

Press Release

Nand Ghar celebrates 'Poshan Maah'; to distribute 'Millet Protein Shakes' to children across Vedanta's operational states

New Delhi, 27 September 2024: In a significant step towards promoting holistic nutrition for children, Project Nand Ghar, through the Anil Agarwal Foundation, has launched a program to distribute millet protein shakes across Nand Ghars in the states where Vedanta has business units. Over the month of September, **50,000+ millet shakes** will be distributed to approximately **6000 children**, spanning multiple districts of Odisha, Chhattisgarh, and Jharkhand.

This initiative aims to reinstate the importance of millets in the daily diet of children and the community at large. Through such supplements and nutrition centric programs, Nand Ghar is supporting the government in taking further the vision of a healthy and nourished India.

Priya Agarwal Hebbar, Chairperson, Hindustan Zinc Ltd. and Non-Executive Director, Vedanta remarked, "Following the success of the multi-millet nutri bar that we launched last year to combat malnourishment amongst children, we are delighted to celebrate Poshan Maah with the introduction of a nutritious millet shake at our Nand Ghars. Delivering child nutrition has taken centre stage at Nand Ghar, especially with our 'Khaana Khaaya Kya' movement, which aims to create a world where every child is healthy and well-nourished. The new millet shake is another step in this direction. It reiterates our dedication to the dream that no child should go to bed hungry"

The protein-dense millet shake, known for its nutritional value, has been manufactured by a startup Millet Bowl. Introduced for the first time in India, this patented and FSSAI certified product is rich in 23 essential vitamins and minerals, low in calorie with plant-based protein. It comprises Ragi, Bajra, Foxtail, and Kodu and prepared as a dairy-free, easy-to-consume liquid shake. It also contains purified water, jaggery, multi-millet flour, plant protein isolates, cocoa powder, coconut milk powder, vitamins, minerals premix, and vegan stabilizers. With a shelf life of 6 months, the product is designed to ensure long-lasting nutritional support. The Nand Ghar children will be enjoying the shakes in chocolate flavor.

Commenting on the launch of the program, Shashi Arora, CEO, Nand Ghar said, "At Nand Ghar, we strive to nurture the future of India by addressing the critical issue of childhood malnutrition. By commencing the distribution of millet shakes to children across our centres during Poshan Maah, we are providing them with a nutrient-rich, traditional superfood. The initiative is an outcome of the #KhaanaKhaayaKya movement launched earlier this year, which has achieved massive success and is aimed at enhancing child nutrition. By leveraging the contributions received and utilizing a dual-channel approach, we aim to maximize reach and foster collaborative efforts for sustainable child nutrition improvement."

This intervention highlights the Foundation's unwavering dedication towards community welfare and child nutrition, ensuring that children attending Nand Ghar receive the nourishment they deserve. Besides nutritional supplements such as the millet shake, Nand Ghar facilitates nutritious meals, and take-home rations for children and pregnant and lactating women to ensure their holistic growth and development.

About Nand Ghar:

Nand Ghar, a flagship social impact project under the Anil Agarwal Foundation, is a model project working towards strengthening the Anganwadi ecosystem of the country. The 6200+ Nand Ghars are the enabler of change and sustainable development with a presence in 14 states across India and currently impacting more than 2.25 lakh children and 1.8 lakh women. Set up in collaboration with the Ministry of Women and Child Development (MoWCD), Nand Ghars are modernized 'Anganwadis'

working to eradicate malnutrition among children, provide pre-primary education, primary healthcare, and empower rural women through skill training. Nand Ghars, the state-of-the-art Anganwadis, aim to transform the lives of 7 crore children and 2 crore women across the 13.7 lakh Anganwadis across the country. Nand Ghars are equipped with solar panels to ensure 24x7 electricity, water purifiers, clean toilets, and smart television sets, and have become a model resource centre for the local communities. Pre-school education is provided to children in the age group of 3-6 years. Nutritious meals, multi-millet nutri bars and take-home rations are being provided to children and pregnant and lactating women. Primary healthcare services are rendered through mobile health vans and telemedicine services, and women are empowered through skilling and enterprise development.

For more information, visit: <https://www.nandghar.org>

About Anil Agarwal Foundation:

Anil Agarwal Foundation is the umbrella entity for Vedanta's community and social initiatives. The focus areas of the Foundation are Healthcare, Women and Child development, Animal Welfare Projects, and Sports Initiatives. Anil Agarwal Foundation aims to empower communities, transform lives, and facilitate nation building through sustainable and inclusive growth. The Foundation has pledged Rs 5000 crore across five years on various social impact programs.

For more information, visit: <https://www.anilagarwalfoundation.org>

For more information, contact:

Rhea Reji
Head – Nand Ghar Communication
Vedanta Ltd
Email: rhea.reji@vedanta.co.in

Ms. Sriparna Banerji
Executive, Public Affairs and Social Impact
MSL India
E-mail: sriparna.banerji@mslgroup.com
