

NEWSLETTER



Sri Aurobindo Society

ACPN

AURO CENTRE FOR PUBLIC NUTRITION
PUBLIC HEALTH & PUBLIC POLICY

KNOWLEDGE | ACTION | PUBLIC GOOD

JULY - DECEMBER 2024

**Auro Centre for Public Nutrition,
Public Health and Public Policy (ACPN)**
a vertical of Sri Aurobindo Society (SAS) Pondicherry.
ACPN was established in November 2021.

Sri Aurobindo Society was started by the Mother on 19th September 1960 and is one of the most renowned charities in India and internationally.



*We believe in working among the most deprived sections of society,
and the most backward areas of the country.*



CREATING IMPACT - ASPIRATIONAL DISTRICT YADGIR, KARNATAKA

Our Learning Process goes on - An important lesson learnt

Students are the most aspirational group for bringing about behaviour change in families in poorer socio-economic communities

In 2018, Government of India launched the Aspirational District programme which aims to effectively transform 112 most under-developed districts in the country by improving the 5 broad socio-economic themes, namely, Health and Nutrition, Education, Agriculture and Water Resources, Financial Inclusion and Skill Development and Infrastructure through intense implementation of on-going Government programmes.

**Yadgir District, Karnataka, is an Aspirational District & the most backward district in the State
There is no Large or Medium Scale Industry, no Food Processing Industry in the District**

We decided to work onground and bring about visible change through a unique pioneering project: **“Establishing SHG/FPO enterprises to address malnutrition and provide rural livelihoods in Yadgir District, Karnataka”** being implemented in partnership with Karnataka State Council for Science and Technology (KSCST), and Centre for Sustainable Technology, (CST) IISc, supported by the Department of Science and Technology, Govt of India. BAIF Institute for Sustainable Livelihoods and Development is our field partner.

Project Interventions cover Behaviour Change, Skill Development, Women’s Empowerment, Introduction of Technology, Public Nutrition/ Health

For the first time, the people of Yadgir District will have access to affordable, fortified, nutritious food products made from locally available horticultural, agricultural produce and

MANUFACTURED BY YADGIR’S SELF HELP GROUP WOMEN

The First Food Processing Unit of Yadgir District



A green, environment friendly, Production Unit has been set up by KSCST and CST, for producing fortified nutritious food, VitaPoshan for children, adolescents, adults and a special nutritious family food, which is a fortified blend of local pulses and vegetables.

SHG women and staff have been given training by experts on use of machinery, safety and hygiene protocols, pre-production and production protocols, and fortification.

Trial production of all the four products, VitaPoshan Baalya, Yuva, Vayasakaru and Kutumbha, has been completed.

Sampling of VitaPoshan is going on among all age groups in the community.

Feedback from all groups has been extremely positive, and the community is anxiously waiting for actual production to begin.



SHG women being introduced to Technology for the first time

Trial Production of VitaPoshan



Announcing a Unique Inter-disciplinary 2 Credit Course,
in collaboration with
The University of Trans-Disciplinary Health Sciences & Technology
(TDU)

“Public Nutrition, Human Capital and Demographic Dividend”

For Graduate Students and Professionals and those seeking careers in the civil services, international agencies, policy think tanks, NGOs, and in the development sector.

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The Course will provide evidence-based knowledge which will add great distinction and value to the CV of a student or a professional, and to skills for employment opportunities in any sector, particularly the development and policy sector government, non-government, international, corporate, or as development consultants in think tanks.

Why is this Course important?

India is presently at a very great demographic advantage with 67.3% of its population between the age of 15-59 years

In absolute numbers, India with 1.04 billion working age persons, will constitute the largest work-force in the world.

However, we must first convert our work force numbers into a strong demographic dividend with good health/nutrition, learning capacity, education and high skills so that they can take full advantage of the economic and professional opportunities which will keep emerging in the future.

2mo Online Certificate Course

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Public nutrition, Human capital and Demographic dividend

How strong is India's human capital?

- Historical context
- Public health, economic & biological consequences of undernutrition & micronutrient deficiency
- Current policy strategies
- What works to strengthen our human capital?

Mrs Veena Rao IAS (Retd)

Megha, PhD Associate Professor

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Community tasting VitaPoshan Samples



Feedback from SHG Women

"VitaPoshan adult product tastes and smells good. I am drinking the adult product twice a day, and now I feel energetic, and do not have dizziness"

"VitaPoshan family diet powder is ready to mix. When it is mixed with hot rice and ghee, it provides good taste... When it is added to sambar or vegetable, it tastes very good with flavour, and we feel more energy than before"

Feedback from a woman labourer



Community Sample Distribution and IEC Campaign about VitaPoshan



Feedback from Mothers

"VitaPoshan Balya product smells good. Child is eating it very happily & demanding for more"

Feedback from adolescent school girls

"VitaPoshan Yuva kurkura tastes good and I feel energetic after eating it"



CONNECT WITH US

We believe that partnerships can create sustainable impact for India's most backward communities.

To know more about our projects or to partner with us, write to us at

E-mail : acpn@aurosociety.org



<https://www.linkedin.com/company/auro-centre-for-public-nutrition-public-health-and-public-policy/>

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