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रा.पो.सं. मासिक सूचना-पत्र

NIN Monthly Newsletter

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Special Edition

POSHAN MAAH

1st to 30th September 2023

National Nutrition Month

Celebrations

Every year the month of September is celebrated as Rastriya Poshan Maah (National Nutrition Month). All the stakeholders of health and nutrition field viz Government organizations, NGO's, Educational Institutes conduct and participate in various programs during this month. ICMR- National Institute of Nutrition being a premier research institute in the field of nutrition has conducted/organised/participated in different programs executed by the Extension and Training Division. The focal point of Poshan Maah 2023 is to cultivate widespread awareness concerning critical human life stages: pregnancy, infancy, childhood, and adolescence. The aim is to foster nutritional understanding across India through a theme centered on **"Suposhit Bharat, Sakshar Bharat, Sashakt Bharat"** (Nutrition-rich India, Educated India, Empowered India).

NDTV interview with the Director

In an exclusive interview with NDTV, Dr. Hemalatha R, Director, ICMR-National Institute of Nutrition explained how far is India from achieving its nutritional goals on 22nd September. She elaborated the importance of promotion of nutrition & healthy eating habits to tackle the issues of malnutrition through a lifecycle approach wherein people at vulnerable life stages such as pregnancy, lactation, adolescence and children under six years of age are targeted. Talking about numbers Dr. Hemalatha said in India, stunting (which happens when a child is too short for his or her age) has declined from 48 per cent in 2006 to 35.5 per cent in 2019-2020 according to the National Family Health Survey -V data. As far as the global burden is concerned, India's share has also declined from roughly 30 per cent to 25 per cent. In low index states, there has been a striking decline in stunting rates, to an extent of 5-7 per cent. However, the prevalence of overweight children has increased across India. Also, though modest-secular trend in height is occurring in India. And, in some states the trend is similar to that of developed countries.



NIN Director highlighted various sensitization activities taking place during the *Poshan Maah* focusing on key themes related to nutrition. “Millions of people participate in these activities therein by initiating the chain of greater awareness, knowledge and understanding of this year's themes”, she said. Dr. Hemalatha elaborated execution of different programmes by Government of India including “*Ayushman Bharat*” Health and Wellness Centers, *Pradhanmantri Jan Arogya Yojana* (PMJAY)”. In addition, the FSSAI launched Eat Right movement in 2018, Fit India movement launched by the Hon'ble PM in 2019. All these movements, schemes and programmes are aligned with the government's flagship public health programmes such as *Poshan Abhiyaan*, to address rising challenges like NCD's. “But we need systemic change in agriculture and Policy support for formulation of healthy foods and making them available in affordable costs”, she added.

Awareness messages through mass media

During this Rastriya Poshan Maah, a month-long celebrations were organized by ICMR-National Institute of Nutrition. The scientists of various departments have given several nutrition awareness programs emphasizing on importance of nutrition to general public through television and radio. The Extension and Training Division (ETD), ICMR-NIN under the supervision of Dr. M. Maheshwar, Scientist F & HoD, ETD, all the Faculty members & students of M.Sc. Applied Nutrition & Sports Nutrition were involved to conduct nutrition awareness programs in **ten schools, one intermediate college and two degree colleges** located in different districts of Telangana state. The main objective is to bring awareness among students on healthy eating, balanced diet, importance of various nutrients and physical fitness to lead a wholesome life.

As a part of this awareness program, lecturers on nutrition were delivered to the students the importance of nutrition at different stages of life. Nutrition-related puzzles, quiz and competitions were conducted in which all the students were actively participated and prizes were distributed to the winners. Pamphlets containing nutrition related information and 'My Plate for the Day' poster were handed over to the respective management. The awareness programs were successfully carried out and received positive feedback from the school managements. These programs helped students to understand the importance of nutrition in their daily life.

Dr.M.Maheshwar, Scientist F & Head, Extension and Training Division was invited for live program on ‘*Sampoorna Aarogyaniki Samathula Aaharam*’ on Doordarshan Yadagiri channel to discuss about ‘Balanced Diet for Holistic Health’ on 21st September, 2023. This discussion mainly focused on ill-effects of high calorie diets by the people and importance of physical activity in compensating the extra calorie intake, and also highlighted role of different nutrients in carrying out vital functions of the body.



A special program on nutrition & wellbeing have been broadcasted on 5th September, 2023 on All India Radio (AIR) Hyderabad and FM Rainbow by Dr SubbaRao M Gavaravarapu, Scientist F and Head, Nutrition Information, Communication & Health Education (NICHE).

Dr. SubbaRao M Gavaravarapu, Scientist F & Head, Division of Nutrition Information, Communication & Health Education (NICHE) had participated in “*Poushtikaharam*” live program on Doordarshan Yadagiri channel on 7th September, 2023. This discussion was mainly about adolescent nutrition, lifestyles & ill-effects of High (saturated) Fat, Salt or Sugar (HFSS) food consumption.



On 8th September 2023, **Dr. Raja Sriswan**, Scientist D, ICMR-NIN has participated in a live phone-in “Hello Doctor” program on Air Cbs Hyderabad, the discussion was on Nutrition and Health focusing on Immunity based Foods and also answered queries on diets for mother & child nutrition.

On September 9th as part of Poshan Maah, **Dr. G. Bhanuprakash Reddy**, Scientist G and Head, Biochemistry has delivered a talk on “Nutrition and Wellness” to corporate employees highlighting the importance of Balanced Diet to meet the Nutritional Requirements.



Awareness camps in schools & colleges conducted by the staff and students of Extension and Training Division and MYAS.

Dr. C. Suresh, Scientist F & HoD, Cell Biology Division & Convenor, MSc Curriculum Committee (MYAS), delivered an extension talk on 'Nutrition and Health' on 27th September at St. Pious X Degree and PG College for Women, Hyderabad as part of National Nutrition Month Celebrations. Around 1000 students of Undergraduate, Post-Graduate and Faculty of the college attended the lecture.



Dr. P. Swathi Chitra, Dr. Chennakeshavulu Vemula, Dr. Puppala Jharna, Dr. Chhavi Taliwal, Ms. Shireesha Mukka, Ms. Ala Naga Jyothi, Ms. Harika Vasa, Faculty of MYAS-NIN coordinated the events and Students of I year M.Sc. Applied Nutrition and Sports Nutrition have assisted in conducting awareness programs.

On 1st September 2023, a nutrition awareness program was organized at Johnson Grammar School, Warasiguda for about 100 Upper Primary Students of 6th and 7th classes were participated. Nutrition lectures on different topics like

Food Groups, Food Pyramid, Role of Macro and Micro nutrients, Importance of Physical fitness were delivered to students by faculty members and students of M.Sc. Applied Nutrition & Sports Nutrition. Competitions like Nutrition quiz and Nutripuzzles were conducted in which students have been actively participated and cash prizes were given to the winners. To encourage students towards eating a balanced diet 'My Plate for the Day' poster was given to the school management.



A Nutrition awareness program was organized on 4th September 2023, at Zilla Parishad High School, Vanasthalipuram for 9th and 10th classes. Nutrition lectures were delivered to students by faculty members and students of M.Sc. Applied Nutrition & Sports Nutrition to bring awareness about healthy eating patterns, balanced diet and importance of Macro and Micro nutrients, Physical activity to lead a happy and healthy life. Nutrition related games were conducted in which around 120 students have been actively participated and cash prizes were given to the winners.

On 6th September 2023, Nutrition awareness program was organized at Zilla Parishad High School, Kondapur for 8th and 9th classes. Nutrition lectures were delivered to students by faculty members and students of M.Sc. Applied Nutrition & Sports Nutrition and various nutrition related competitions were conducted in which around 200 students have been actively participated and cash prizes were given to the winners.



On 6th September 2023, Nutrition awareness program was organized at Zilla Parishad High School, Kowkoor for 8th and 9th classes. Nutrition lectures were delivered to students by faculty members and students of M.Sc. Applied Nutrition & Sports Nutrition to bring awareness among the students about the importance of basic nutrition in day-to-day life. Various nutrition related competitions have been conducted in which around 90 students actively participated and cash prizes were given to the winners.

On 8th September 2023, Nutrition awareness program was organized at Mandal Parishad Primary School, Nacharam. Nutrition lectures were delivered to the students of 6th & 7th classes by faculty members and students of M.Sc. Applied Nutrition & Sports Nutrition. This lecture emphasized on importance of different nutrients present in food and choosing right food over junk food. Various nutrition related competitions have been conducted in which around 130 students actively participated and cash prizes were distributed to the winners.



A Nutrition awareness program was organized on 8th September at Zilla Parishad High School, Ameerpet. Nutrition lectures were delivered to the students of 8th & 9th classes by faculty members and students of M.Sc. Applied Nutrition & Sports Nutrition. This lecture focus on importance of nutrition in maintenance of overall well-being. Various nutrition related competitions have been conducted in which around 200 students actively participated and cash prizes were distributed to the winners.

A Nutrition awareness program was organized on 8th September at Zilla Parishad High School, Uppal. Nutrition lectures were delivered to around 250 students of 9th standard by the faculty members and students of M.Sc. Applied Nutrition & Sports Nutrition. This lecture focused on understanding the importance of different food groups and their benefits for maintaining healthy life style. Various competitions related to Food pyramid, My Plate and Food groups were conducted to inculcate nutrition knowledge in a simple way. Many students have participated and cash prizes were distributed to the winners.



On 15th September 2023, Nutrition awareness program was organized at Zilla Parishad High School, Gachibowli for about 150 Upper Primary Students of 8th and 9th classes Nutrition lectures highlighting role of nutrients, exercise and physical fitness were discussed with the students by faculty members. Competitions like Nutrition quiz and nutripuzzles were organized in which students have been actively participated and cash prizes were given to the winners. To encourage students towards eating a balanced diet 'My Plate for the Day' poster and few nutrition related pamphlets were given to the school management.

Nutrition awareness program was organized on 22nd September at Zilla Parishad High School, Chilkur. Nutrition lectures were delivered to around 140 students of 7th to 10th standards by the faculty members. These lectures focused on Different nutrients and their functions in growth and maintenance, balanced diet, Food pyramid. Many students have participated in quiz competition and cash prizes were distributed to the winners. To encourage students towards eating a balanced diet 'My Plate for the Day' poster and few nutrition related pamphlets were given to the school management.



An awareness program was organized to around 200 students of 9th and 10th standard at TS Model School, Chevella on 27th September 2023. The faculty members have delivered a lecture by highlighting the role of nutrients in proper growth and development, importance of Physical fitness and Exercise for a healthy life. Many students have participated in quiz competition and cash prizes were distributed to the winners.

An awareness program was organized to around 250 students of Intermediate 1st and 2nd year at TS Model Junior College, Chevella on 27th September, 2023. The faculty members have delivered a lecture by highlighting the Importance of nutrients for adolescence and also focused on eating disorders. Many students have participated in quiz competition and cash prizes were distributed to the winners.



Dr. Chhavi Taliwal, Project Asst. Professor, delivered a lecture as an invited Guest Speaker on topic “Understanding the Importance of Phytonutrients in Diet” on theme NUTRI-HEAL, organized by Annie Besant Women's College, Dilsukhnagar, Hyderabad held on 12th September 2023. The talk emphasized on understanding the role of Phytonutrients in diet with special focus on Nutrition Heal to prevent lifestyle diseases and to adopt healthy lifestyle among undergraduate students.

Dr. P. Jharna, Project Asst. Professor, delivered an invited talk on “Nutrition for Healthy Life” in the Nutrition month awareness program, organized by Dept. Of Chemistry and Biotechnology, Little Flower Degree College, Uppal, Hyderabad held on 29th September 2023. The talk emphasized on understanding the role of various factors influencing health with special focus on Nutrition to prevent chronic diseases and to understand various sub-dimensions for well-being of students.

