

उत्तम आहार उत्तम विचार

National Awareness for Positive Nutrition

www.aahaarkranti.org



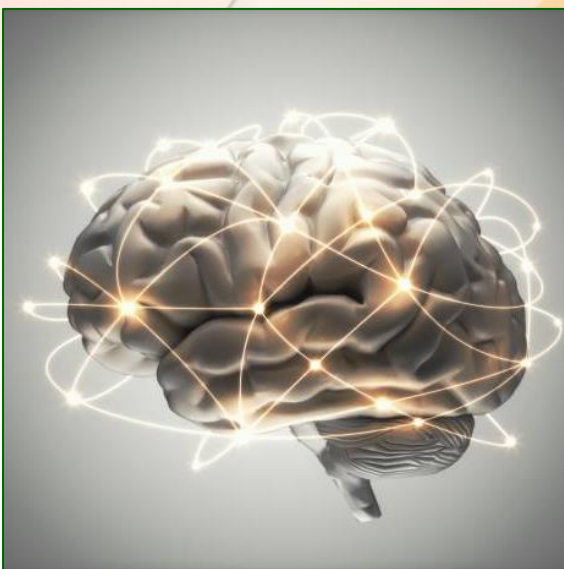


Nutrition Impacts all Aspects of Human Health

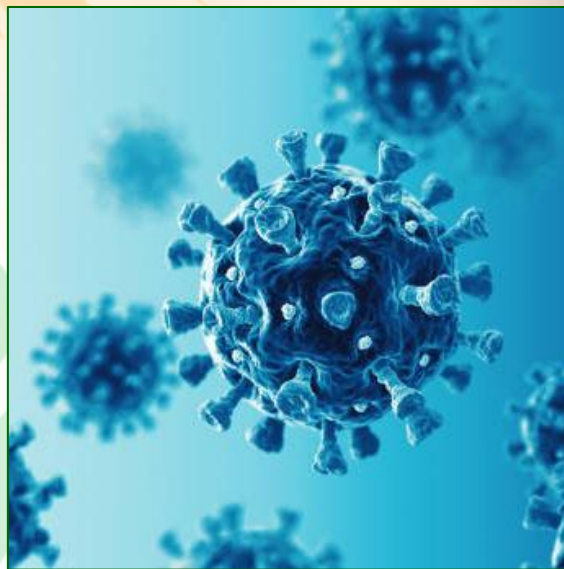
- 1 Leads to an overall healthy growth.



- 2 Develops sharper brain and memory.



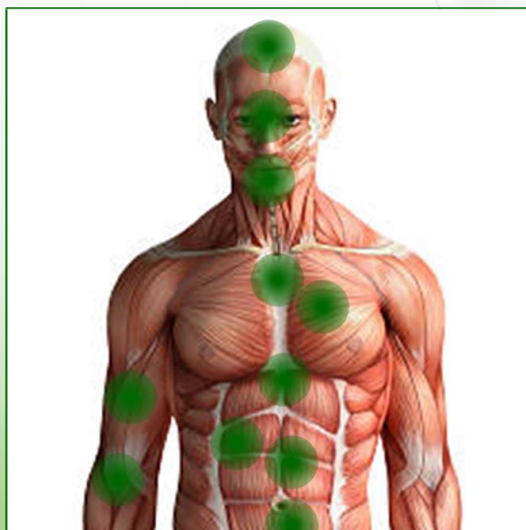
- 3 Supports a strong immune system.



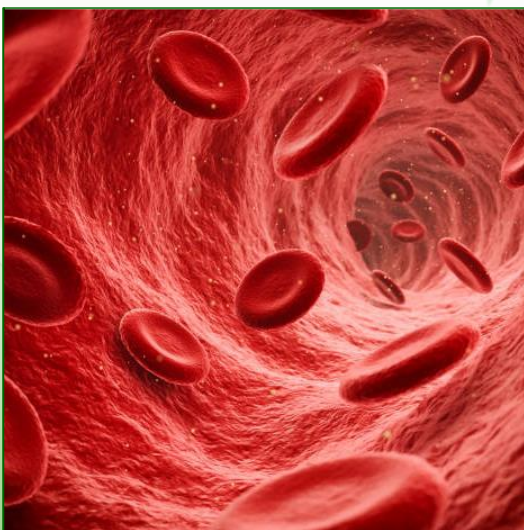
- 4 Improves gross and fine motor skills.



- 5 Leads to stronger systems and organs.



- 6 Reduces risk of lifestyle diseases.



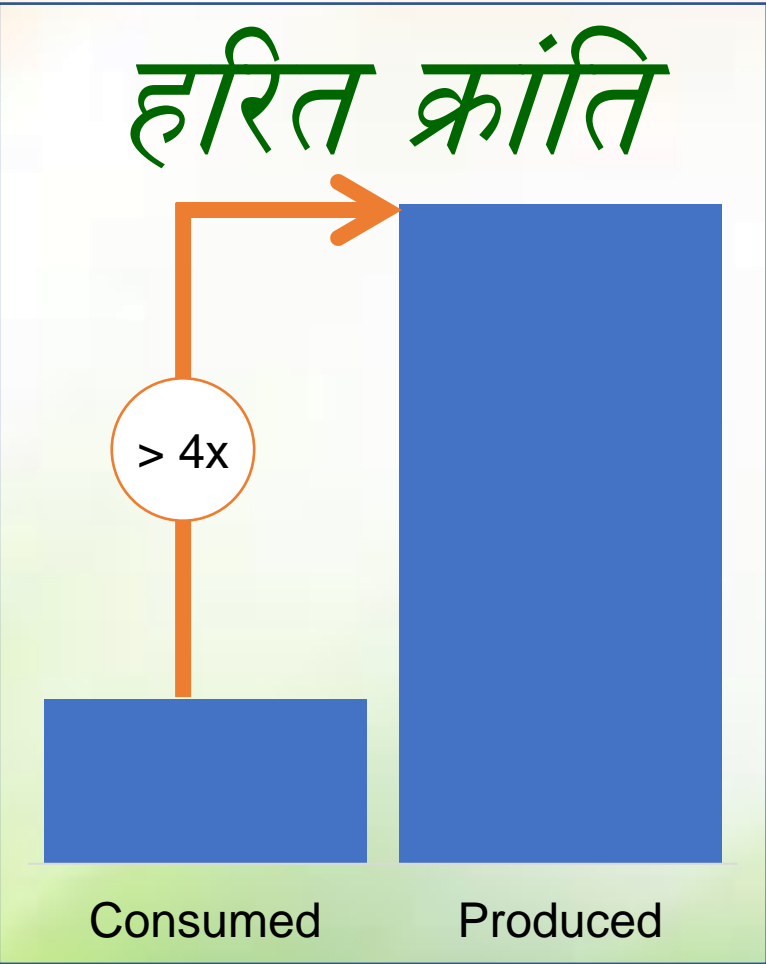
- 7 Maintains a healthy gut (microbiome).



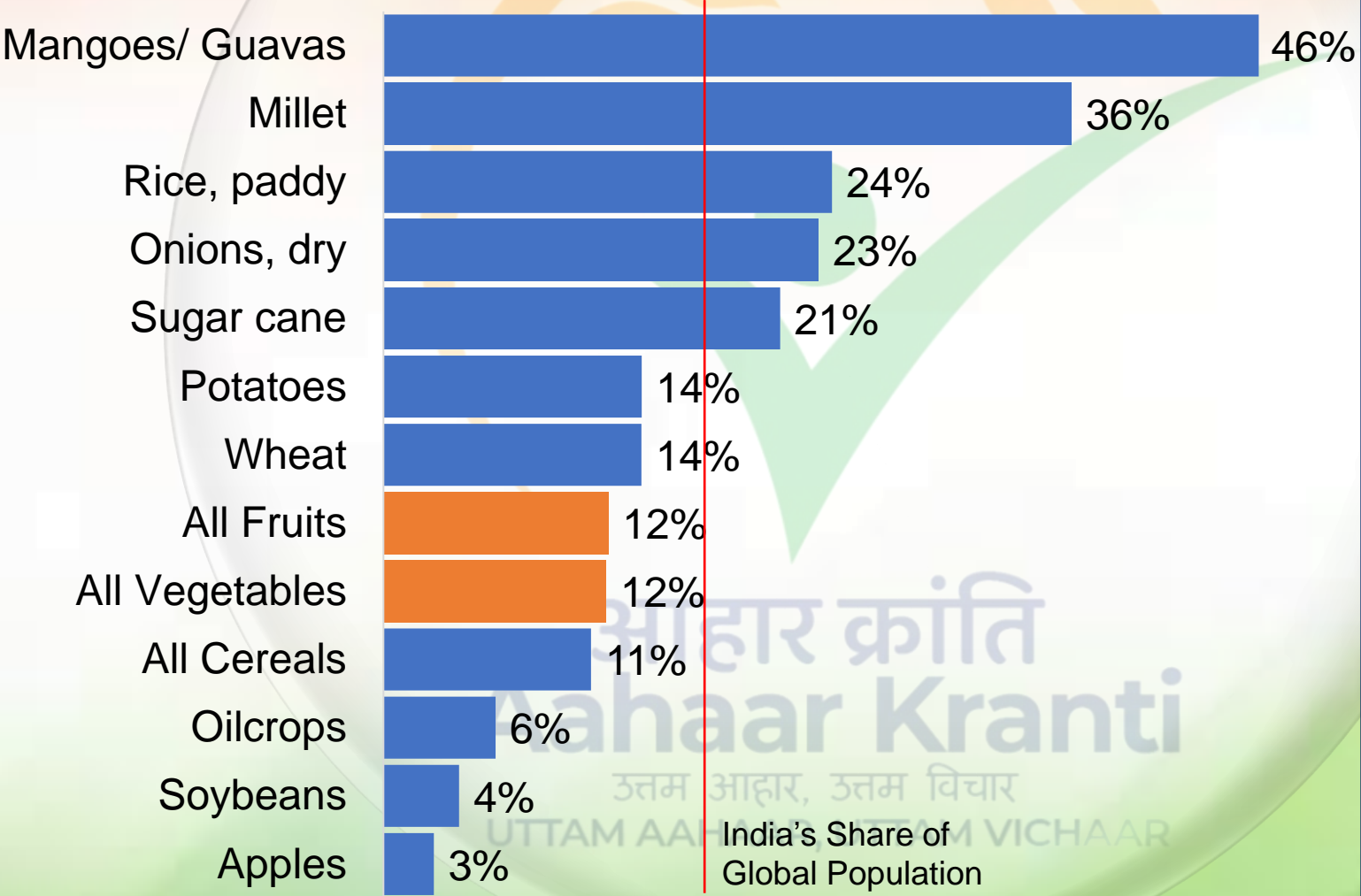


India is Endowed with Enviably Agricultural Resources

- It is estimated that India produces four times the calories it consumes.



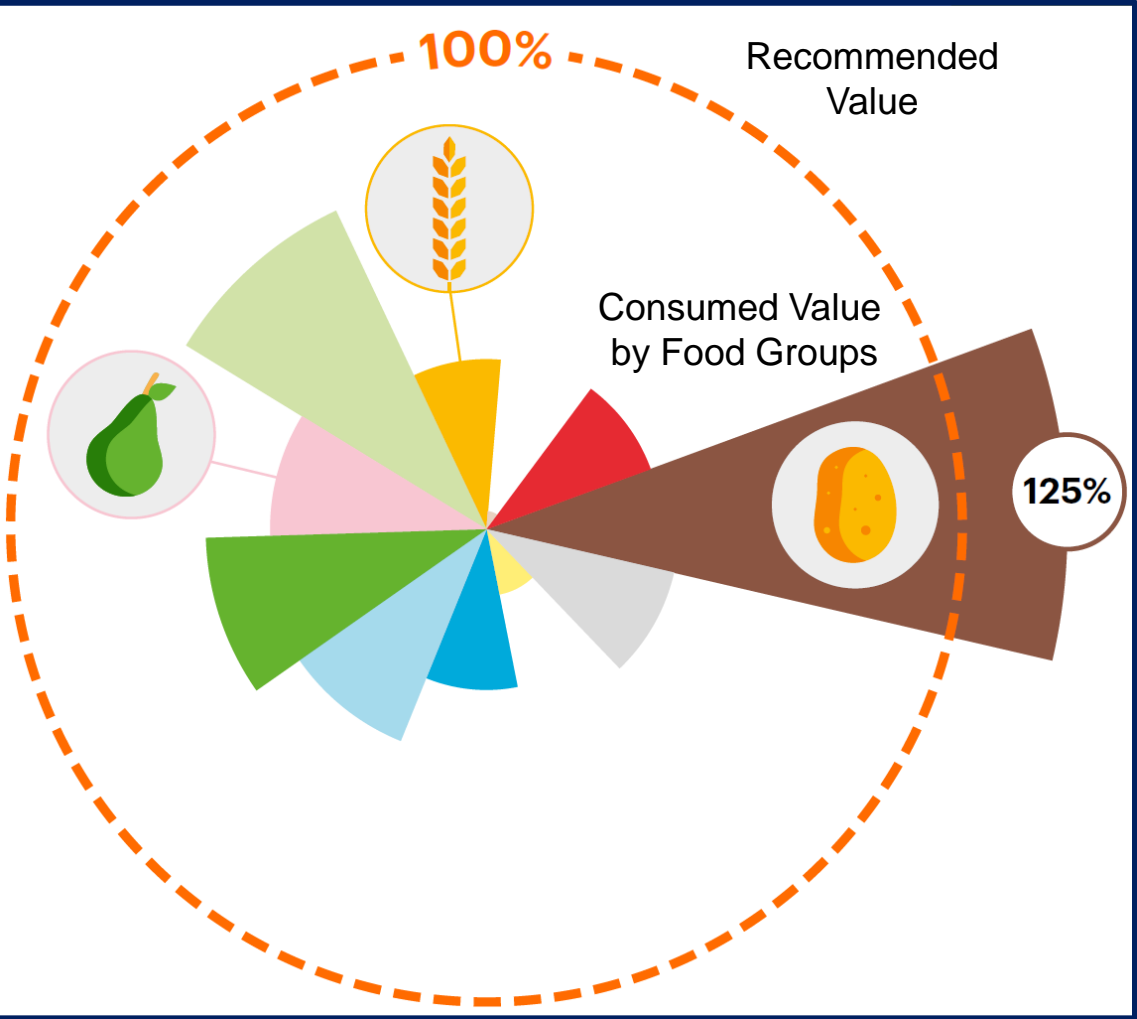
India's Share of Global Crop Production (2019, Select Crops)





Yet Vast Swathes Of Indian Population Are Malnourished

EAT Lancet Diet Gap for South Asia (2017)

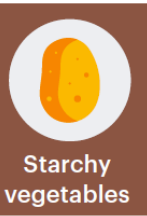


The Lancet Commission found that South Asians are on average undernourished on most food groups except starchy vegetables.

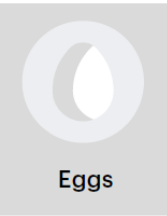
Limited intake



Red meat



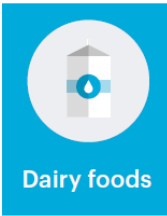
Starchy vegetables



Eggs



Poultry



Dairy foods

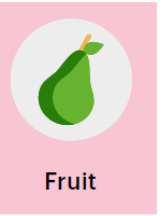
Emphasized foods



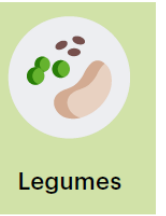
Fish



Vegetables



Fruit



Legumes



Whole grains

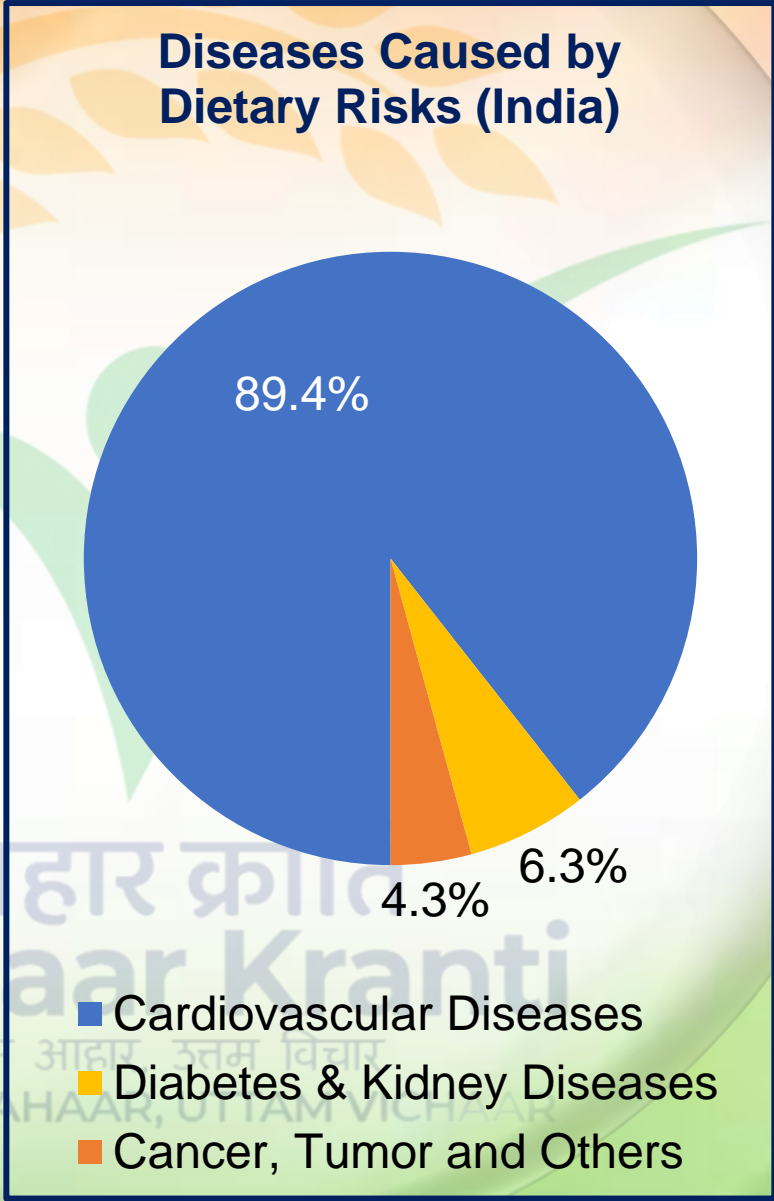
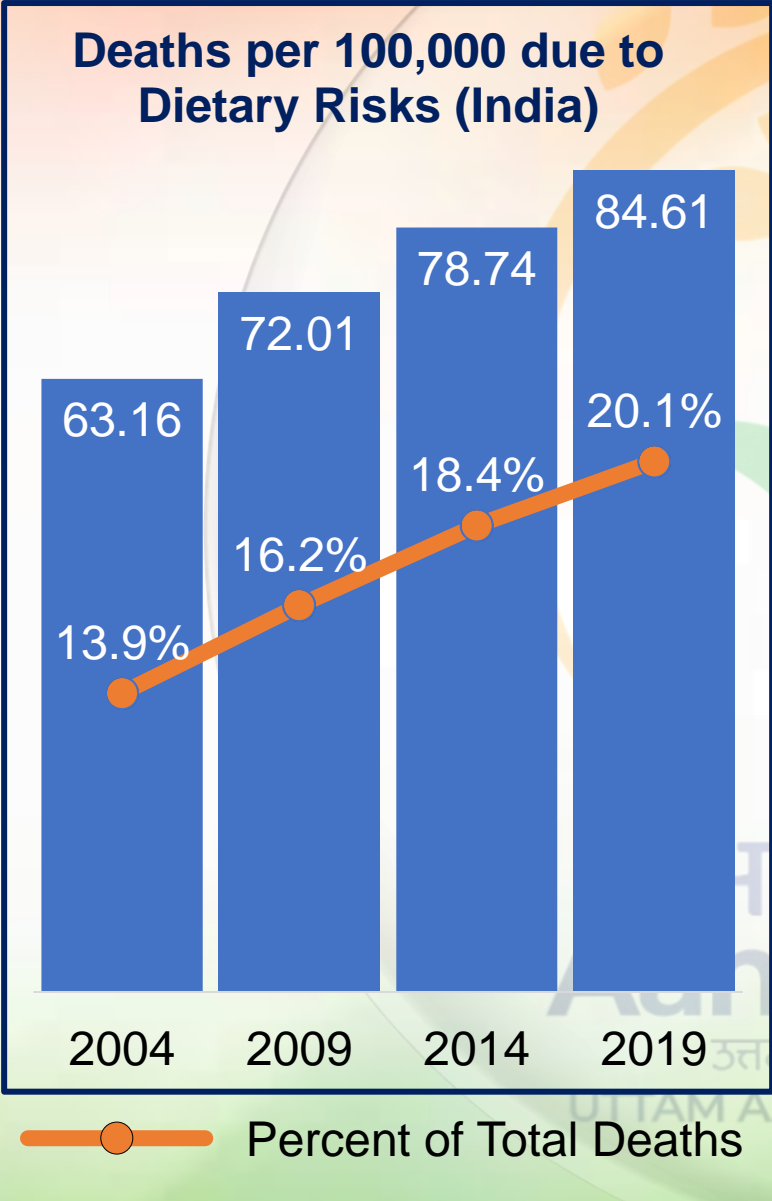
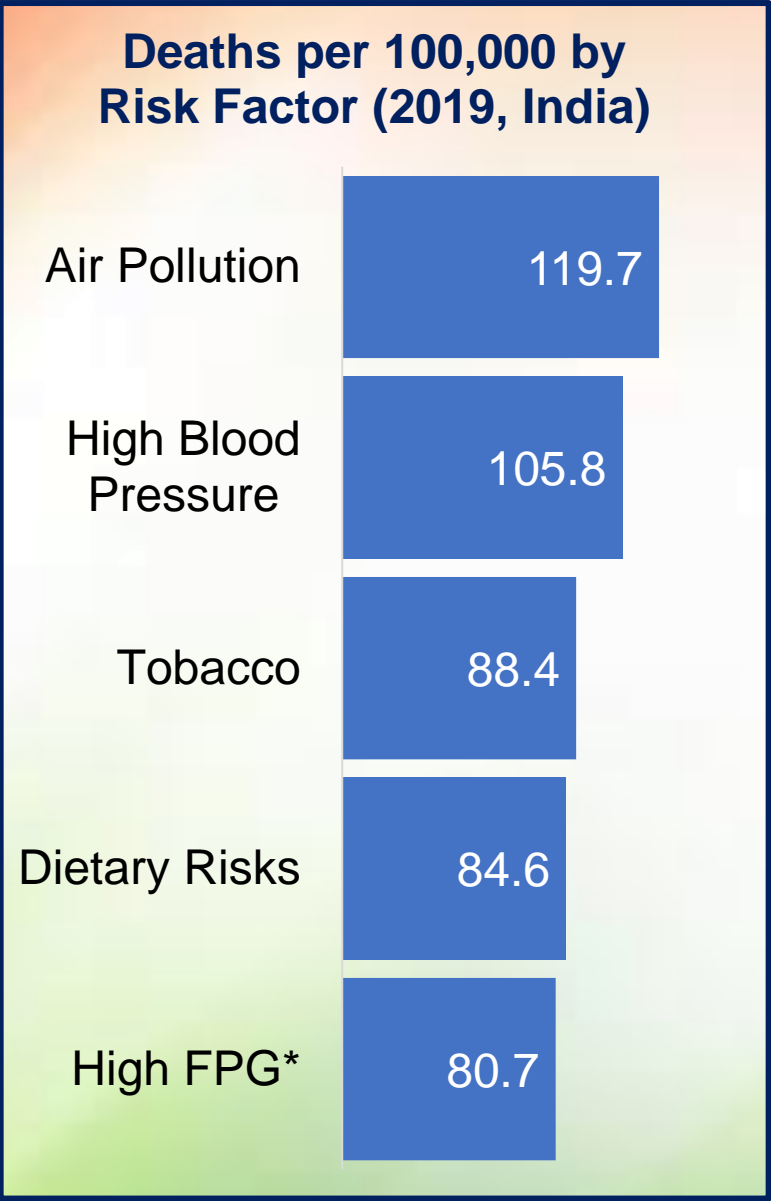


Nuts

Western analysis does not consider Vegetarianism or *Viruddha Aahaar*



Dietary Risk is among Fastest Growing Factors in India



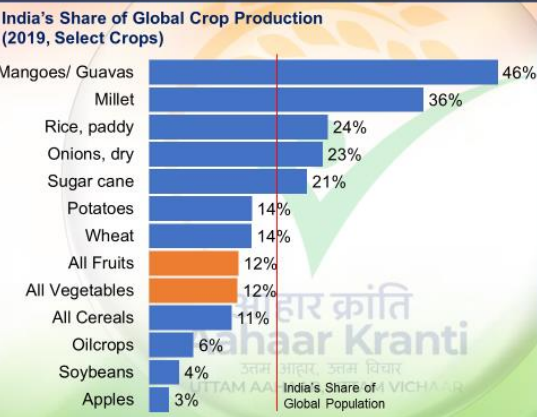
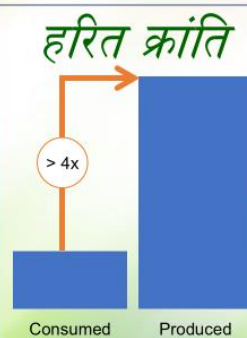
* Fasting Plasma Glucose – An indicator of Diabetes/ Pre-diabetes
Source: [Institute for Health Metrics and Evaluation, University of Washington](#)



The Key Challenge is a Lack of Awareness

India is Endowed with Enviably Agricultural Resources

It is estimated that India produces four times the calories it consumes.



Source: FAOSTAT, Govt of India, National Institute of Nutrition

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Nutrition Impacts all Aspects of Human Health

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2 Develops sharper brain and memory.



3 Supports a strong

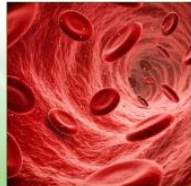
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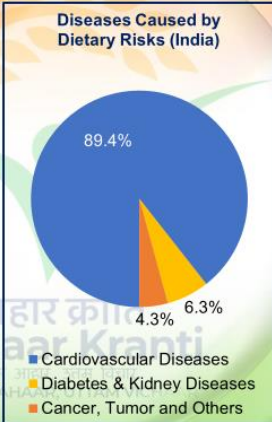
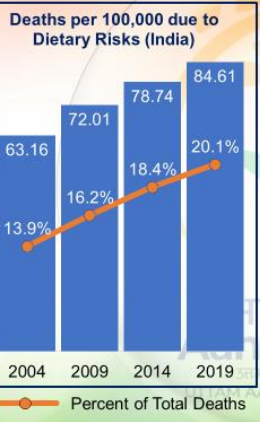
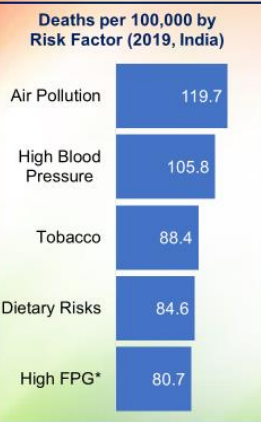
5 Leads to stronger systems and organs.



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आहार
क्रांति

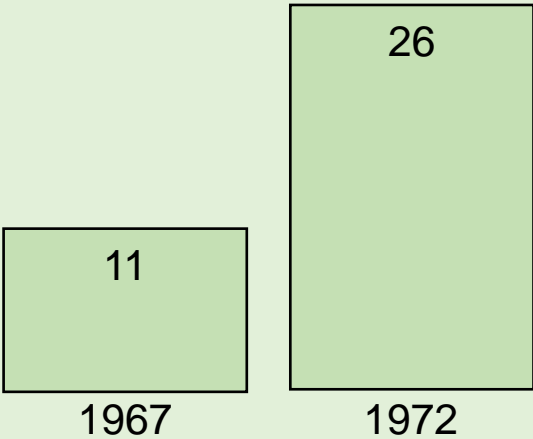


‘Aahaar Kranti’ is for Better Awareness

Green Revolution

- A national effort that saved millions of lives

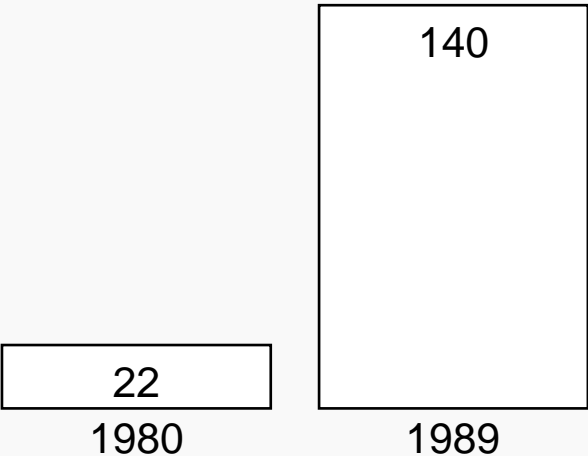
Wheat Productn ('000 T/ Yr)



White Revolution

- A concerted effort meant for improved health and economic growth

Milk Production ('000 Ton/ Year)



Aahaar Revolution

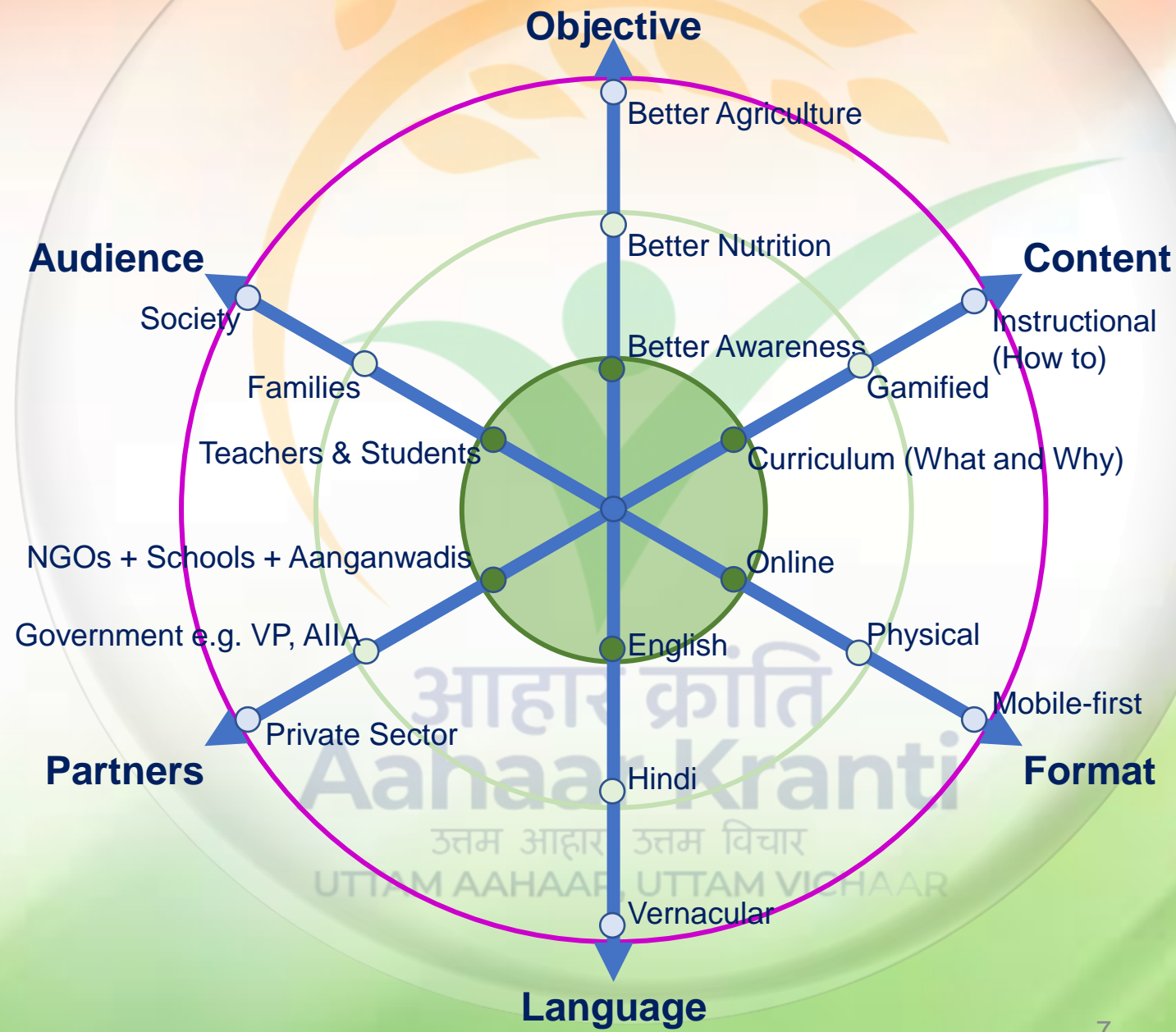
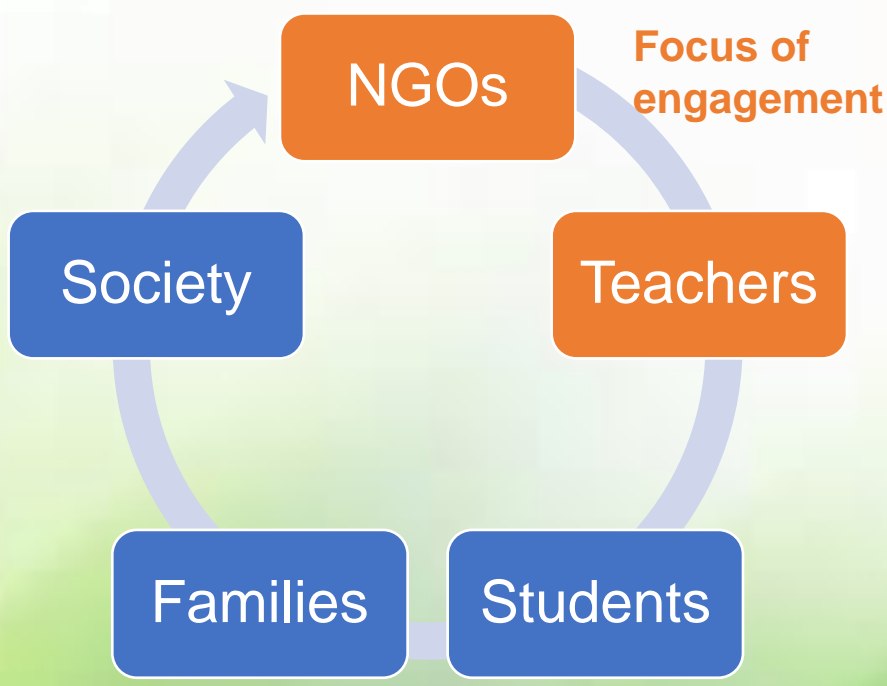
- Better awareness on nutrition to save lives, improve health and boost to the economy
- Science and evidence based contemporary + traditional knowledge.
- A role model for the developing world



Teachers are the Mainstay of Aahaar Kranti

The campaign needs efforts in multiple dimensions for a few years across many phases.

Training NGOs, schoolteachers and Aanganwadis is the starting point with maximum leverage.





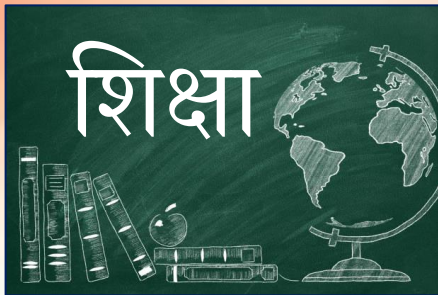
We are Building Modules to Cover All Age Groups

- Worldwide team of nutritionists, microbiologists, teachers and Ayurved practitioners
- Emphasis on science and evidence-based knowledge
- Designed to train the teachers and other trainers
- Designed not to recommend specific actions, but to generate awareness of good and bad practices
- Designed in multiple formats





How can you Contribute to Aahaar Kranti



- Help create educational modules for nutrition.
- Help translate modules in various languages.
- Help transform modules to engaging formats.



- Help foment and manage partnerships that provide exponential leverage.
- Help organize Manthans and other programs for meeting of minds.
- Help with day-to-day activities with our partners.



- Help with roll-out of Aahaar Kranti activities at the grass root level.



- Help with digital and social outreach of Aahaar Kranti.



- Help with adding more volunteers to Aahaar Kranti and leading them.



National Awareness for Positive Nutrition

आयुष्मान

Increase in life-expectancy,
malnutrition and other metrics.

विद्वान्

Improvement in cognitive and
academic performance.

कृषि प्रधान

Better yields per acre with push
for valued added horticulture.

आहार
क्रांति

समृद्ध

Domestic/ export opportunities
for food processing industry.

आयुर्वेदिक

A return to traditional knowledge
on nutrition with Ayurved.

विश्वगुरु

Agricultural and developmental
role model for developing world.