

NEWSLETTER



Sri Aurobindo Society

ACPN

AURO CENTRE FOR PUBLIC NUTRITION
PUBLIC HEALTH & PUBLIC POLICY

KNOWLEDGE | ACTION | PUBLIC GOOD

Newsletter 06 July - December 25

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*

Yadgir Students continue to be the most forceful agents of change.

They are our Marketing Kitty!

*Only they can bring about the behaviour change in family health and nutritional practices.
They need the extra strength from VitaPoshan to study well and enjoy their play.*

School children purchasing VitaPoshan snacks... not junk foods



Higher Primary School, Wajjal Village, Surapur Taluk, Yadgir District

Our initial strategy of introducing VitaPoshan through Awareness Programmes in Schools and then...



Linking them with nearby Retail Shops for marketing VitaPoshan appears to be bearing result



Feedback from retail shops is very positive.

We congratulate our partner BAIF team for their continuous marketing efforts in a very challenging environment!

Linkage with District Programs

Now that VitaPoshan has entered the market after promotion in the community and schools, our field team has been establishing promotion and marketing linkages with District programmes and events.



Shri Harshal Boyar, IAS, Deputy Commissioner, Yadgir District, Shri Lavish, IAS, CEO Zilla Panchayat, Yadgir District visit VitaPoshan kiosk at Exhibition organized in District Office premises, November 2025.
Dr Sidrameshwar Hiremath, BAIF is explaining the project to them.

Sale of VitaPoshan in Akka Canteen at Deputy Commissioner's Office, Yadgir



We are thankful to Yadgir District authorities for helping us market VitaPoshan in the Akka Canteen run by a Women SHG in Yadgir in the District Office Compound.

BAIF team are explaining the ingredients of the products, their health benefits for children, adolescents and adults. And most importantly informing all that VitaPoshan is being produced in their own town, by their own SHG women and is a purely natural food without any chemicals or preservatives.

Feedback is excellent!

Greatly appreciate initiatives of Ms. Kaveri, NRLM Yadgir and the BAIF team led by Dr Hiremath

activities and Entrepreneurship Development Program for Women SHGs



Our thanks to Shri Siddha Reddy, District Officer, NRDMS, KSCST and Ms. Kaveri, District Program Officer, NRLM for inviting our BAIF team to the Yadgir Farmer Producer Organization (FPO) Annual General Body meeting at Yadgir Taluk Panchayat Office campus to introduce VitaPoshan to them for marketing



**We are very encouraged by the interest shown by SHG women
The entire VitaPoshan stock brought by the BAIF team - Baalya, Yuva, Kutumbha
was all sold!**

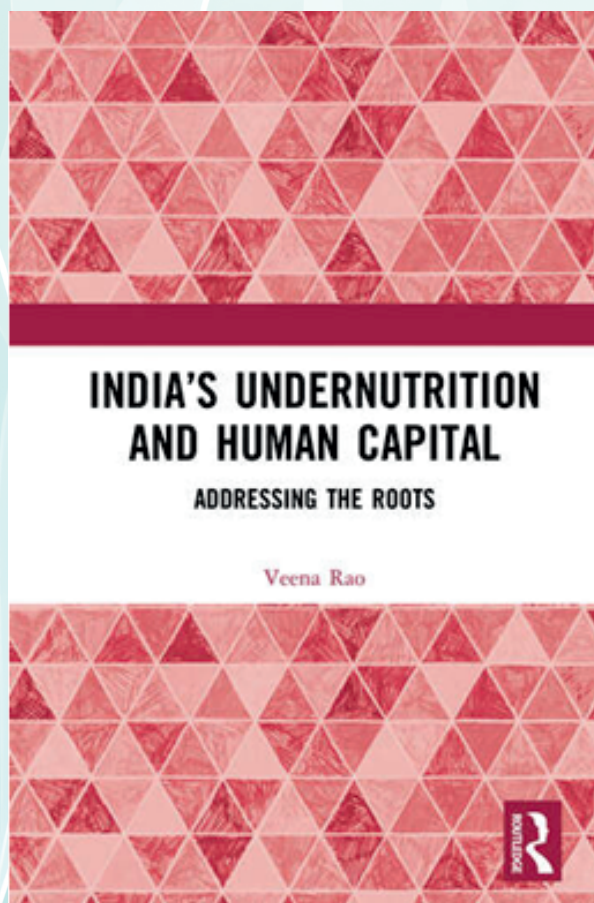
We are happy to have provided affordable, healthy, nutritious food for the first time to the most deprived communities of Karnataka.

Coming Soon

“India's Undernutrition, Dietary Deficit and Human Capital: Addressing the Roots” by Veena S Rao

"Veena Rao's book on India's Under nutrition, Dietary Deficit and Human Capital marshals impressive evidence to describe the state of under nutrition in India. The book shines when it discusses the efficacy of the multi pronged approach involving families, community workers, private sector and government sector for nutritional monitoring, food fortification and increasing access to food for the poor and the vulnerable. A go-to book for anyone seeking to understand and address India's under nutrition."

Dr Sonalde Desai, Professor and Centre Director, National Data Innovation Centre (NCAER NDIC), National Council of Applied Economic Research, New Delhi, Distinguished University Professor, University of Maryland College Park, former President, Population Association of America



"Implementing multi-sectoral interventions to address India's complex inter-generational under nutrition is indeed a very difficult task, as it requires simultaneous interventions covering health and nutrition services, water and sanitation, care providers, and reduction in income poverty. It becomes doubly difficult in India because multiple ministries are involved – health, women and child development, water, sanitation, agriculture, food processing. Veena Rao demonstrates through her practical work and research in India's Under nutrition and Human Capital: Addressing the Roots that implementing multiple sectoral interventions is possible and they have quick, positive impact. Government policy makers must take note."

Dr Santosh Mehrotra, Phd (Econ) Cambridge, Visiting Professor, Centre for Development Studies, University of Bath, UK, Visiting Senior Fellow, Centre for Economic & Social Studies, Hyderabad

"Nutrition policy in India has proved consistently unequal to the enormity of the problem. In recent years, it has lost its way in a maze of cosmetic initiatives, even as essential nutrition schemes – from school meals to maternity benefits – were being starved of funds. In this insightful book, Veena Rao presents an inside view of the maze and important pointers to the way forward."

Jean Drèze, Honorary Professor, Delhi School of Economics

ANNOUNCEMENT

Department of Scientific and Industrial Research (DSIR) has recently approved a new innovative, inter-sectoral project which we hope will positively impact Human Development in Yadgir District.

“Setting up Skill Satellite Centre for providing Vocational Skills and employment to Women Self Help Groups through Sustainable Technology in Food Processing and Value Added Farm Produce in Aspirational District Yadgir”

This unique project will be implemented in collaboration with **Centre for Sustainable Technology, Indian Institute of Science, Bangalore.**

ACKNOWLEDGEMENTS

Our grateful thanks to

Mangalore Refinery and Petrochemicals Limited,(MRPL) Mangaluru, Karnataka

Karnataka State Beverages Corporation Limited, Bengaluru (KSBCL)
for their continued support for providing affordable, healthy nutritious food to the most backward communities in Karnataka.

Our Leadership

Shri Vijay Poddar, Chairman
Dr R Sankar, Advisor, Eminent Public Health/Nutrition Expert
Dr Kush Verma, IAS (Retd.) Advisor Public Policy
Ms Rina Ray, IAS (Retd.) Advisor Education
Dr Nagesh K N, Advisor
Dr Ajit Sabnis, Director, SAS
Shri Kaushal Sharma, CFO, SAS

Our Team

Smt Veena S Rao, IAS (Retd.) Director
Shri M K Najunda, Financial Advisor
Ms Harshita M Chinnaswamy, Project & Research Assistant
Ms Arti, Finance Assistant

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

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

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