



NOVEMBER NEWSLETTER



IMPAct *for*
Nutrition



**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.



NUTS AND SEEDS TO BOOST IMMUNITY IN WINTER SEASON

The cold weather brings not just lower temperatures, but also an increased risk of common illnesses like colds and flu. Children are particularly susceptible to these seasonal challenges due to their developing immune systems, which make them more prone to infections compared to adults. The key to maintaining their health lies in strategic nutritional support that can strengthen their natural defenses.

Seasonal produce emerges as a powerful ally in this health battle, offering a rich array of vitamins, minerals, and essential nutrients. Fruits like guava, oranges, apples, custard apples, and strawberries are nutritional powerhouses, particularly those high in vitamin C such as berries and kiwis, which stimulate white blood cell production. Vegetables play an equally crucial role, with sweet potatoes, yams, carrots, beetroots, and turnips providing complex carbohydrates and vital nutrients. Spinach stands out as a nutritional champion, delivering vitamins A and C, folate, and iron, while mushrooms contribute beta-glucan and selenium to support immune function.

Beyond fruits and vegetables, nuts and seeds offer another layer of immune support, packed with healthy fats, vitamins, and minerals. These small but mighty foods are especially rich in zinc, a critical component in white blood cell production. Following is a list of nuts and seeds that help boost immunity during winter.

Almonds: Almonds, one of the most popular and most consumed nuts contain zinc, which helps the body repair tissue and support the immune system. Almonds also contain vitamin E, which reduces inflammation

Brazil Nuts: Brazil nuts contain selenium, which can help with inflammation and the immune response.

Peanuts: Peanuts are a winter staple that can help boost immunity and cell regeneration.

Sunflower seeds: Sunflower seeds contain vitamin E, and one ounce contains two-thirds of the recommended daily allowance.

Pumpkin seeds: Pumpkin seeds contain healthy Omega-3 fatty acids and amino acids that are important for immune function.

Flax seeds: Flax seeds contain healthy Omega-3 fatty acids and amino acids that are important for immune function.

Hemp seeds: Hemp seeds contain healthy Omega-3 fatty acids and amino acids that are important for immune function.

Source: <https://timesofindia.indiatimes.com/life-style/food-news/>

NUTRITION AWARENESS SESSION WITH EXTENDED COMMUNITY

The IMPAct4Nutrition Secretariat engages its Pledged Partners through the innovative ACE Card framework, which encompasses Assets for Nutrition, CSR/Cash for Nutrition, and Employee Education/Volunteering for Nutrition. Through Ank Foundation, a key initiative partner of I4N, I4N empowered over 250 young girls from Kumari Mayawati Government Girls PG College by educating them on the vital role of micronutrients in health and daily life.



We initiated the session by exploring the fundamental differences between macronutrients and micronutrients, highlighting their unique and essential roles in maintaining overall health and well-being. We comprehensively explained key macronutrients—carbohydrates, proteins, and fats—underscoring their importance as primary energy sources and fundamental building blocks for the body. The discussion then transitioned to micronutrients, demonstrating how these smaller-quantity nutrients profoundly impact various physiological functions.

A detailed exploration of vitamins followed, focusing on the 13 essential vitamins critical to bodily functions. The presentation provided an engaging overview of water-soluble vitamins, including the B-complex group (B1, B2, B3, B5, B6, B7, B9, and B12) and Vitamin C, which are crucial for energy production, red blood cell formation, and immune system support. We also examined fat-soluble vitamins—A, D, E, and K—emphasizing their roles in supporting vision, bone health, immune defense, and cellular protection.

To enhance practical understanding, we guided participants through food sources rich in these vitamins. We illustrated that vitamin B1 (thiamine) is found in whole grains, vitamin B6 in bananas and poultry, and vitamin B12 in dairy and meat products. The session concluded with an interactive Q&A segment that sparked meaningful dialogue and demonstrated the students' genuine interest in nutritional science.



Students posed insightful questions that further enriched the discussion. One inquiry about nutrients in fish allowed us to explain that fish is a rich source of Vitamin A, essential for vision and immune health, and omega-3 fatty acids that support brain and heart function. Another student's question about vitamins beneficial for skin health prompted a detailed explanation of Vitamin A's role in skin regeneration and overall radiance.

Throughout the session, we emphasized how both water-soluble and fat-soluble vitamins contribute significantly to overall well-being, from boosting immunity to enhancing skin, vision, and energy levels. The engagement left participants not only informed but also inspired to make thoughtful, nutrient-rich choices, fostering a lifelong commitment to healthy living.

WORKPLACE NUTRITION AND WELLNESS SESSION AT VAGA TRADE PRIVATE LIMITED

The IMPAct4Nutrition Secretariat engages its Pledged Partners through the innovative ACE Card approach (Assets for Nutrition, CSR/Cash for Nutrition, or Employee Education/Volunteering for Nutrition). Ank Foundation, a key initiative partner of I4N, organized an employee engagement session on workforce nutrition with Vaga Trade Private Limited, a recent pledged partner in South India. The comprehensive session significantly enhanced nutrition awareness among the company's employees.



The session was designed to empower the Pledge Partner's workforce with in-depth nutritional knowledge and healthy eating strategies. Participants explored the core principles of a balanced diet, examined the critical role of nutrition in maintaining optimal health, and received practical guidance for implementing healthy eating habits within their professional environment. A key focus was demonstrating how improved nutrition can boost productivity and enhance overall well-being.

Throughout the engagement, the team emphasized the importance of balanced nutrition over processed foods, elucidating the intricate relationship between gut health and cognitive function. Participants received actionable insights into selecting brain-enhancing foods, managing stress through dietary choices, and practicing mindful eating. The session also motivated employees to cultivate a supportive food culture in the workplace and develop strategies to navigate challenging eating environments.

The session effectively addressed and dispelled common nutritional misconceptions. Participants learned that skipping meals is not an effective weight management strategy, and that regular, balanced meals are crucial for maintaining a healthy weight. The team also provided nuanced guidance on dairy consumption, clarifying that dairy products can be beneficial for individuals without specific intolerances or allergies.

EMPLOYEE ENGAGEMENT AT ANANYA'S NANA NANI HOMES

The IMPAct4Nutrition Secretariat continues to expand its impactful reach through the innovative ACE Card framework, which strategically integrates Assets for Nutrition, CSR/Cash for Nutrition, and Employee Education/Volunteering for Nutrition. Ank Foundation, a key initiative partner of I4N conducted a specialized workplace nutrition engagement session at Ananya's Nana Nani Homes, targeting the unique nutritional needs of employees and workers in the construction sector.



The session was meticulously designed to address the specific nutritional challenges faced by workers in physically demanding environments. Our team focused on illuminating the critical connection between proper nutrition, workplace productivity, and overall worker well-being.

By targeting both employees and workers, we aimed to create a comprehensive approach to nutritional awareness that transcends traditional workplace health interventions.



Recognizing the physically intensive nature of construction work, the engagement delved deep into nutritional strategies that support sustained energy, muscle recovery, and overall health. Participants learned about the importance of balanced meals that provide consistent energy, hydration techniques for maintaining performance in challenging work environments, and nutritional approaches to preventing workplace fatigue.

A key highlight of the session was exploring how employers can actively support worker health through targeted nutrition education and preventive health checkups. The team discussed practical implementation strategies, including on-site nutrition guidance, accessible healthy food options, and the long-term benefits of investing in employee nutritional wellness.

The interactive segment revealed the participants' keen interest in understanding nutrition's role in their daily work life. Workers shared specific challenges related to maintaining energy during long shifts, prompting discussions about nutrient-dense meal planning and smart snacking strategies. The dialogue extended to addressing common nutritional misconceptions prevalent in the construction workforce.

Our approach went beyond traditional nutritional advice, connecting dietary choices directly to workplace performance, personal health, and quality of life. By presenting scientific insights in an accessible manner, we aimed to empower workers with knowledge that extends far beyond the workplace, promoting holistic well-being.

The session concluded with participants feeling more informed and motivated to make positive nutritional choices. Through this engagement, IMPAct4Nutrition Secretariat demonstrated its commitment to supporting workforce health across diverse sectors, emphasizing that nutrition is a critical component of workplace success and individual well-being.

EMPLOYEE ENGAGEMENT AT HASH SIX HOTELS, COIMBATORE

The IMPAct4Nutrition (I4N) Secretariat, through Ank Foundation (one of the initiative partner of I4N), conducted an employee engagement session on workplace nutrition for the employees of Hash Six Hotels in Coimbatore. The session was designed to illuminate the profound and multifaceted impact that proper nutrition can have on employees' health, energy levels, and overall productivity.

The session underscored the critical role of employee health and nutrition in developing a robust workforce. Participants were introduced to the significance of maintaining healthy eating habits and balanced nutrition for optimal personal well-being. Through engaging discussions and practical guidance, employees gained meaningful insights into the benefits of balanced nutrition and its positive influence on their daily lives, both professionally and personally.



A primary emphasis of the session was on identifying simple yet impactful nutritional practices that can create meaningful change. The presentation particularly highlighted the advantages of consuming nutrient-dense foods, including green leafy vegetables and sprouts, which are abundant in essential vitamins, minerals, and antioxidants.

By comprehensively addressing nutrition and its direct correlation with productivity and overall well-being, the session effectively demonstrated the importance of workplace nutrition programs. Employees of Hash Six Hotels left with a more nuanced understanding of balanced nutrition's pivotal role in their lives and were equipped with practical strategies to integrate healthier habits into their daily routines.

EMPLOYEE ENGAGEMENT AT VG HOSPITAL, COIMBATORE

In a recent engagement activity, IMPAct4Nutrition (I4N) brought its unique ACE Card strategy to VG Hospital Coimbatore, demonstrating the power of workforce nutrition education. This approach, which stands for Assets for Nutrition, CSR/Cash for Nutrition, and Employee Education/Volunteering for Nutrition, is designed to create lasting impact through multifaceted engagement with pledged partners.



The session, conducted by Ank Foundation—a distinguished initiative partner of I4N—aimed to enlighten VG Hospital's staff about the critical importance of nutrition in their professional and personal lives. During this informative interaction, participants delved into the fundamental principles of nutritional well-being. The comprehensive discussion explored key aspects of a balanced diet and the crucial role nutrition plays in maintaining optimal health. Acknowledging the demanding nature of the healthcare environment, the session provided targeted, practical guidance for sustaining healthy eating practices within the constraints of busy hospital schedules.

The potential transformative impact of this session is particularly promising. As VG Hospital serves a significant number of patients annually, the nutritional insights gained by its staff have the capacity to reach and positively influence thousands. By incorporating improved dietary practices into their own lives, these healthcare professionals emerge as health advocates, disseminating valuable nutritional knowledge through their patient interactions.



This initiative underscores how meaningful change originates in the workplace and extends far beyond, contributing to the broader vision of a healthier and more vibrant India



You can become a member of PoshanGhar

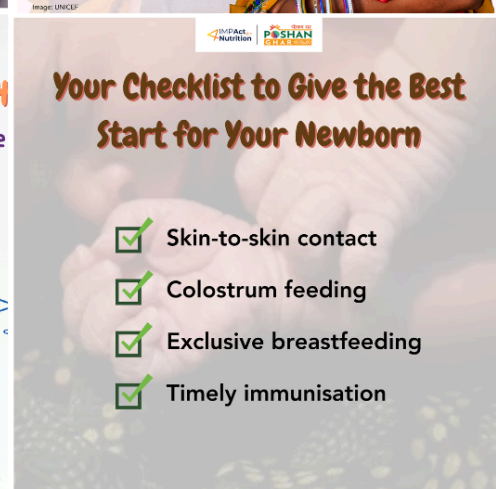
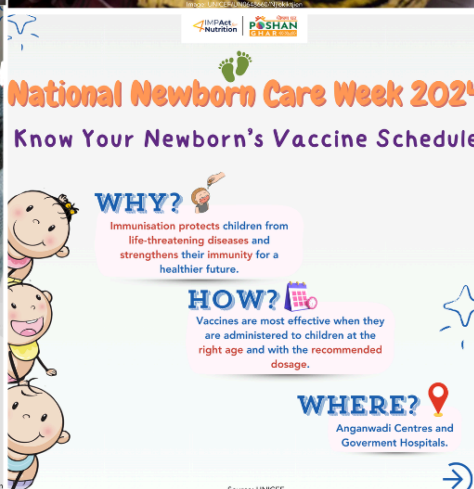
Poshan Ghar (PG) is a multi-stakeholder platform welcoming organisations and individuals, including NGOs, CSOs, academic institutions, scholars, community influencers, volunteers, UN agencies, bilateral agencies, platforms, forums, networks, consortiums, and alliances, all working in WASH, education, health, nutrition, child protection, and related fields.



Highlights from the Poshan Ghar Secretariat

National Newborn Care Week 2024

During National Newborn Care Week, PG ran a week-long social media campaign to raise awareness among new and expectant parents, as well as caregivers, about the importance of newborn care for child survival and development. The campaign highlighted key topics, including feeding colostrum, practicing kangaroo mother care, ensuring timely vaccinations, recognising newborn danger signs, and providing nutritious diets for lactating mothers. Infographics and reels offered families practical knowledge to adopt informed practices in newborn care. Click [here](#) to access the campaign infographics



Poshan Ghar Members' Meet

On November 27th, 2024, the PG secretariat hosted its second virtual members' meet, engaging 20 participants from various civil society organizations and academic institutions across India. This meet aimed to explore collaborative opportunities and strategic partnerships. Members shared insights on their organizations' work, brainstormed ideas for engagement, and discussed platforms and events to amplify best practices, innovations, and learnings, with support from the PG secretariat.

Spotlight on Poshan Ghar Members- Abhishek Kumar, MPH Student at the University of Hyderabad

In the ongoing op-ed series, Abhishek Kumar, an MPH student at the University of Hyderabad, presents an insightful piece titled “The Need for Dietary Diversity in India: A Path to Improved Health and Nutrition.” The op-ed underscores the critical need to enhance dietary diversity in India to improve nutritional outcomes across all age groups. The author highlights that collaboration between government, civil society, and community leaders is key to improving food access, raising awareness, and enhancing health, productivity, and resilience. Read the full op-ed [here](#).



Spotlight on Poshan Ghar Members- Bihar seva samiti (BSS), Bihar

Bihar Seva Samiti (BSS), established in 1971, promotes child rights, gender equality, women's empowerment, and disaster relief in rural North Bihar. BSS actively raises awareness about the risks associated with early child marriage and utilises the 'Meena Manch' platform to provide girls with a safe space to voice their concerns about reproductive health and nutrition. By empowering these young girls to become advocates for change, BSS fosters sustainable solutions that enhance health outcomes and build resilience within communities.



Follow Our Social Media Campaigns

#SahiPoshanSeSuraksha

Under the #SahiPoshanSeSuraksha campaign, Pragati, along with her daughter Preeti and husband Piyush, focuses on critical health and nutrition issues. The campaign employs social behavior change strategies to encourage positive nutrition, health, and WASH behaviors within communities.

#NutritionBytes

The #NutritionBytes campaign serves as everyone's go-to campaign to access information on healthy diets, regional/local recipes, and local superfoods. The campaign includes interesting fact-checks on food, health and nutrition behaviours and practices.



Pragati-face of #SahiPoshanSeSuraksha campaign along with her family and cover post of #NutritionBytes campaign

[Click here](#) and be a part of this transformative journey and follow [PoshanGhar](#) on [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

PLEGGED PARTNERS NOVEMBER 2024



One Care Medical Center

One Care Medical Center, located in the heart of Coimbatore City, was established in 2016 with the primary goal of delivering compassionate, patient-centered, and high-quality medical care at an affordable cost. Initially focused on orthopaedics, the hospital has evolved into a trusted multispecialty facility,



The Scientific Fertilizer Company Private Limited

Established in the year 1938, The Scientific Fertilizer Company Private Limited is engaged in the business of providing quality solutions for agriculture including that of soil health, crop nutrition, water conservation among others.

TVS - Lotus Auto Pvt Ltd

Lotus Auto Private Limited

Established in the year 2021, Lotus Auto Private Limited is engaged in the business of automobiles as dealer of TVS motors in Coimbatore.

PLEGGED PARTNERS NOVEMBER 2024



Women's Centre by Motherhood Hospital

Women's Centre by Motherhood Hospital, Coimbatore is one of the best delivery hospitals in Coimbatore. Spread across 11 cities, Motherhood Hospital has 24 operational hospitals. Motherhood Hospital has been successful in becoming the best pregnancy hospital in Coimbatore.



Santhi Casting Works

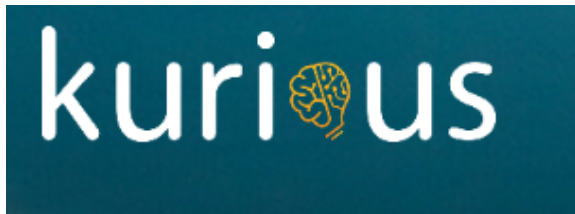
Established in the year 1971, Santhi Casting Works is engaged in the manufacturing and exporting of a huge range variety of Cast iron castings, flywheel, 851 Fly Wheel, iron castings, SG castings, industrial castings, automobile castings, etc.



BN Welfare Foundation

Started in the year 2023, BN Welfare Foundation is carrying out exclusive CSR activities of BN Group and is dedicated to eradicating poverty and hunger while enhancing health, nutrition, and well-being.

PLEGGED PARTNERS NOVEMBER 2024



Kurious Learning Labs Private Limited
Started in the year 2016, Kurious Learning Labs Private Limited is an ed-tech firm headquartered in Gurugram. Kurious AI is an inventive AI education platform that provides cutting-edge solutions for enabling AI Learning through their innovative and elaborate AI Learning, robotics kits, and simple yet effective online learning courses to the students at all levels.

Vivanta Jamshedpur, Golmuri

Vivanta Jamshedpur, Golmuri
Vivanta Jamshedpur, a unit of Indian Hotels Company (IHCL) was opened in the year 2024. The hotel is a seamless blend of contemporary elegance and local tribal heritage and is strategically situated on Golmuri Road with each of the 95 well-appointed rooms offering picturesque hill views.



Steel City Press Private Limited
Steel City Press Private Limited (A Tata Steel Supported company) is a professional printing press with a glorious past of 50+years of serving as a one-stop printing destination in the heart of Jamshedpur. Their products and services include customized magazines, brochures, diaries, invitation cards, business cards, certificates, publications among others.

PLEGGED PARTNERS NOVEMBER 2024



Mr. Manas Raghuvanshi, Director of BN Welfare Foundation signed I4N Pledge in presence of Shubhrajyoti Bhowmik, Puneet Mital and Abhishek Kishore.

RECIPE FOR THOUGHT

Murmura Besan Ladoo (Source- NCEARD)



Preparation Time: 20 mins



Serves: 4
pieces



Ingredients

1. Puffed Rice- 20 g
2. Besan- 40 g
3. Milk- 25 ml
4. Sesame Seeds- 15 g
5. Jaggery- 10 g

Nutritive Values

Energy (Kcal)	351
Protein (g)	14.7
Dietray Fibre (g)	3.5
Carbohydrate (g)	50
Fat (g)	10
Vitamin A (mcg)	24
Iron (mg)	7.5
Vitamin C (mg)	1
Calcium (mg)	259

Instructions

1. Dry roast puffed rice, besan, and sesame seeds separately in a karahi on medium heat until they become light brown.
2. Grind the roasted ingredients together or separately. Keep them aside.
3. Take milk add jaggery into it and stir it until the jaggery is completely dissolved.
4. Pour the milk over the prepared powder mixture and mix well.
5. Now make Ladoo out of this mixture by applying water on the hand

TIP OF THE MONTH



Obtain good quality proteins and essential amino acids (EAA) through appropriate combination of foods and avoid protein supplements to build muscle mass.

(Source- ICMR NIN)

