On 8 March 2018, when the Government of India launched a national scheme to tackle malnutrition, it proposed to do so by way of a Jan Andolan (Hindi for ‘social movement’). The Indian Government was well aware that its ambitious flagship program, POSHAN Abhiyaan – which aims to improve the nutritional status of children, adolescents, pregnant women and lactating mothers – could not be successful without the active and enthusiastic participation of a large stakeholder base. Right at the outset, the Government released clear guidelines on how it aims to achieve its targets by engaging players from multiple sectors and involving the masses, thereby creating a Jan Andolan for nutrition.

**Public–private engagement: the role of the private sector**

The Government of India recognizes the private sector as a major driver for economic growth and its vast reach and scale as an enabler for impactful change. I4N was launched as a completely brand-agnostic platform involving no financial pledge on the part of participants. Created with the object of convening and catalyzing private-sector commitments to advance the government’s ambitious nutrition targets, I4N comprised a diverse network of founding partners including UNICEF, Sight and Life, CSRBox, Tata Trusts, NASSCOM Foundation and the Confederation of Indian Industry (CII). Sight and Life acted additionally as the key knowledge partner on the subject of workplace nutrition, leading national and global advocacy efforts in this area, and also created a cohesive visual identity for the multistakeholder I4N platform.

**Why focus on workforce nutrition?**

Fifty-eight percent of the world’s population will spend one-third of their time at work during their adult life and have at least one meal a day at work. The I4N convening partners therefore zeroed in on workforce interventions as the central theme of this PPE. Employers can play a fundamental role in their employees’ lives by contributing to the improvement of their diets, ideally as part

of a broader approach to employee wellbeing and the promotion of healthy lifestyles.

**Fostering nutrition literacy in the workplace**

As a first step, I4N developed literature around nutrition for circulation in the workplace, such as ‘The Ten Commandments of Nutrition – For You and Your Family’, which demystifies common concepts and urges employees to take the first steps towards good health, and the ‘Nourish Nuggets: A–Z of vitamins and minerals’, which make people aware of the individual elements of good health and help raise awareness of the crucial importance of micronutrients.

To create easy access to this information, I4N has operationalized the ‘Nutrition Kiosk,’ a one-stop nutrition gateway for the workplace – as described in a separate Action in Brief. The Nutrition Kiosk can take any shape according to the space and budget of different companies: it may be a single shelf or a fully-fledged cart. It functions as a single point of access for the workforce, providing all the information and advice they need on good nutrition. To ensure that knowledge can be converted into actions, behaviors and practices, the Nutrition Kiosk also contains a range of whole foods, nuts, accompaniments and Government-recommended supplements that employers can provide to their employees either at a subsidized cost or entirely free of charge.

The Ten Commandments booklet, ‘Nourish Nuggets’ and the ‘Nutrition Kiosk’ have already been rolled out, and the next I4N product – a recipe book, created especially by MasterChef finalist Sadaf Hussain, that contains easy-to-make and cost-effective nutritious recipes from each region of India – is ready for distribution as well.

In response to the COVID-19 crisis, I4N is developing digital training modules to help companies promote good nutrition. The modules contain practical, easy-to-follow tips on how employees can maintain an appropriate nutritional status and adequate immune response, which in turn will help boost their productivity, whether they are working in the office or from home. In addition to conducting these trainings, I4N has put together a compendium of resources to guide companies on the best nutritional practices for their employees, employees’ families, and others across the company’s ecosystem.

**Already reaching nearly 10 million employees, their families and communities**

Since the launch of I4N in March 2019, 51 companies from various regions and business sectors across India have pledged to actively spread the message of good nutrition and health at the workplace. I4N brings together a mix of white-collar and blue-collar workers through the involvement of companies such as Bosch India, Arvind Ltd, Moody’s Analytics, Tata Power Delhi Distribution Ltd, Brillio, PI Industries Ltd, Oak North, Tata Motors, Tata Power, the Indian Tea Association, Dalmia Bharat, PNB Finance Housing Ltd, Dalmia Bharat Group, Hindustan Aeronautics Limited, JSW Foundation, Piramal Swasthya and Glenmark Foundation, among others.

In June 2020, I4N was honored with a UNICEF global INSPIRE Award in the category ‘Best Multistakeholder Engagement’. Nearly 100 campaigns from 50 countries were nominated and voted on by UNICEF staff worldwide. In India, I4N received a ministerial nod when the Ministry of Women and Child Development of nearly 10 million employees, their families and communities for nutrition that the country so desperately needs.

The I4N platform is already reaching a combined workforce of nearly 10 million employees, their families and communities in India, and has taken the first steps towards mobilizing the jan andolan for nutrition that the country so desperately needs.

**Further information**

**Websites:** sightandlife.org and impact4nutrition.in
**Email:** info@sightandlife.org
**Telephone:** +41 61 815 87 56

For the full story behind this Action in Brief, see Sight and Life Magazine 1/2020, ‘Consumer Insights’, pp. 134–140.