

sight and life

The logo for IMPAct for Nutrition, featuring a stylized orange '4' followed by the text 'IMPAct for Nutrition' in blue and orange.

Action in Brief

Private sector joins forces with the Government of India to combat malnutrition

IMPAct4Nutrition

Almost one-third of children in India are stunted, while more than 50 percent of women in the country are anemic.¹ In a wide-ranging response to this situation, the Government of India in 2018 launched a social movement targeting malnutrition within the framework of its POSHAN Abhiyaan program. This endeavor is supported by a unique public-private engagement (PPE) called IMPAct4Nutrition (I4N). The first priority identified by I4N was to promote nutrition in the workplace. I4N's innovative outreach solutions for employees are already gaining traction.

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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 cata-

lyzing 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.² 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

¹ Global Nutrition Report 2018. India Nutrition Profile. Internet: globalnutritionreport.org/nutrition-profiles/asia/southern-asia/india/#profile (accessed 6 September 2019).



An ideation workshop led by IMPAct4Nutrition to engage and support the private sector in order to increase awareness and improve nutrition literacy



A sample of the tools and resources developed by IMPAct4Nutrition to promote workplace nutrition

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 1.4 million employees and their families

Since the launch of I4N in March 2019, 51 companies from various regions and business sectors across India have pledged to actively



The role of good nutrition in supporting the immune system has been powerfully highlighted as a result of the Covid-19 pandemic. Two examples of I4N’s most recent educational material for use on social media.

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-level nod when the Ministry of Women and Child Development recommended the implementation of I4N’s workplace nutrition tools to more than 9,000 member companies through the Confederation of Indian Industry.

The I4N platform is already reaching a combined workforce of nearly 1.4 million employees and their families in India, and has taken the first steps towards mobilizing the *jan andolan* for nutrition that the country so desperately needs.

Further information

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

² www.who.int/occupational_health/publications/globstrategy/en/index2.html (accessed 6 September 2019).