

**EVENT REPORT**  
**ON**  
**INDIA POSHAN SUMMIT 2020**

**24th September 2020**

**Organised by IMPct4Nutrition**



## India POSHAN Summit 2020 Report

**Date:** 24th September 2020

**Time:** 02:30 pm to 07:00 pm

**Venue:** Virtual on zoom

**Context:** The Government of India launched the POSHAN Abhiyaan in March 2018 intending to bring 'nutrition' to the centre stage of the national development agenda. Recognizing the private sector as a major driver for economic growth and an enabler for impactful change, IMPAct4Nutrition (I4N), a brand agnostic, non-financial commitment based platform for private sector action for nutrition was launched in March 2019. I4N was convened by UNICEF, Tata Trusts, CII, Sight and Life, CSRBOX and NASSCOM, and the platform is engaging with 70+ large scale companies reaching out to more than 5 million employees. To celebrate Rashtriya Poshan Maah and give momentum to POSHAN Abhiyaan, IMPAct4Nutrition organised the 'India POSHAN Summit 2020' on 24th September.



**Outreach:** The summit received 700+ registrations out of which 250+ participants joined the discussion from government, non-profit organizations, private sector, and research and academia. It was also live-streamed on the I4N Facebook page through which it reached over 2,800 viewership.

The summit started with Ms. Yamini Mehra, Associate - Impact Communication, IMPAct4Nutrition Secretariat, introducing IMPAct4Nutrition as a collaborative platform for helping companies increase the impact of their existing interventions in education, livelihood, WASH and healthcare by making these initiatives nutri-sensitive, and engage the private sector in building a Jan Andolan (Social Movement) to support POSHAN Abhiyaan (National Nutrition Mission).

**Highlight:** How I4N is leveraging the power of the private sector and helping businesses to add value in their CSR and employee wellness programs

**Presenter:** Mr. Bhomik Shah, Lead Coordinator, IMPAct4Nutrition Secretariat; & CEO, CSRBOX

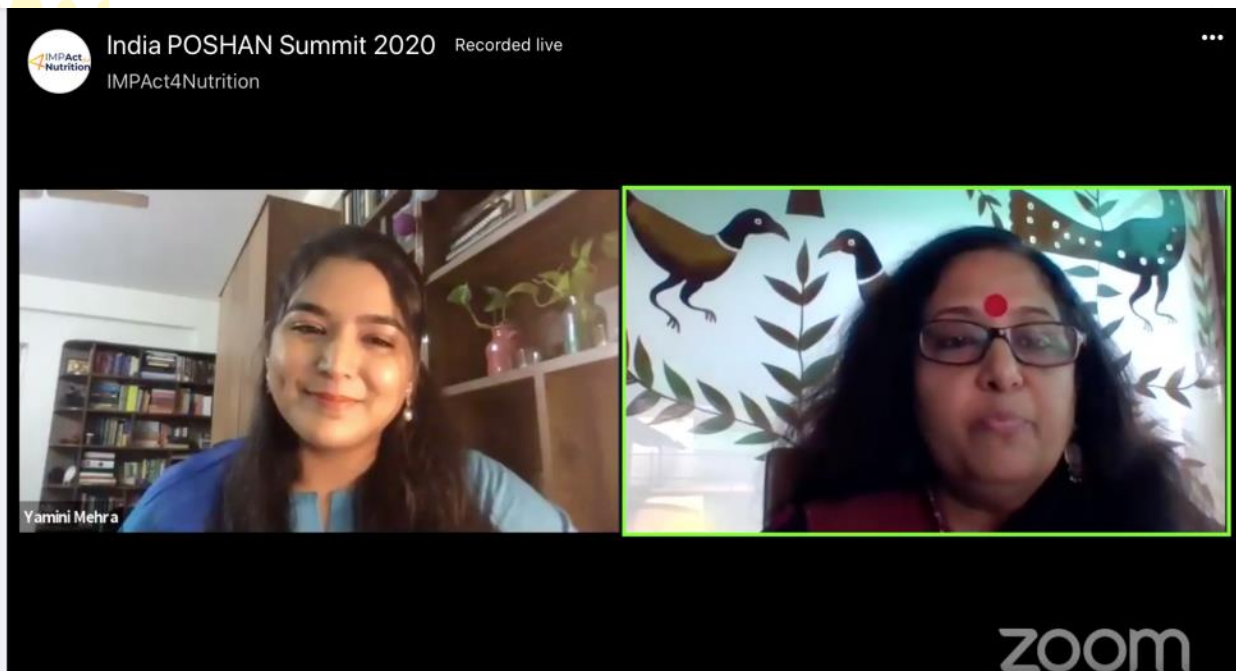


- Mr. Bhomik Shah shared his views on how POSHAN Abhiyaan Jan Andolan can reach the last mile with Public-Private Partnership.
- He emphasized that investing CSR funds in nutri-sensitive programs goes beyond the CSR compliance, it is rather our moral obligation.
- He mentioned that we need to take a pledge; a pledge to commit to addressing India's biggest social sector problem that undermines all our efforts to improve education, to provide better healthcare and to produce more Olympic champions.
- He explained his point by beautifully weaving a three company story and concluded that CSRs needs to look at all the projects by keeping a 'nutri-sensitive' lens on.

**Keynote Address 1: Need for Public-Private convergence to make POSHAN Abhiyaan a Jan Andolan**

**Presenter:** Dr. M Geetha, IAS, Agriculture Production Commissioner, Chhattisgarh





- Dr. M Geetha started by emphasizing on good nutrition as a basic right and everyone deserves to have nutrition security and access to good health.
- She also mentioned that this overarching scheme POSHAN Abhiyaan will not be a Jan Andolan without the sincere participation of the private sector who play a critical role in combating malnutrition and poverty through their CSR funds and CSR outreach initiatives and programmes in catchment areas.



**Panel Session 1: Addressing nutrition through the window of opportunity: The first 1000 days of the mother and child from conception to 2 years of age**

**Context:** The first 1000 days refers to the period that begins from conception to 2 years of age. This is a unique window of opportunity when the foundations of optimum growth and health are established. Yet in developing nations such as India, poverty, malnutrition and allied issues weakens the foundation. This session focused on the scope of opportunity to address the nutritional challenges during this critical period of a child's life and the mother.

**Panelists:** The panel comprised of the following speakers:

- **Moderator-** Dr. Subrata Dutta, Former India Head – FFI, Centre for Disease Control and Prevention, USA
- Mr. Nilendu Chatterjee, Deputy General Manager, Bansidhar and Ila Panda Foundation
- Dr. Asheesh Jain, Head-Health and Nutrition, JSW Foundation
- Ms. Pratibha Pandey, Health Specialist, ChildFund India



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**Panel Session:**  
**Addressing nutrition through the window of opportunity:**  
**The first 1000 days of the mother and child from conception to 2 years of age**

**Moderator**  
**Dr. Subrata Dutta**  
Former India Head – FFI  
Centre for Disease Control and Prevention, USA

**Panelists**

**Mr. Nilendu Chatterjee**  
Deputy General Manager  
Bansidhar and Ila Panda Foundation

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### Major Takeaways:

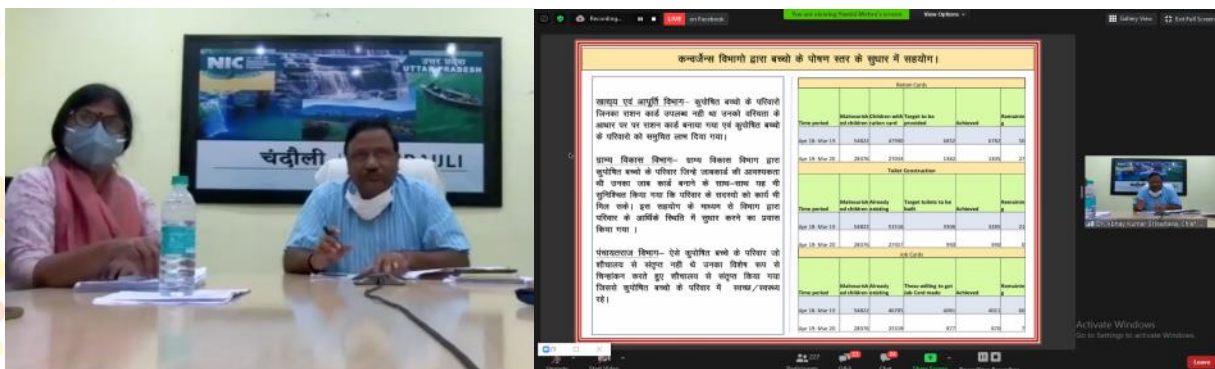
- Globally recognised fact is that the earlier we invest in nutrition, better the outcomes are.
- Corporates can look into various avenues related to nutrition such as fortification, gender inclusion, livelihood security for women along with nutri-focused interventions.
- The private sector needs to plan the community's need-based interventions and implement an innovative program to tackle hunger and malnutrition. There's still a lot of scopes left.
- Various stakeholders working on the theme of 1000 days which is critical for a child, need to have a collaboration for effective outcomes. Similarly, communities should be involved in decision making for the projects targeting them.
- The frontline workers such as ASHAs, AWWs are the backbone of any community programs and should be involved in for cohesive convergence.
- Nutri-sensitive programs should have output, outcome, results and impact as important

components.

- Besides designing nutri-sensitive programs, corporates can also look at creating a supporting infrastructure for the government's health-related programs.
- While working on nutrition literacy programs, it is important to look at the locally available nutritious foods for better acceptability of the interventions rather than solely creating a mainstream environment.

### Spotlight Talk: Insights from the District Magistrate on how nutritional issues are addressed in aspirational districts

**Presenter:** Dr. Abhay Kumar Srivastava, Chief Development Officer, Aspirational District Chandauli, Uttar Pradesh



- Dr. Abhay focused his thoughts on the proper identification of undernourished children and one-to-one monitoring of these children is crucial for effective tackling of malnutrition in communities.
- He said, “community engagement plays a key role in making POSHAN Abhiyaan a Jan Andolan”.
- He also talked about the convergence of various rural development schemes for effective outcomes on health indicators.

### Panel Session 2: Challenges and Learnings in CSR Interventions brought by COVID-19 Pandemic: Best Practices

**Context:** COVID-19 not only affected the economy of the nations but also severely affected the health and nutritional status of the population, especially the marginalised section of society. POSHAN Abhiyaan's impact must trickle down to the communities. The panel focused on challenges and learnings in the CSR interventions and how to disseminate the best practices.

**Panelists:** The panel comprised of the following speakers:

- **Moderator-** Ms. Neha Saigal, Associate Director, IPE Global.
- Ms. Sudeshna Mukherjee (Vice President – Behaviour Change Communication), Piramal Swasthya



- Ms. Archana Joshi, Director, Deepak Foundation
- Mr. Anil Sharma, CSR Head, Havells
- Mr. Srikrishna Paleru, AIFs State Program Manager at AP, American India Foundation



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**Panel Session:**  
**Challenges and Learnings in CSR Interventions brought by COVID-19 Pandemic: Best Practices**

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**Ms. Neha Saigal**  
Associate Director, IPE Global Limited

**Panelists**

  
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Vice President – Behaviour Change Communication  
Piramal Swasthya

  
**Mr. Anil Sharma**  
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**Mr. Srikrishna Paleru**  
State Program Manager (AP), American India Foundation

  
**Ms. Archana Joshi**  
Director  
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### Major Takeaways:

- Nutrition is a key development pillar and has taken a backseat because of the unprecedented COVID-19 crisis. Data and recent reports have also shown that India might lose its progress on nutrition indicators because of the pandemic, and hence there is an urgent call to come together on this issue.
- Solidarity and collaboration are the keys to be adopted by the CSRs to tackle hunger and malnutrition, as COVID-19 didn't treat all the populations equally, few of them like tribal's and rural populations are most affected.
- Women are an important stakeholder contributing to the health of the family. Linking women to markets and making them economically empowered can directly improve their health and their immediate family's health along with that of children. The only challenge is to link women with banks.
- Due to COVID-19, the supply chain was severely affected and to meet the nutrition requirements local foods were promoted like jaggery, moringa leaves and so on and it also provided good results on indicators like anaemia. So, to meet the nutritional needs of the last miles, it is important to create a synergy of various development schemes and implementing small but critical programs to health such as kitchen gardens. Micro planning becomes an essential component here.
- It is equally important to build the capacity of frontline functionaries to reach out to every

household. VHSNDs should be kick-started as well as this is a platform where the vulnerable sections of societies' (women and children) health and nutrition information are disseminated.

- Empathy, quality, agility and collaboration are prominent learnings from the pandemic that has to be taken into consideration for the larger ecosystem.

## **Keynote Address 2: Role of Corporate Leadership in Making Nutrition a Priority in the Private Sector**

**Presenter:** Ms. Vinita Bali, Chairperson, CII, National Committee on Nutrition



- Ms. Vinita Bali mentioned that corporate leadership has an important role to play in making nutrition a priority; first through their actions and second through their influence that they wield towards policy formulations and the larger society which is fairly large and significant.
- She said, "All of us have a role to play in the socio-economic development of the nation and there is no development if it is not inclusive".
- She also mentioned that CSRs need to look at what kind of resources they can allocate to nutrition as a best practice model, they can invest in workplace nutrition for nutrition literacy of their employees which in turn will directly affect their immediate families.

## **Panel Session 3: Employee Engagement and Workplace Nutrition for a Jan Andolan**

**Context:** As a society, we lead a great emphasis on nutrition in our homes and communities, yet the facet of workplace nutrition often gets overlooked. Millions of people spend one-third of their day in the offices and have at least one meal in their offices during their adult life, so it becomes important to make nutrition a priority even at the workplaces. The panel focused on ways of employee engagement and workplace nutrition.

**Panelists:** The panel comprised of the following speakers:



- **Moderator-** Ms. Madhavika Bajoria, Nutrition Integration Manager, Sight and Life
- Mr. Subir Kumar Verma, Head-HR & IR, TATA Power DDL
- Ms. Shilpa Harsh, SVP-Global Corporate Communications, CSR and D&I, Hinduja Global Solutions
- Mr. Saurabh Madan, Asst Director, Lead MyKartavya (Industry Volunteering), NASSCOM Foundation
- Mr. Anil Parmar, Director-Community Investment, United Way Mumbai



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**Panel Session:**  
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**Moderator**  
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Nutrition Integration Manager  
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### Major Takeaways:

- Poor employees' nutrition status costs the company's mark losses as output reduces because of deteriorated productivity and regular absenteeism. Hence, it is important for businesses to invest in their employees' nutrition.
- Workplace nutrition is a set of interventions that operate through the existing structures of the workplace to address fundamental aspects of nutrition among employees.
- Along with awareness generation on good nutrition, it is also essential to create a conducive environment for better options for healthier diets and behaviour change.
- Healthy eating habits and a healthy lifestyle cannot be forced on employees, so creating interactive and informative activities with the employees to engage them towards a better lifestyle can be encouraged. Challenging and rewarding can be the two components of such programs such as eat green challenge, 1000 steps a day challenges, etc.
- Employee engagement and employee volunteering activities create a domino effect not only with their immediate family members but also with the communities. To have sustainable aspects in such programs, self-help groups were created for maximum reach and impact.
- The employee wellness program is not just an HR's responsibility but also a leadership

responsibility.

#### Panel Session 4: Leveraging the Power of Collaboration for Better Poshan for India

**Context:** To create behaviour change among the population, collaboration is the key. Collaboration between government, industries, and communities to ensure better poshan for India. There is a requirement for collaboration of ideas, needs and best practices for awareness generation which can make POSHAN Abhiyaan a true Jan Andolan.

**Panelists:** The panel comprised of the following speakers:

- **Moderator-** Ms. Rachana Sharma, Communication for Development Specialist, UNICEF India
- Mr. Niraj K Lal, Head-CSR, Arvind Ltd
- Dr. Vinayak Sonawane, Manager Programs| Health, Ambuja Cement Foundation
- Mr. Santosh Abraham, Vice President, NASSCOM Foundation
- Ms. Rijuta Pandav, Consultant, FSSAI, Deputy Lead, Food Fortification Resource Centre, FSSAI



#### Major Takeaways:

- Collaborations are indeed important but it is essential to have nutrition observatory and nutrition database tracking targeted individuals at the ground-level for effective and transparent partnerships.
- Nutrition needs to be a part of every segment whether it is education or livelihoods such as introducing schools gardens in education programs. A 360-degree approach is required to create nutri-sensitive programs.
- Technology can play a vital role in making collaboration effective, it could be as simple as creating a mobile-based application to monitor food wastage and providing a customised solution.

- Collaboration is at the heart of scaling up the programs, so it becomes essential that private and government have to come together and share their knowledge, expertise and other resources for nutri-sensitive programs.
- There is a need and ample scope for private-private, public-public, and public-private partnerships to combat malnutrition. This will create accountability for the private sector towards the communities they are working with. Such collaborations create a win-win situation for both parties.
- Collaboration with the communities and their leadership is the mantra for deepest reach and sustainable health-nutrition interventions.

### **Closing and Way Forward**

The summit largely talked about nutrition and allied issues and explored the scope of 'nutri-sensitive' activities in various thematic areas such as education, healthcare, livelihood and WASH initiatives. It also talked about the need for public-private convergence and collaboration for a wider reach and better outcomes on nutrition aspects. By engaging with multiple stakeholders, the summit successfully initiated and built a dialogue on the need and benefits to engage, educate and encourage nutrition awareness and literacy among the workforce and community alike, and focus on various allied sectors of addressing the nutritional issues in the country, especially in the current pandemic crisis.

I4N takes cognisance of the insights and recommendations of the summit. Moving forward I4N will engage with more corporate partners and integrate nutri-sensitive and nutri-focused initiatives across the employee engagement, employee volunteering and existing CSR projects. I4N will strengthen its collaborations with government, private sector and other stakeholders to enhance reach and impact and to give sustainable momentum to POSHAN Abhiyaan Jan Andolan.

**About IMPAct4Nutrition:** IMPAct4Nutrition is a collaborative platform for the private sector to be part of a large social movement with their employees, customers and employees' families who form a part of their business ecosystem that will positively impact the nutritional and health status of India. I4N engages with companies for good nutrition in a meaningful, strategic approach using responsible business practices as part of their business model, through their CSR strategy and employee engagement in the promotion of positive nutrition behaviour change. For more information, please visit [www.impact4nutrition.in](http://www.impact4nutrition.in).

**For more details, contact Saroj (8092390660), [saroj@csrbox.org](mailto:saroj@csrbox.org)**