

# Campaign to fight malnutrition in children under five launched

Nishad Alam



**Amitabh Kant (centre), Milind Pant (third from right) and Anshu Budhraja (right), with representatives and children of NGO Mamta at the campaign launch**

**T**he first five years of a child's life are crucial formative years for a strong cognitive, emotional and physical development. So the prevalent malnutrition situation among children in India requires urgent interventions, feels expert. Amway India, with its long-standing experience in the field of nutrition, has launched the second phase of its community-based global programme, Nutrilite 'Power of Five', in the presence of **Milind Pant**, Global CEO, Amway; **Amitabh Kant**, CEO, National Institution for Transforming India (NITI) Aayog and **Anshu Budhraja**, CEO, Amway India.

Commenting on the launch, Milind Pant said, "The existing

malnutrition burden in India is a matter of concern and while the expanding population worsens the challenge, it is imperative that everyone contributes towards the cause to promote well-being of children in the country. We have been successfully running the 'Power of Five' programme globally, since 2014, benefitting over 1 lakh children across 23 countries. We are now flagging off the second phase of the programme to take it to much larger scale in India. We are committed to expanding the well-being of children in critical life stage and will ensure that more children get a healthier start in life."

Anshu Budhraja said, "We are committed to use our vast global

experience in nutrition and wellness to contribute to the Government of India's National Nutrition Mission to raise the nutrition levels in the country. Our aim is to improve the nutritional knowledge and practices, inclusive of complementary feeding, hygiene practices, growth monitoring and dietary diversity through extensive educational interventions among mothers and caregivers of children under the age of five years."

The brand launched the pilot in collaboration with the NGO Mamta in Kirari, an urban slum of north west Delhi. The results at the end of the campaign were encouraging and benefited 10,000 children under-five years and over 30,000 mothers and caregivers.