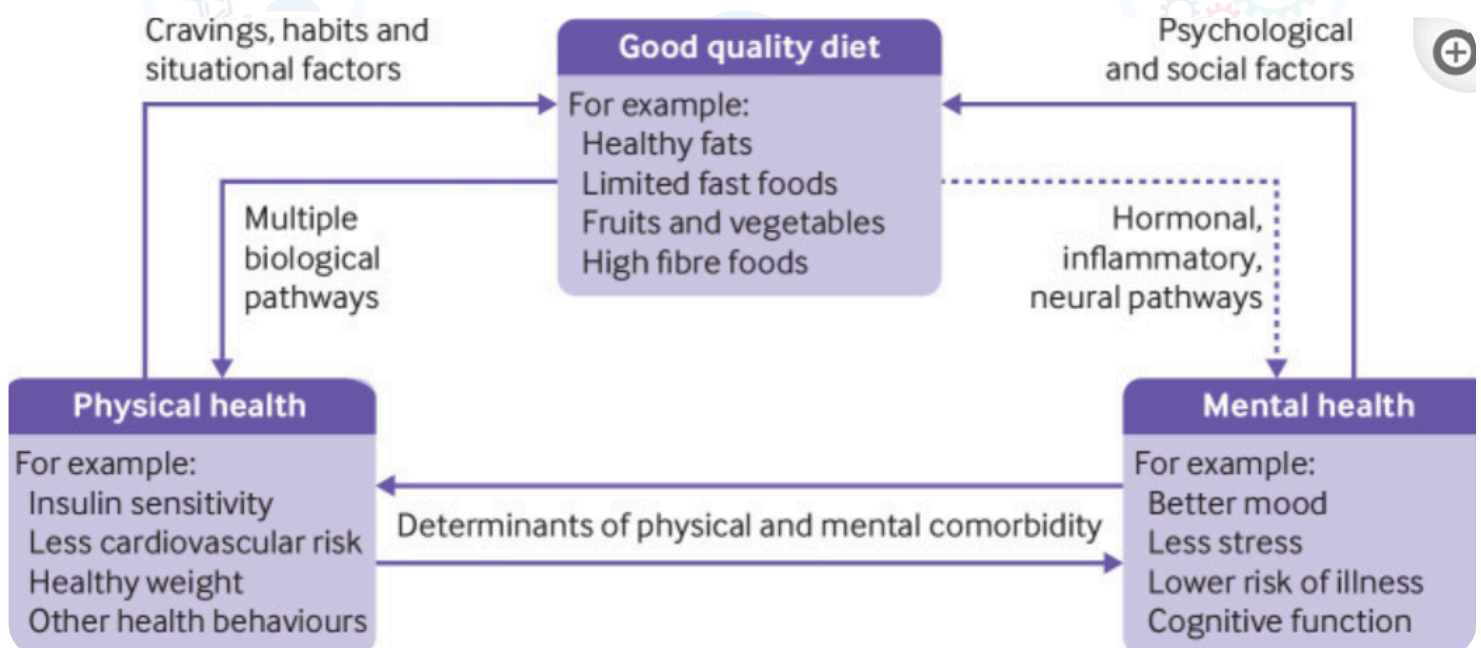
# IMPORTANCE OF MICRONUTRIENTS FOR NEUROHEALTH

Since food is an integral part of our daily lives, it affects various aspects of health, including weight, ability to exercise, and risk of several chronic diseases, which need proper awareness. The connection between nutrition and mental health is often overlooked. Our diet plays a crucial role in maintaining not just physical, but also mental well-being.

The World Health Organization predicts depression could be a top health concern by 2030, highlighting the urgent need to address mental health holistically. Interestingly, our food choices and mood have a reciprocal relationship, influencing each other in ways we are only beginning to understand.

A balanced diet rich in essential nutrients can positively impact cognition, memory, and behavior. The brain, though only 3% of our body weight, consumes up to 25% of our blood glucose, emphasizing its high nutritional demands. For optimal function, our brains require 19 essential vitamins and minerals, including B vitamins, Vitamins A, C, D, E, and K, along with minerals like iron and selenium.

To support mental health through nutrition, include healthy fats, fruits, vegetables, and high-fiber foods in your diet while limiting fast food consumption. Ensuring adequate intake of vitamins and minerals through a varied diet can make a significant difference. Healthy diet contributes reduced stress, lower risk of illness, and improved cognitive function. By making informed food choices, we can nourish not just our bodies, but also our minds. (Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7322666/>)





# PROMOTING WORKPLACE NUTRITION ON WORLD FOOD SAFETY DAY AT POLESTAR SOLUTIONS & SERVICES

The IMPAct4Nutrition (I4N) Secretariat, through Ank Foundation (one of the initiative partners of I4N) conducted an interactive session on workplace nutrition with the employees of Polestar Solutions & Services on World Food Safety Day. The session aimed to raise awareness about the importance of food safety, healthy eating habits and diet diversity for employees. During the session, the I4N team covered various aspects of food safety and nutrition and its impact on productivity and overall well-being.

The team discussed proper food handling and storage techniques, the importance of personal hygiene in food preparation, and ways to identify and avoid potential food hazards. The team also delved into the basics of a balanced diet, explaining the roles of different nutrients and how to incorporate them into daily meals.



By addressing various aspects of nutrition and its impact on productivity and overall health, the session demonstrated the significance of workplace nutrition programs in enhancing employee performance and creating a healthier workforce.



# PROMOTING WORKPLACE NUTRITION AT TATA POWER DDL

TATA Power Delhi Distribution Limited (TATA Power DDL), a leader in the energy sector, has been an exemplary Pledged Partner of IMPAct4Nutrition (I4N) for past few years. This collaboration has flourished through consistent and meaningful engagements, demonstrating TATA Power DDL's unwavering commitment to workplace nutrition and community health.



Recently, through Ank Foundation, one of I4N's initiative partners, the I4N secretariat organized a comprehensive knowledge-building session. This event, attended by over 200 participants including ABHA workers and staff members from TATA Power DDL's admin and HR teams, was a testament to the ongoing collaboration between I4N and TATA Power DDL.

The session focused on two critical areas: nutrition in summer and anemia in adolescent girls. Participants learned about the importance of proper hydration, how to identify symptoms of dehydration, and guidelines for staying hydrated in hot weather. The discussion on nutritious summer foods and their benefits provided practical knowledge for maintaining health during the scorching summer months.

Addressing the pressing issue of anemia in adolescent girls, the session delved into the causes and effects of anemia, how to recognize signs and symptoms, and provided dietary recommendations based on existing standards. Strategies for anemia prevention were shared, equipping participants with valuable knowledge to combat this widespread health concern.





The impact of this session extends far beyond the immediate participants. ABHA workers, now equipped with this crucial knowledge, can disseminate the information in their communities, creating a ripple effect of health awareness. TATA Power DDL staff members are empowered to make healthier choices, potentially improving employee health and productivity.



# ENGAGEMENT WITH METROPOLIS FOUNDATION UNDER SWASTHYA SAHELI

Swasthya Saheli is an adolescent health initiative and aspiration-building program created, supported by Metropolis Foundation and implemented by BharatCares in technical partnership of IMPAct4Nutrition. I4N engages its Pledged Partners through unique way of ACE Card (Assets for Nutrition, CSR/ Cash for Nutrition or Employee Education/ Volunteering for Nutrition) and this is one such example of intense engagement with Metropolis Foundation by strengthening their CSR Initiative. Swasthya Saheli has sensitized over 61,000 adolescent girls in the last financial year and has increased the awareness levels on menstrual health and nutrition of these girls by an average of 57.64%.

It has made significant effect, especially on the girls of Nandurbar with awareness levels improving to 84.94% mainly because Nandurbar being an aspirational district has very limited exposure on topics of adolescent nutrition and menstrual health.

The program focused on key areas: Know Your Body, Anaemia and Sickle cell anaemia, Adolescent and Reproductive Health, Nutrition, Adolescent Rights and leadership development. The program also focuses on raising awareness regarding the “#TooShyToAsk” app developed by Metropolis Foundation. This program brings synergy and coherence in addressing key health issues faced by adolescent girls.

This financial year, we aim to deepen our engagement with a cadre of adolescent girls from previous year to empower and equip them to develop projects of their own through design thinking process and work more intensively in the region of Nandurbar district.

We look forward to continue striving towards a better tomorrow, one adolescent girl at a time.



**Swasthya Saheli**

Improving Adolescent Girls' Awareness by

**84.94%** in Nandurbar

**30.33%** in Pune



# ENGAGEMENT WITH BOSTIK INDIA UNDER PROJECT ABHAYA

We are delighted to share that on 1st July, I4N Secretariat trained over 300 adolescent girls of in the day-long intensive engagement at Rang Navchetan School Bharuch on essential themes like nutrition, menstrual health, mental well-being, social etiquette, interview preparedness, time management, financial literacy, constitutional rights, and self-defense as part of Project Abhaya.

Project ABHAYA" is an empowering initiative dedicated to nurturing strength and inspiring confidence among young women of Bharuch which is supported by Bostik India and Arkema, implemented by BharatCares and in technical partnership with IMPAct4Nutrition. Bostik is one of the pledged partner of I4N and this is one of the excellent example of ACE card engagement with I4N Platform through its CSR initiatives.

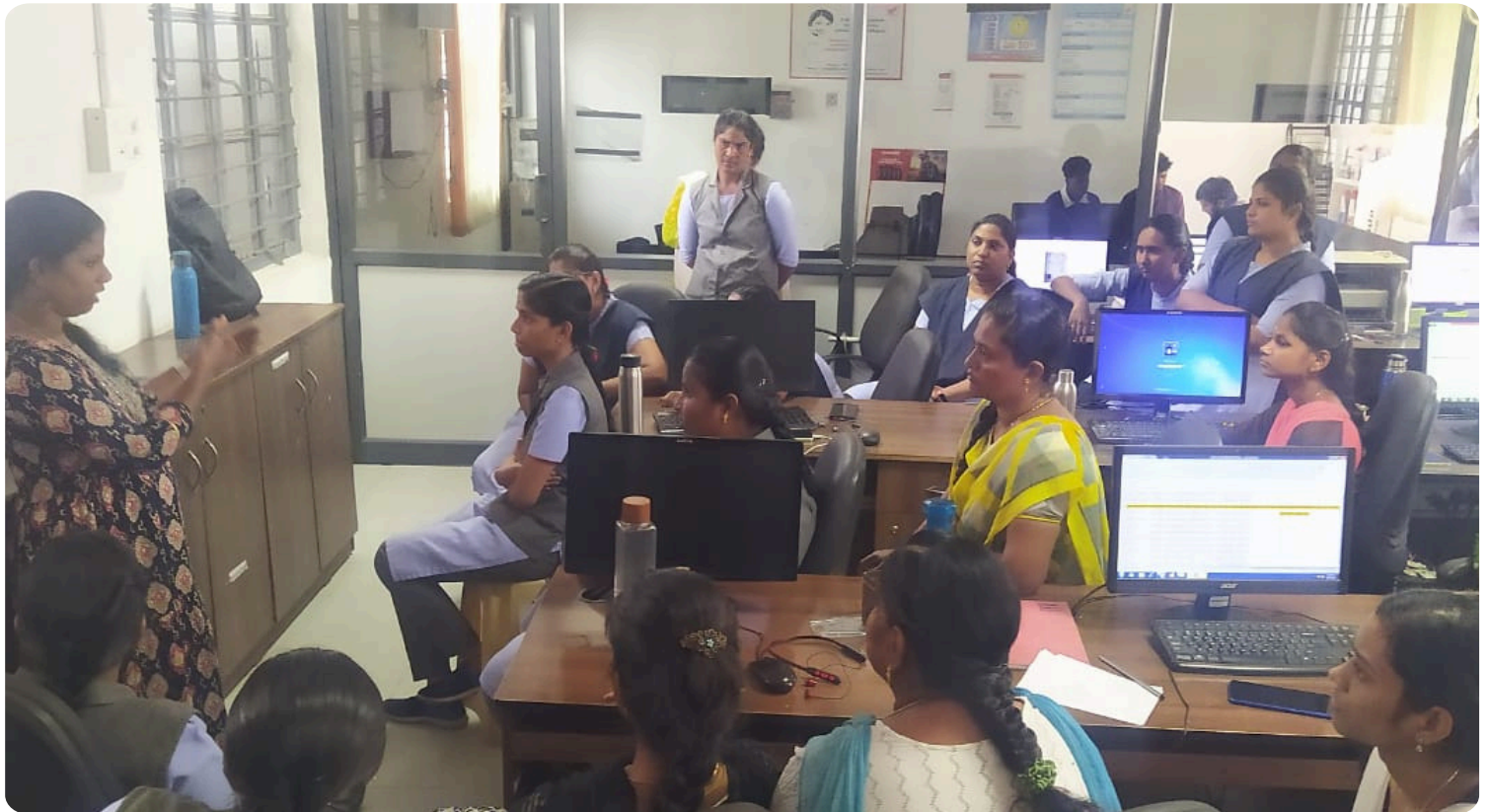
Before the adolescent girls went for the various breakout workshops throughout the day, the project team shared with them real life examples on why it was important to pay attention to these topics and how they are interlinked.

A girl during the feedback and takeaway session also reiterated this point for the entire group at the end by saying, (translated from Gujarati) "If I don't eat well, I don't grow well, my skills become slow, my future becomes slow". Such simple yet powerful reflections students really makes initiatives like these worth it.



# EMPLOYEE ENGAGEMENT SESSION AT SANJAY MOTORS, COIMBATORE

The IMPAct4Nutrition (I4N) Secretariat, through Ank Foundation (one of the initiative partner of I4N) conducted an engaging and informative session on workplace nutrition for the employees working at service centre of Sanjay Motors, a dealer of Aadhi Honda at Coimbatore. The session aimed to raise awareness about the critical importance of healthy eating habits and balanced nutrition in the workplace



The comprehensive session, led by nutrition expert, covered a wide array of topics related to nutrition, highlighting its significant impact on employee productivity and overall well-being. The presentation was structured to provide practical, actionable information that employees could immediately incorporate into their daily lives.

The session began by introducing the concept of nutrition and its role in maintaining a vibrant lifestyle. Participants learned about macro and micronutrients, their sources, and functions in the body. The team emphasized the importance of energy, protein, fat, vitamins, minerals, and dietary fiber in maintaining good health. The team discussed the alarming trend of consuming unhealthy foods high in fat and sugar, stressing the need for dietary changes and the importance of a balanced diet.

One of the key focus areas was the cycle of poor nutrition and its impacts. Employees were made aware of how poor nutrition can affect health, productivity, and overall well-being, creating a vicious cycle that can be challenging to break.





My Plate concept was discussed, emphasizing the importance of diverse food consumption to address prevalent nutritional deficiencies. The team also delved into the physiological and psychological aspects of food, highlighting how proper nutrition contributes to overall well-being.

The significance of proper hydration and consumption of antioxidant-rich foods was underscored, explaining their role in optimal bodily functions. Dietary guidelines, including do's and don'ts, were shared to help employees maintain a healthy lifestyle and prevent lifestyle-related diseases.

Particular attention was given to the effects of anemia and vitamin B12 deficiency, stressing the need for nutrient-rich diets to combat these issues. Simple tips for improving nutritional intake and practicing mindful eating were provided, along with an explanation of how these practices can improve health status and prevent lifestyle-oriented diseases.



This comprehensive approach to workplace nutrition demonstrates our commitment to enhancing employee performance and creating a healthier workforce. By addressing various aspects of nutrition and clarifying doubts about health and nutrition, the session highlighted the significance of workplace nutrition programs.

I4N team extend its heartfelt gratitude to Aadhi Honda, Sanjay Motors and Mr. Raja Premanadh for their support and appreciation of our efforts.



# ASSET UTILIZATION AT LUMBUS SECURITY AND MANPOWER PRIVATE LIMITED

I4N engages its Pledged Partners through unique way of ACE Card (Assets for Nutrition, CSR/ Cash for Nutrition or Employee Education/ Volunteering for Nutrition). Through Ank Foundation (one of the initiative partners of I4N), I4N secretariat engaged with Lumbus Security and Manpower Ltd. (one of the recent Pledged Partner of I4N) by utilizing their assets by displaying IEC material at the reception area at their premise.



The IEC material included the benefits of eating sprouts for maximal impact and effective utilization. More than 1000 employees and visitors are expected to be benefitted by the display of these nutrition messages at a strategic location within their office premises.

The expected impact of this IEC display extends beyond mere information dissemination on workplace nutrition. By reaching such a large audience, it influences dietary habits, potentially leading to improved health outcomes for employees and their families.



# PROMOTING WORKPLACE NUTRITION ON WORLD FOOD SAFETY DAY AT GATEWAY CLINICS & HOSPITALS PRIVATE LIMITED

The IMPAct4Nutrition (I4N) Secretariat, through Ank Foundation (one of the initiative partner of I4N) conducted an engaging and informative session on workplace nutrition and food safety for the employees of Gateway Clinics & Hospitals Private Limited, Coimbatore. The session aimed to raise awareness about the critical importance of healthy eating habits and balanced nutrition in the workplace



The comprehensive session began with an overview of food and its significance. Participants were made aware that food should not only be nutritious but also safe for consumption, highlighting the importance of ensuring that food is acceptable for human consumption according to its intended use.

A significant portion of the session was dedicated to discussing foodborne illnesses, which are caused by the ingestion of edibles contaminated with microorganisms. The team identified various sources of foodborne illnesses, including contaminated water, unclean utensils, food adulteration, and street food prepared in unhygienic conditions. To combat these issues, we shared tips on maintaining food safety. The importance of cleanliness was stressed, emphasizing the need to wash hands thoroughly before and after food preparation. The session also covered the importance of separating raw and cooked foods, cooking food properly to maintain safe temperatures that kill microorganisms, keeping food at safe temperatures, and using safe water and raw materials.

Throughout the session, simple yet effective tips were provided to ensure food safety and prevent foodborne illnesses. The suggestions were designed to be easily implemented in both workplace and home settings.



The session demonstrated the significance of workplace nutrition programs in enhancing employee performance and creating a healthier workforce. By addressing various aspects of food safety and clarifying doubts about food handling, we aim to promote health and wellness in the workplace.



# PLEGGED PARTNERS JUNE 2024



## **BRJ Ortho Centre & MAK Hospital**

BRJ Ortho Centre and MAK Hospital is situated in one of the arterial roads of Coimbatore. The hospital facilities include, Outpatient and Emergency care, four modern operation theatres, intensive care unit, all equipped with the state of art instruments, equipment, a physiotherapy unit and 24 hours pharmacy and laboratory.



## **Togs Exports**

Togs Exports was founded in 2014 with the objective to provide high-quality, comfortable and fashionable baby clothing to customers around the world



## **JG Hosiery Private Limited**

JG Hosiery Private Limited is a Coimbatore based manufacturer involved in the production of round Neck T-shirts, Boys T-shirts, Printed T-shirts, Boys Sweaters, Full-Sleeved T-shirt, among other garments.

# PLEGDED PARTNERS JUNE 2024



## **Annapoorani Catering and Event Managements**

Annapoorani Catering and Event Managements is a premium catering and event management agency based in Coimbatore. Their diverse workforce has decade of work experience in catering service and event management.



## **Poornas Marabommai Kadai**

Poornas Marabommai Kadai is a Coimbatore based shop for educational wooden toys. They deal in sound making toys, flash cards, alphabet toys, number toys, puzzles, activity toys, Tamil story books.



## **Aldica Technologies Private Limited**

Aldica Technologies Private Limited, an entity incorporated in 2020 is engaged in manufacturing and trading of aluminum pressure die castings and trading ferrous/non-ferrous metals and engineering parts.



# PLEGGED PARTNERS JUNE 2024



## **Kyocera Precision Tools India Ltd.**

Initially the company was established as a Joint venture for manufacturing and dealing in Kyocera cutting tools to service industrial customers in India. Originally, Kyocera cutting tool business started with ultra-high-speed ceramic tools introduced from Germany in 1971.



## **ASL Motors**

ASL Motors is a part of ASL Enterprises Ltd. and dealer of TATA Motors Passenger Cars in Jamshedpur. They provide manufacturing, servicing and delivery of all TATA cars.



## **Sanjeev Raman Security Agency**

Sanjeev Raman Security Agency is engaged in the business of providing security services to various entities in the catchment area of its operations. They are headquartered in the state of Jharkhand.

# RECIPE FOR THOUGHT

## Daliya Pulao (Source- NCEARD)



Preparation Time:15mins



Serves: 2-3



### Nutritive Values

Calories-	351 kcal
Protein-	15 gm
Dietary Fibre-	12.9 gm
Carbohydrate-	52 gm
Fat-	8.3 gm
Iron-	7.3 mg
Vitamin C-	30 mg
Vitamin A-	471 mg
Calcium-	150 mg

## Ingredients

1. Daliya- 40 g.
2. Chana Dal Whole - 40 g.
3. Lotus Root- 30 g.
4. Fenugreek leaves- 40 g.
5. Oil- 5 g.
6. Onion - 100 g.
7. Oil- 50 g.
8. Green chillies - 2 nos.
9. Spices- Asafoetida (a pinch), Mustard Seeds (1/2 tsp)
10. Salt to taste

## Instructions

1. Soak chana dal in water for 10-15 minutes
2. In a Karahi, dry roast the daliya at a medium flame until light brown
3. Wash and chop the fenugreek leaves, lotus root and green chilli.
4. In a pressure cooker, heat oil and add mustard seeds, asafoetida and green chilli.
5. Now add chopped vegetables, soaked chana dal, roasted daliya, turmeric and salt to taste. Stir the contents for a while.
6. Now add a little water, cover the pressure cooker and cook at medium flame for a while.
7. Once cooked serve the daliya pulao hot.



# TIP OF THE MONTH



**Eat a variety of foods to ensure a balanced diet. A nutritionally adequate or balanced diet should be consumed through a wise choice of food items from a variety (diverse) food group.**

*(Source- ICMR NIN)*

