



Leveraging Public & Private sector Investment in Nutrition during 2023–24

Foreword

“Since its inception, IMPAct4Nutrition has evolved from being a platform that aimed to move the needle in the space of nutrition to one that delivers on catering to an entire ecosystem to accelerate the POSHAN Abhiyaan from awareness to action delivery by the companies. It is heartwarming to see the vision of I4N transforming lives of individuals of the community and transforming the way a corporate and its employees would look at nutrition, thereby ensuring sustainable impact and serving to the underserved.”

– **Bhomik Shah,**
Founding Partner of I4N and CEO of CSRBOX

How it Started?

IMPAct4Nutrition (I4N) is a knowledge and resource platform on nutrition for the public and Private sector. It is a business link to the larger social movement around **POSHAN Abhiyaan**—the “Jan Andolan”. The platform works as a support unit for public and private organisations providing them with knowledge, technical expertise and ideation / activation of nutrition programs either as a business model or through employee engagement and CSR outreach strategy in company catchment areas.



I4N Score Card

as of May 2024

530+

Pledged Partners

10.2

million Employees (families) and beneficiaries reached

215+

million individual reached through good nutrition literacy

INR 336 Million+
(aprox 4 Million+USD)

CSR funds leveraged towards nutrition through Pledged Partners

530+ Pledge Partners







The Process of I4N Engagement

I4N follows an approach of awareness to action with corporates by supporting private sector to promote importance of health & nutrition. It builds a business case for working in the thematic area of nutrition and as a result, the IMPAct4Nutrition (Initiative to Mobilize Private Action for Nutrition – I4N) platform was created to encourage greater participation from businesses in the Jan Andolan for nutrition. The platform serves as a central hub of knowledge and resources on nutrition and acts as a connection between businesses and the broader social movement surrounding POSHAN 2.0.

Elements of I4N:



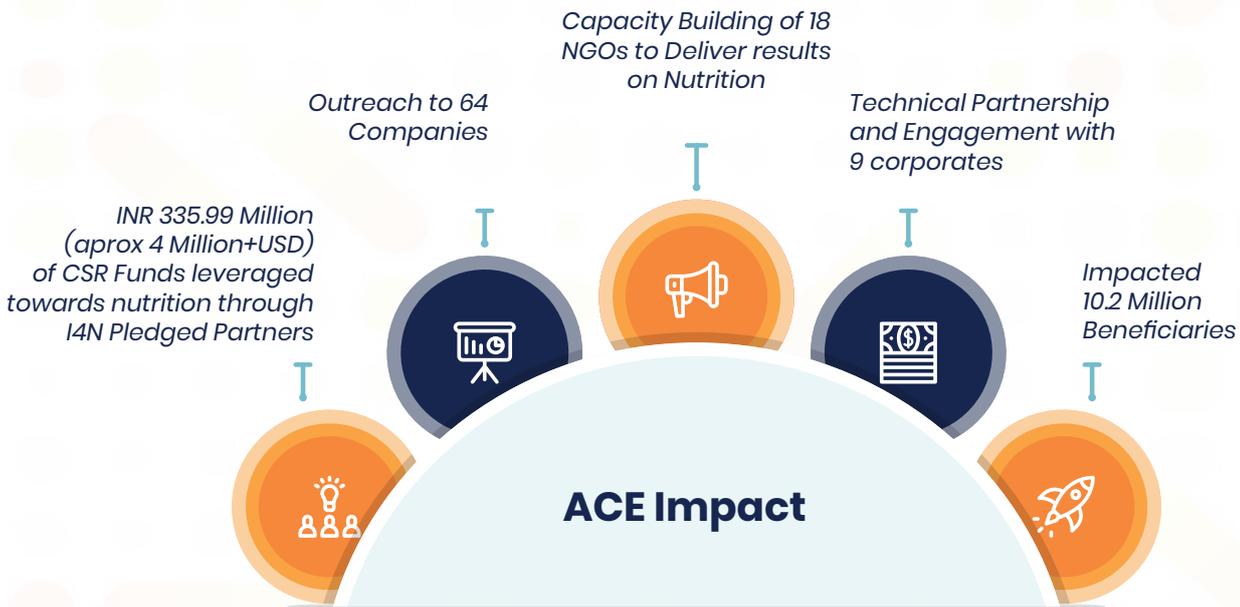
The ACE Approach

Public and private sector can support I4N with their core assets including distribution channels, workforce, customers and communities' engagement, which we call the ACE card (Assets for nutrition, CSR for Nutrition and Employees engagement for Nutrition).

ACE card accelerates behavior change towards improved nutrition literacy and dietary habits in the work ecosystem:

- By leveraging the company's assets such as infrastructure, network and expertise, nutrition sensitivity in employees can be provided
- By investing CSR funds in nutrition-sensitive projects or integrating nutrition into existing allied sector programmes such as WASH, Education, Livelihood and Health, we can bring a larger change to the life of people.
- By educating employees on various aspects of nutrition, the intergenerational cycle and the burdens of malnutrition, health can be addressed.

From Pledge to Program



The Year 2023-24 witnessed an overwhelming success in driving engagement and CSR towards nutrition with 9 I4N pledged partners and INR 335.99 million worth of investment in 9 active initiatives in several states of India including Gujarat, Maharashtra, Karnataka, Tamil Nadu, Punjab, Uttar Pradesh, Rajasthan and Andhra Pradesh. The initiatives were carefully designed and curated to cater to two types of on-ground implementation – infrastructure development, and awareness and behaviour change. This entire engagement was anchored by the I4N Secretariat along with content and curriculum development, capacity building of implementing staff, providing research background for some critical geographies, especially in the aspirational districts of Gujarat (Dahod and Narmada).

Role of Stakeholders in these 9 initiatives

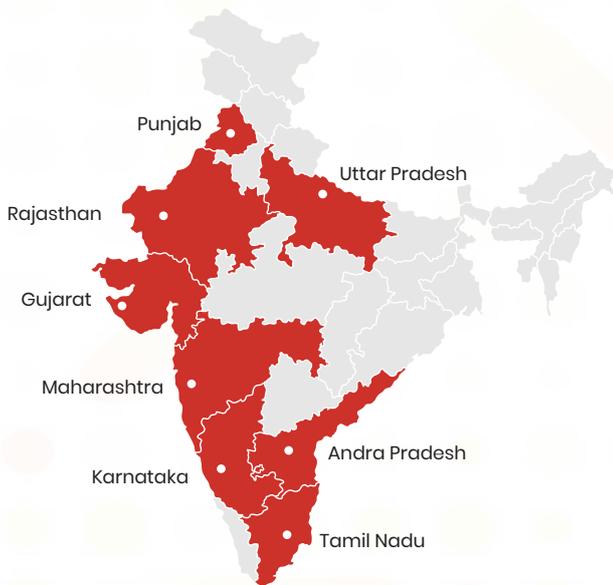


Powering a Billion Smiles: IMPAct4Nutrition's Partnership with Colgate's Bright Smiles, Bright Futures®

Type of Initiative: Awareness and Behaviour Change

Impact of Program: 5,237,397 students between age 5 to 15 years

Location:



About the Program:

As India's leader in oral care, Colgate is committed to improving children's oral health and considers it as the Company's responsibility to bring healthy, bright smiles to the children of India through oral health education. One of the most impactful oral health initiatives by Colgate is Colgate's Bright Smiles, Bright Futures® - which demonstrates Colgate's commitment to educating children about oral healthcare. Since 1976, the program has positively impacted the lives of over 171 million children in India, instilling essential oral care habits, tobacco prevention awareness, and promoting good nutrition for oral health.

IMPAct4Nutrition in partnership with Colgate Palmolive, as its pledge partner, aimed to influence an additional 10 million children via the in-school program and reinforce their commitment to promoting a brighter, healthier future for all by 2025 through good nutrition.

Colgate

Colgate sets an ambitious goal to impact additional **10 Million children by 2025**

12+ states | **250+** districts | **25,000+** schools

SUSTAINABLE DEVELOPMENT GOALS: 3 GOOD HEALTH AND WELL-BEING, 4 QUALITY EDUCATION, 17 PARTNERSHIPS FOR THE GOALS

Through our **Bright Smiles, Bright Futures®** program, we actively seek partnerships with governmental bodies & like-minded organizations who share **our vision of elevating oral health awareness & fostering positive change.**

Prabha Narasimhan
Managing Director & CEO
Colgate-Palmolive India

NGO Partner: **Bharat Cares**

Government & Technical Partnerships: **IMPAct for Nutrition**, **GOVERNMENT OF INDIA**, **MINISTRY OF HEALTH & FAMILY WELFARE**, **INDIAN INSTITUTE OF TECHNOLOGY**

To sum it up,
we have **5 Missions**
નિષ્કર્ષ તરીકે,
આપણી પાસે **5 મિશન** છે



1. Learn the **Right way** of Brushing

1. બ્રશ કરવાની સાચી રીત શીખો



2. Brush your teeth **TWICE** a day

2. દિવસમાં બે વખત દાંત સાફ કરો.



3. Get a new **toothbrush** every **3 months**

3. દર 3 મહિને નવું ટૂથબ્રશ લો.



4. Say **NO** to **tobacco**

4. તમાકુ ખાવાનું છોડી દો



5. Enjoy **nutritious food** for **Good Oral Health**

5. મુખના સારા સ્વાસ્થ્ય માટે પૌષ્ટિક આહારનો આનંદ માણો



Adding the Mission of Nutrition – a Success of I4N Technical Partnership

Before 2023, the BSBF initiative was delivered with 4 key missions (first 4 mentioned in the key missions), which did not include nutrition as part of the engagement.

This meant a major shift in the corporate mindset to invest in nutrition and ensure a strong case of business alignment for nutrition is taken into account by the company. This is also a very good example of the A+C+E Model of I4N ACE Card with:

- Leveraging Assets – Colgate providing access to its plant locations for conducting the awareness sessions and supporting with a CSR dental kit
- Leveraging CSR Funds – Colgate providing a massive investment in integrating nutrition for oral care
- Leveraging employee engagement: Colgate has actively engaged its employees through 2023-24 in conducting the awareness sessions and interacting with the community on topic related to good nutrition

The initiative focuses on 5 key missions:

Mission 1: The Right Way to Brush

Mission 2: Brush twice a day

Mission 3: Change your toothbrush every 3 months

Mission 4: Say NO to Tobacco

Mission 5: Nutritious food for good health – in technical partnership with I4N

Program Elements Dedicated to I4N Partnership

- Embedding delivery of Mission 5 ‘Nutrition food for good health’ in the Learning Management system (LMS) for program delivery staffers and trainers



About Bright Smiles, Bright Futures Campaign

Unlisted

- Adding nutrition module in the IEC Material titled ‘Teacher Training Guide’ specific to nutrition and oral care alignment that was provided to over 10,000 school principals across the 8 states
- Adding Nutrition module in Trainer’s Flip Charts used by the program delivery trainers as a supporting material while delivering the session in the schools
- Poster on Mission 5 in over 10,000 schools across 8 states on the Principal’s notice boards

- Certificates given in over **10,000** schools.



- BSBF Vans: These vans help build a lot of community acceptance as they not only act as transport for trainers but become the identity of mobilization efforts and community connect for the program



Showcase Event on 9th March 2024:

On 9th March 2024, BharatCares conducted a showcase session in presence of Shilpashree, Director, Communications and Sustainability, Colgate Palmolive-India, and UNICEF Team. The showcase event was also graced by the local MLA and District Education Office representatives thereby creating a government alignment for the project.

Future of this Partnership:

For financial year 2024-25, we envision the partnership to deepen to further impact about 5.2 million students across 9 states in India along with some intensive interventions potentially in Rajasthan. I4N Secretariat is playing an active role in developing the annual plan along with implementing NGO and Colgate-Palmolive India.

Addressing Adolescent Girls' health and Leadership Initiatives

Under this, there are three significant initiatives which can be highlighted and attributed to the successful engagement with I4N:

**Swasthya Saheli by
Metropolis Foundation**

**Project ABHAYA
by Bostik**

**Adolescent Girls'
Initiative by
Arvind India Ltd.**

In all these initiatives, I4N Secretariat has played a critical role since the inception stages of project design and concept note development, to budgeting, curriculum development and training of program delivery personnel. Role played by I4N Secretariat:

Concept Development

- Researching - secondary and primary - on the need for adolescent health intervention
- Co-working with implementing NGO on developing concept note and program proposal as well as the budget

Pitching to the corporate

- Co-working with the implementing NGO on pitching to the corporate, being a part of the review calls as nutrition expert and fine-tuning the concept note basis corporate feedback

Curriculum and IEC Development

- Developed module on nutrition and contextualised it with realities
- Creating flyer on nutrition for adolescent girls

Training of Program Delivery Staff

- Conduct training of program delivery staff on the developed curriculum and module on nutrition along with hands-on mock presentations and SOP development for QnA

1. Swasthya Saheli

Location: Nandurbar (aspirational district) and Pune, Maharashtra
Type of Initiative: Awareness and Behaviour Change
Impact of Program: 61,603 adolescent girls

About the Program :

Swasthya Saheli is an adolescent health awareness initiative, of the Metropolis Foundation (pledge partner) in collaboration with IMPAct4Nutrition as a technical partner. The initiative was developed to build awareness and aspirations among girls about proper nutrition intake, leadership development, menstrual health management, adolescent health, knowledge and convergence of government schemes and programs and legal protection and rights of adolescent girls.

Project Elements:

- ▶ Outreach and mobilization
- ▶ 3-day workshop and assessment of adolescent girls
- ▶ Training of teachers & elevating them as master trainers to ensure sustainability

Watch the video to learn more about the program and empower more girls

 https://www.youtube.com/watch?v=F2I3Q_366EI

Change in awareness of Nutrition: the pre and the post assessment of the program indicate that



2. Bostik India and IMPAct4Nutrition Partner to Empower Young Girls in Gujarat through Nutrition and Life Skills Training

Location: Bharuch, Gujarat
Type of Initiative: Awareness and Behaviour Change
Impact of Program: 154 adolescent girls by March 2024 and total 1,500 by December 2024

About the Program :

"Project ABHAYA"- An empowering initiative dedicated to nurturing strength and inspiring confidence among young women, proudly supported by Bostik India and Arkema, and implemented by NGO BharatCares along with technical partnership of I4N.

This transformative project aims to cultivate resilience and self-assurance through a comprehensive training program covering essential subjects like nutrition, menstrual health, mental well-being, social etiquette, interview preparedness, time management, financial literacy, constitutional rights, and self-defence for adolescent girls of Bharuch district in Gujarat.

I4N has not only been a part of the initiative as a technical partner in content development, but also actually went on-ground and implemented nutrition sessions on ground.



3. Adolescent Girls' Initiative by Arvind India Ltd.

Location: Kevadiya, Narmada, Gujarat
Type of Initiative: Awareness and Behaviour Change
Impact of Program: 10,000 adolescent girls

About the Program :

Arvind India Ltd. Has been a strong supporter and a pioneer pledge partner of I4N since inception. We have previously conducted several nutrition awareness sessions with women entrepreneurs and adolescent girls. For the engagement of 2023-24, I4N secretariat was actively engaged from the concept note phase developing a plug-and-play module for adolescent girls of Kevadiya, Narmada.

Project Elements:

- ▶ 2 visit model for adolescent girls on nutrition and menstrual health management (July – Dec 2023)
- ▶ Refresher training conducted on 2nd March 2024



Adolescent Nutrition and Leadership Empowerment – Adani Foundation initiative

Location: Bharuch, Gujarat
Type of Initiative: Awareness and Behaviour Change
Impact of Program: 10,000 adolescent girls and boys by Dec 2024

About the Program :

Adani Group has been very active in working towards nutrition in India and has been a proud pledge partner over the years. In 2023–24, Adani Foundation in Bharuch engaged in an extensive brainstorming and need assessment exercise along with the secretariat of I4N to map the needs of adolescent girls and boys in two blocks of Bharuch – Netrang and Dahej. This extensive primary and secondary research exercise brought out the following needs:

- There are over 25,000 adolescent girls and boys who have the potential to be trained in proper nutrition
- Many adolescents suffer from anaemia and are unaware of the same
- The belt also has high sickle cell anaemia which needs customised awareness and addressing with the adolescents
- Packaged food and tobacco is a problem that more and more adolescents are falling prey to

Basis these needs identified, I4N secretariat, implementing NGO and Adani's CSR representatives in Bharuch together have developed a phase-wise program to cater to the adolescent in empowering them, and creating champions of nutrition and healthy habits to ensure sustainability. The project has completed the community need phase, concept development and logical framework development phase, government alignment and permission phase by March 2024. From June 2024, once the schools open, the program will enter into the delivery phase. It is a matter of great pride, that all the stages of the project mentioned have been worked in conjunction with the I4N secretariat.

Women Entrepreneurship & Nutrition Initiative by GLPC

Location: Narmada and Dahod Gujarat
Type of Initiative: Awareness and Behaviour Change
Impact of Program: 200 women entrepreneurs by Dec 2024

About the Program :

This initiative of developing healthy women enterprises has been an excellent example of moving the needle in the PSU system and starting a narrative on behaviour change project on nutrition as an integrated element while conducting projects in aspirational districts.

Jeevika Saathi is a project of a consortium led by Gujarat Livelihood Promotion Company (GLPC) as its pledged partner of I4N, Gujarat Gas Limited, and the Socio-Economical Transformation and Upliftment Society (SETU), and BharatCares (implementing NGO).

This initiative will help transform the lives of these women, aided by the women's livelihood program, which includes financial literacy training, digital literacy training, entrepreneurship development training, business plan development training, and behaviour change awareness sessions on nutrition. The technical partnership aims to highlight the critical role played by nutrition in the healthier future of the nation. While targeting women is imperative, inculcating better nutritional choices is also critical to improving women's health.

Role of I4N Secretariat in the project:

- Identified need in Nandod (Narmada district) and Garbhada (Dahod district) of aspirational block through the extensive research conducted in 2022-23 and concept notes developed through technical insights from UNICEF Gujarat Field office.
- Be a part of 8-round and multi-layered, multi-stakeholder selection process to be able to pitch the program of integrated women entrepreneurship with nutrition. Ms. Nishita Mehta from I4N secretariat was present across all the rounds conducted at GLPC from August 2023 until March 29th 2024 building a case for nutrition
- I4N Secretariat representative also visited Narmada and Dahod and met with the potential 400+ Women Self Help Group Members in January and February 2024 to design the program to be submitted for the selection process



Bayer | Nutrition for Student Health and Academic Success

Location: Himatnagar, Gujarati
Type of Initiative: Awareness and Behaviour Change
Impact of Program: 850 school students + 4000+ community members

About the Program :

Aimed at enhancing educational facilities and enabling experiential learning opportunities for the students in Himatnagar, Gujarat, Bayer initiated a Better School Program that focuses on providing a foundational leap to economically challenged students and benefit more than 850 students from grades 1 to 8, across four schools.

One of the factors that came out during the need assessment for students' engagement and learning performance was nutrition and lack of awareness of side effects of packaged food. It was also understood from the need study that eventually it is the parents who are responsible for providing for the nutrition of students. Thus as part of the program, I4N secretariat developed curated modules based workshop curriculum for students and parents on nutrition and avoiding packaged food. This interactive modules were delivered to over 850 school students and 4,000+ community members on importance of nutrition for growing age and students, balanced diet, ill effects of packed food, quick and simple healthy recipes.

Project Elements:

- ▶ Upgradation of School Equipment
- ▶ Nutrition for Students
- ▶ Teacher Capacity Building Programs
- ▶ Better Infrastructure

As one of the program elements, to keep the retention high and sensitisation in an interactive manner, a poster making competition was also conducted on the theme 'Poshan ane Hu', which translates to 'Nutrition and its importance in my life'. The winners of this were felicitated in a grand showcase ceremony conducted on 12th of March 2024.



CASE STORIES:

1. Unveiling the Anaemia Myth: A Triumph of Knowledge and Empowerment in Rural India



Hailing from the tribal landscape of Nandurbar District, a 9th-grade girl, Durva, found herself in the grip of anemia. This case study sheds light on her journey, from the clutches of misinformation and despair to empowerment through education and awareness. Growing up in a predominantly tribal area, Durva's family had a history of grappling with anemia. Her mother, affected since the birth of her prematurely born brother, had sought medical assistance from multiple doctors and government hospitals, only to be met with a disheartening diagnosis – anemia was deemed incurable, leaving the family without proper treatment and hope.

The girl's life took a positive turn when she became a participant in the Swasthya Saheli – an adolescent health awareness program by the Metropolis Foundation, implemented by BharatCares in technical partnership of I4N. This initiative aimed to educate girls about menstruation, break taboos surrounding the topic, and create awareness about preventing anemia. Little did she know that this program would not only transform her understanding of anemia but also empower her to make a significant impact on her family's health. Post the anemia awareness session, Durva approached one of the trainers with heartfelt gratitude. She expressed, "Thank you, Didi, for breaking the myths around anemia." Her newfound knowledge revealed that anemia was not an incurable disease, contrary to what she had been told in the past. She learned that there were homemade remedies to boost hemoglobin levels, and anemia was a manageable and curable condition.

2. Bright Smiles, Bright Futures® – Eating Healthy for good oral care

The issue among students using coloured flavoured sprays as substitutes for cold drinks presents significant health risks, particularly to oral and dental health. These sprays, often low-cost and readily available, contain chemicals and are packaged in low-quality plastic bottles. Students' frequent use of these sprays throughout the day exacerbates the risk of dental problems such as tooth decay and gum disease due to their high sugar content and acidic nature.

As part of the oral health intervention led by BSBF, trainers addressed the issue, as informed by school authorities, teachers, and the principal, while explaining Mission 5 of BSBF. This mission, titled "Healthy Food," served as a platform to educate students about the ill effects of using coloured flavoured sprays. Trainers approached the topic positively, providing children with insights into how these sprays could permanently damage their teeth.

The intervention proved effective in raising awareness among students about the risks associated with using coloured flavoured sprays as substitutes for cold drinks. By learning about the potential dental damage caused by these sprays, students became more conscious of their beverage choices. Additionally, the intervention emphasized the harmful effects of consuming cold drinks, further motivating students to reconsider their drink options. Instead, they were encouraged to opt for healthier alternatives such as nimbu paani (homemade lemonade) or chhass (buttermilk). Furthermore Students pledged to be more conscious about their beverage choices and committed to opting for healthier alternatives like nimbu paani and chhass. This proactive approach towards making informed decisions about their dietary habits is expected to have long-term benefits for their oral health and overall well-being.

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Infrastructure Development + Community Awareness Initiatives

As part of two initiatives undertaken by NGO partner BharatCares (by SMEC Trust), there is an integrated approach of infrastructure development,, equipment development along with community awareness.

There are two such projects that focus on the above approach which has integrated elements of nutrition in technical partnership with I4N:

1. Integrated Village Development by Sandvik India in Pune Maharashtra
2. Public Health Centre Development in Raichur, Karnataka

Role of I4N: The technical expertise of I4N secretariat was provided during the extensive community need assessment conducted at both locations bringing out what the community needs to enhance their living. Thereby continuing with concept note and proposal development. Basis the extensive need assessment conducted, the corporates were determined to support the initiative and with their strong support, the infrastructure + community awareness model will be implemented in the respective geographies from June 2024.

Special Mention: Poshan Maah 2023

In September 2023, the I4N Secretariat launched an initiative of Test, Treat and Talk Anaemia. This initiative, implemented by NGO partner IndiGive Foundation under IMPAct4Nutrition (I4N) Platform was our step towards creating healthier workplace.

It was also aligned with the Test Treat Talk Anaemia guidelines by Ministry of Women and Child Development, Government of India.

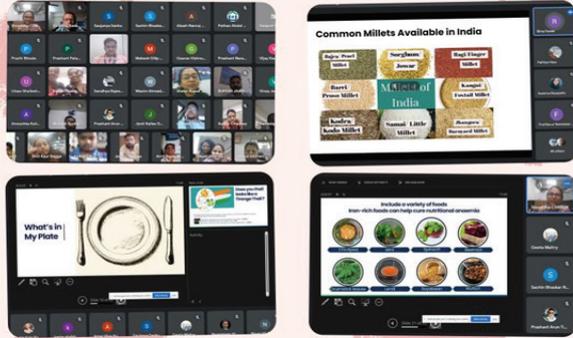
During the month, we engaged with over 800 employees of L&T Finance, Vastu Housing Finance, Uplers, BASF India Ltd, Info Analytica and CSRBOX in employee engagement and wellbeing workshops on Nutrition Based Anaemia. The corporates also furthered this workshop into action on ground in distribution of IFA and supporting the governments in the community.

Also, session on Nutrition Based Anaemia were conducted for over 1,000 students in Nandod block of Narmada district, working closely with the government to raise awareness on Anaemia.

The curriculum, workshop learning goals and delivery presentation were all made by I4N secretariat along with liaising with the Narmada government. The NGO partner IndiGive Foundation implemented the workshops post technical ToT from I4N secretariat.

Empowering Change This Nutrition Month

We are happy to announce that we have sensitized 485 employees of Vastu Housing Finance



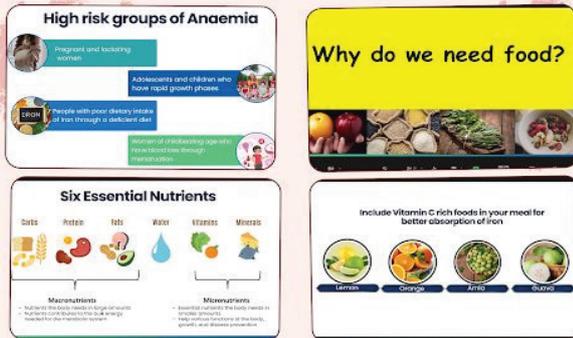
Empowering Change This Nutrition Month

We are happy to announce that we have sensitized 60 employees of BASF



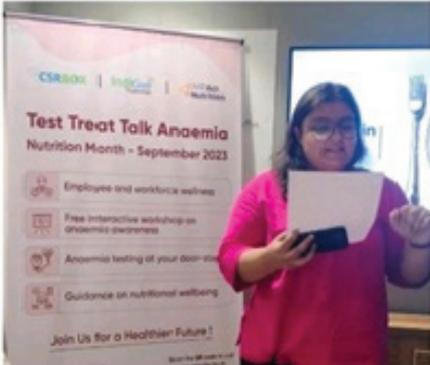
Empowering Change This Nutrition Month

We are happy to announce that we have sensitized 42 employees of L&T Finance



Empowering Change This Nutrition Month

We are happy to announce that we have sensitized 100 employees of infoAnalytica





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