

उत्तम आहार उत्तम विचार

National Awareness for Positive Nutrition

www.aahaarkranti.org



Executive Summary

- Nutrition is important from embryo to end-of-life, not only for physiological health, but also for psychological health and cognitive outcomes.
- India produces far more calories than it consumes, but still vast swathes of Indian population are malnourished.
- The key factor is the lack of proper awareness about nutrition.

- Aahaar Kranti is a nationwide movement to create awareness about positive nutrition.
- It aims to reach every citizen of India and the globe:
Teachers + NGO partners
→ School children, Aanganwadis
→ Families and the Society
- उत्तम आहार उत्तम विचार.

You can start contributing to Aahaar Kranti in multiple ways starting today.

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Aahaar Kranti
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UTTAM AAHAAR, UTTAM VICHAAR

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



- Help foment and manage partnerships that provide exponential leverage.
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- Help with day-to-day activities with our partners.



- Help with digital and social outreach of Aahaar Kranti.



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

Agenda

Importance of Nutrition

The Need for Aahaar Kranti

Unrolling Aahaar Kranti

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Nutrition Impacts us from Embryo to End-of-Life

Pregnancy

- Birth weight
- Brain size at birth
- Brain health

Infancy

- Myelination
- Exuberant synaptogenesis

Youth

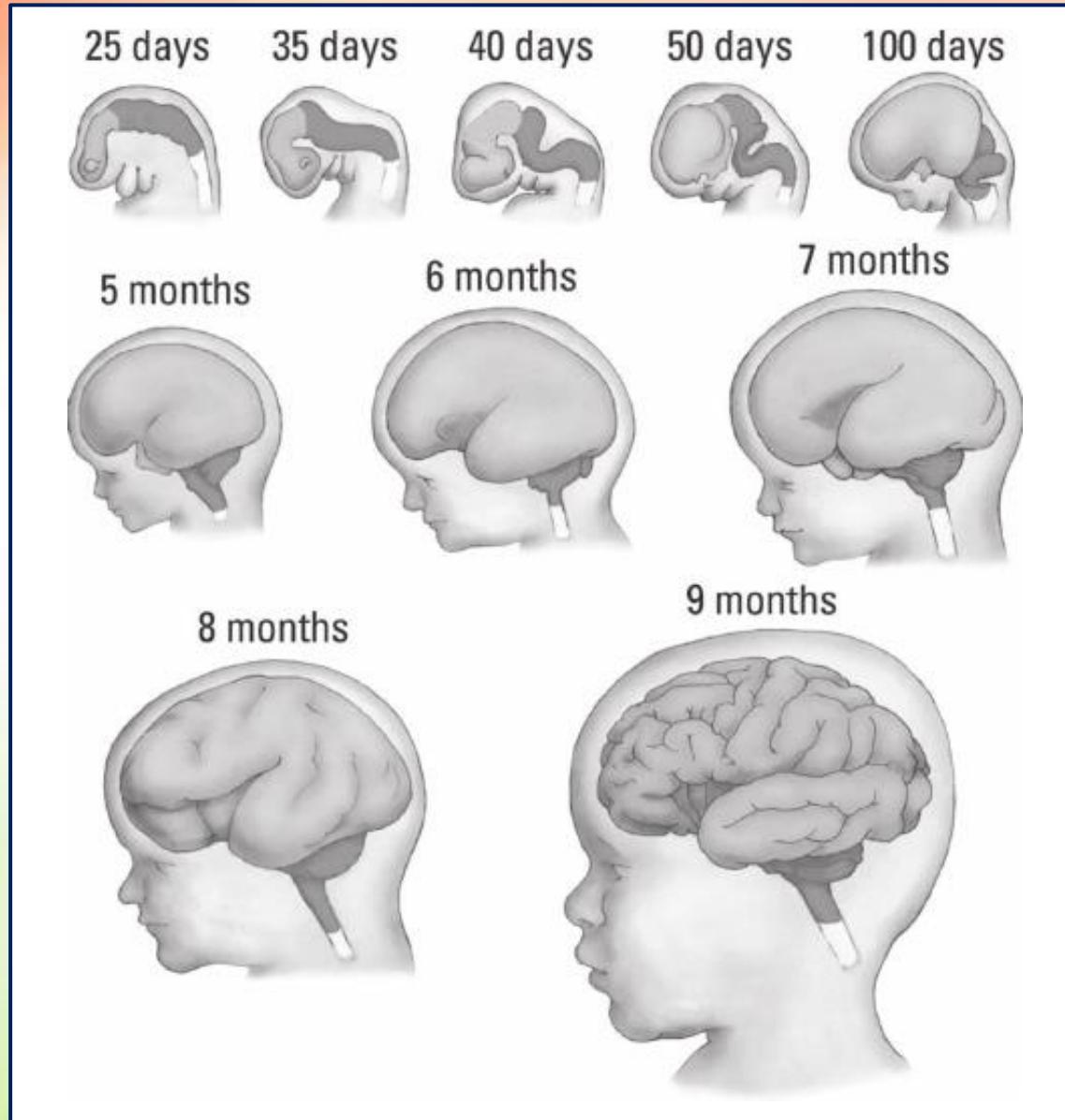
- Overall health
- Continued brain development

Adulthood

- Fatalities due to dietary risks
- Risks due to chemicals

Experts the world over now accept the importance of nutrition to physiological as well as cognitive health.

Mother's Nutrition impacts Baby's Weight and Brain Size



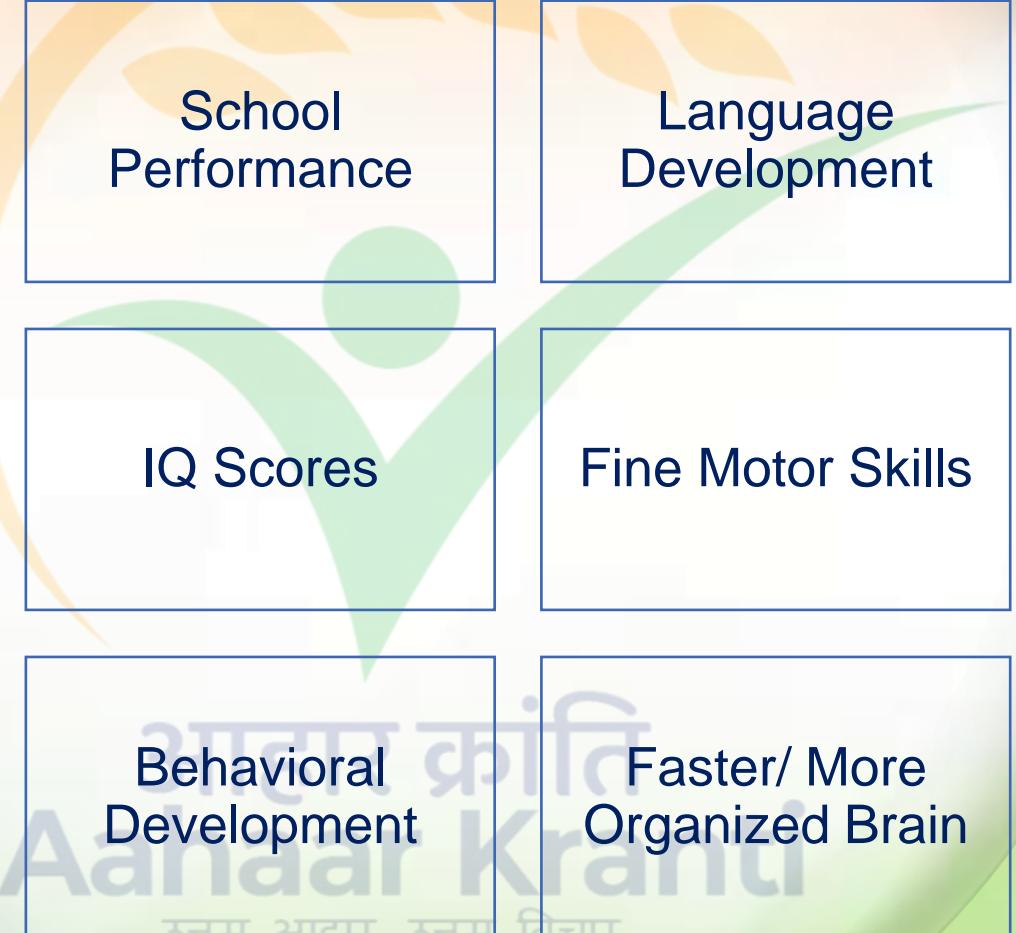
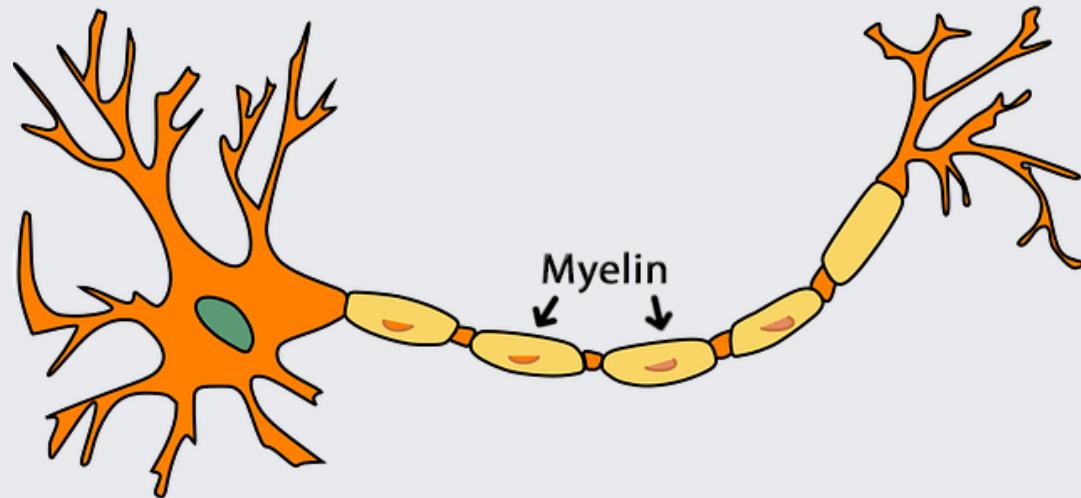
- Pregnant women should gain about 20 percent of their ideal pre-pregnancy weight.
- Pre-natal nutrition lays the foundation for physiological and cognitive health throughout life.

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Source: Prenatal development of the human brain showing a series of embryonic and fetal stages. (Adapted from Cowan, 1979), [Additional references](#), [Nutrition and Developing Brain](#)

Nutrition during Infancy has Deep Impact via Myelination

- **Myelination** enables nerve cells to transmit information faster and is critical for relatively complex brain processes and a healthy central nervous system.
- Children 0-2 years need 50% calories as fats to support myelination, ideally from breast milk or whole cow's milk.

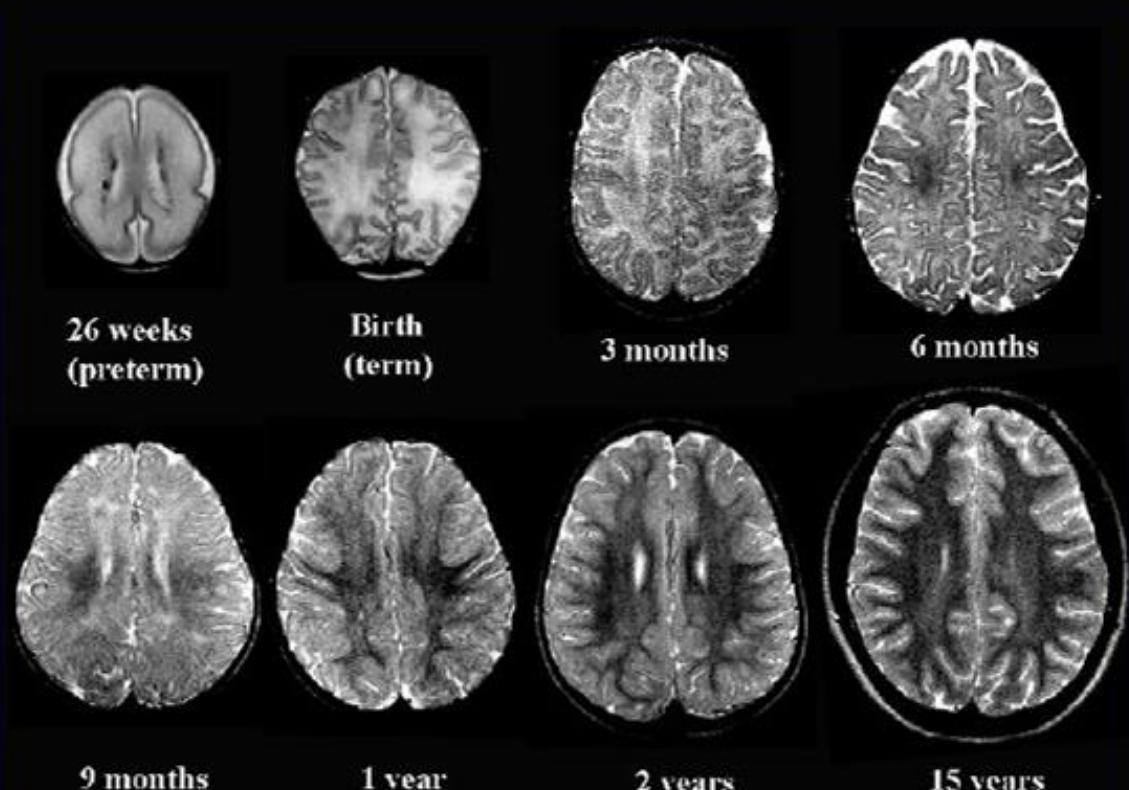


Source: Prenatal development of the human brain showing a series of embryonic and fetal stages. (Adapted from Cowan, 1979), [Additional references](#), [Nutrition and Developing Brain](#), Lise Elliott's [What's Going on in there?](#)

Nutrition is a Factor in Youth Brain Development, too

- Synaptogenesis (creation of new synapses) continues all through life, while Synapse Rearrangement stops around 25.
- Among sociological and other factors, nutrition during youth plays an important in development of the youth brain.
- Iron deficiency has particularly been clearly linked to cognitive deficits in children.
- Nutrition during this stage lays the foundation of physiological health as well.

Changing Contrast with Age

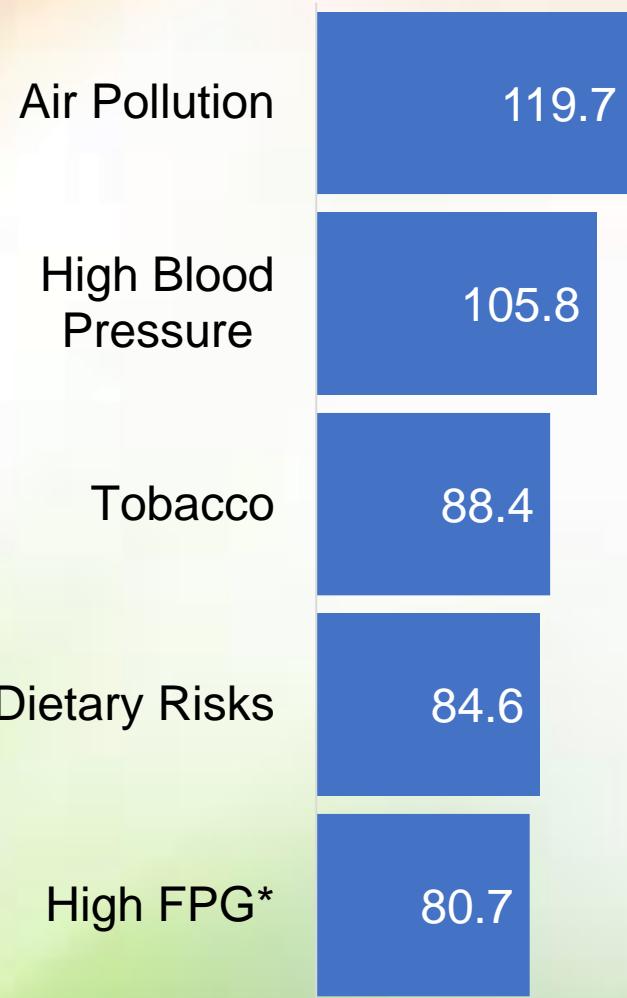


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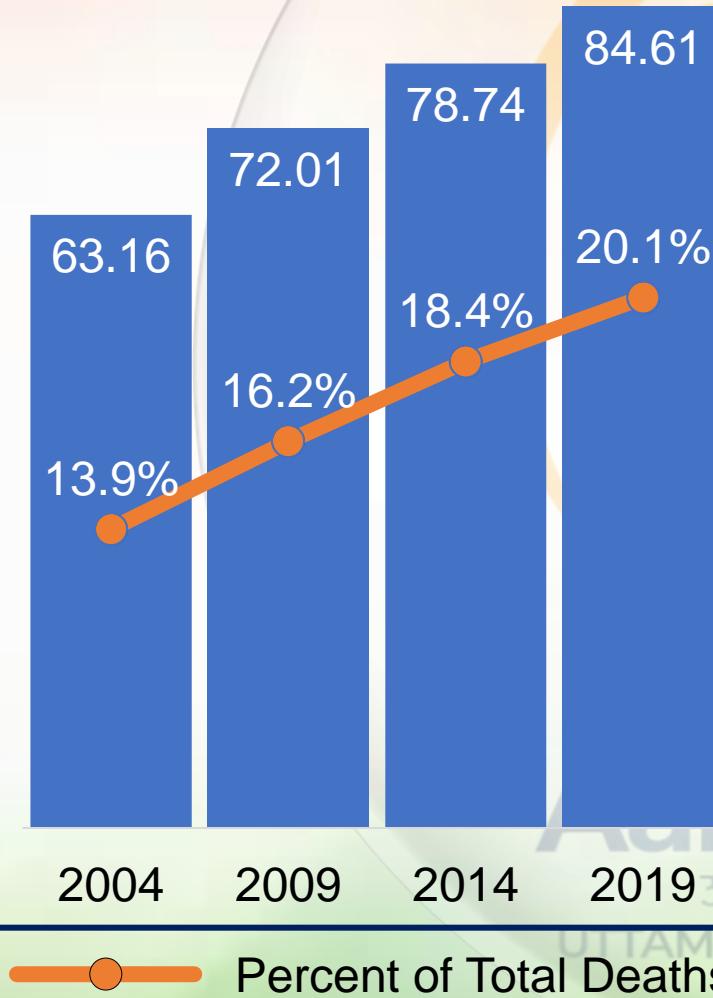
Dietary Risk is among Fastest Growing Factors in India



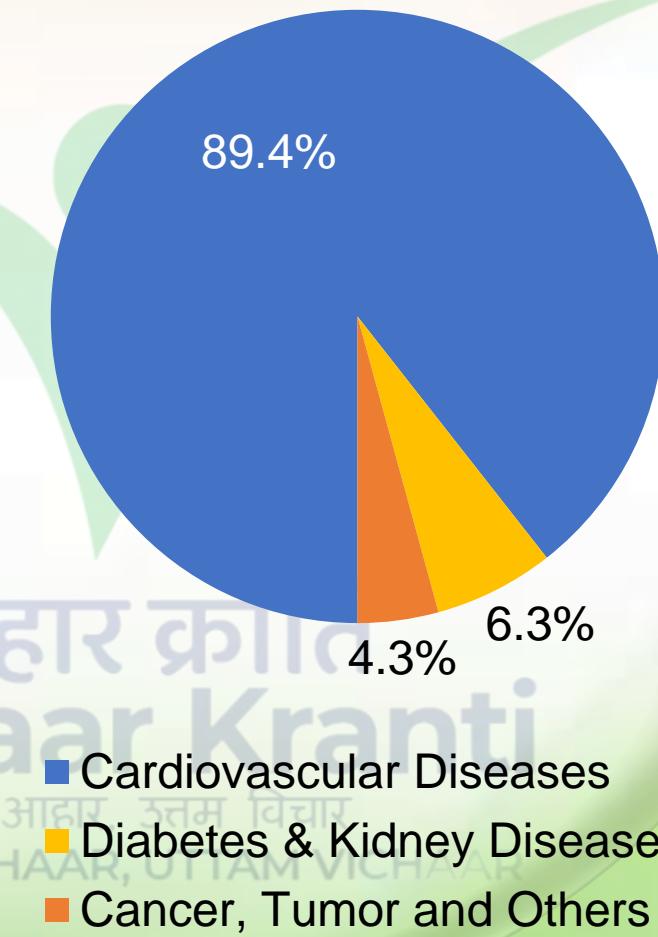
Deaths per 100,000 by Risk Factor (2019, India)



Deaths per 100,000 due to Dietary Risks (India)



Diseases Caused by Dietary Risks (India)



* Fasting Plasma Glucose – An indicator of Diabetes/ Pre-diabetes

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India's Calorie Production is Geared Towards Staples...

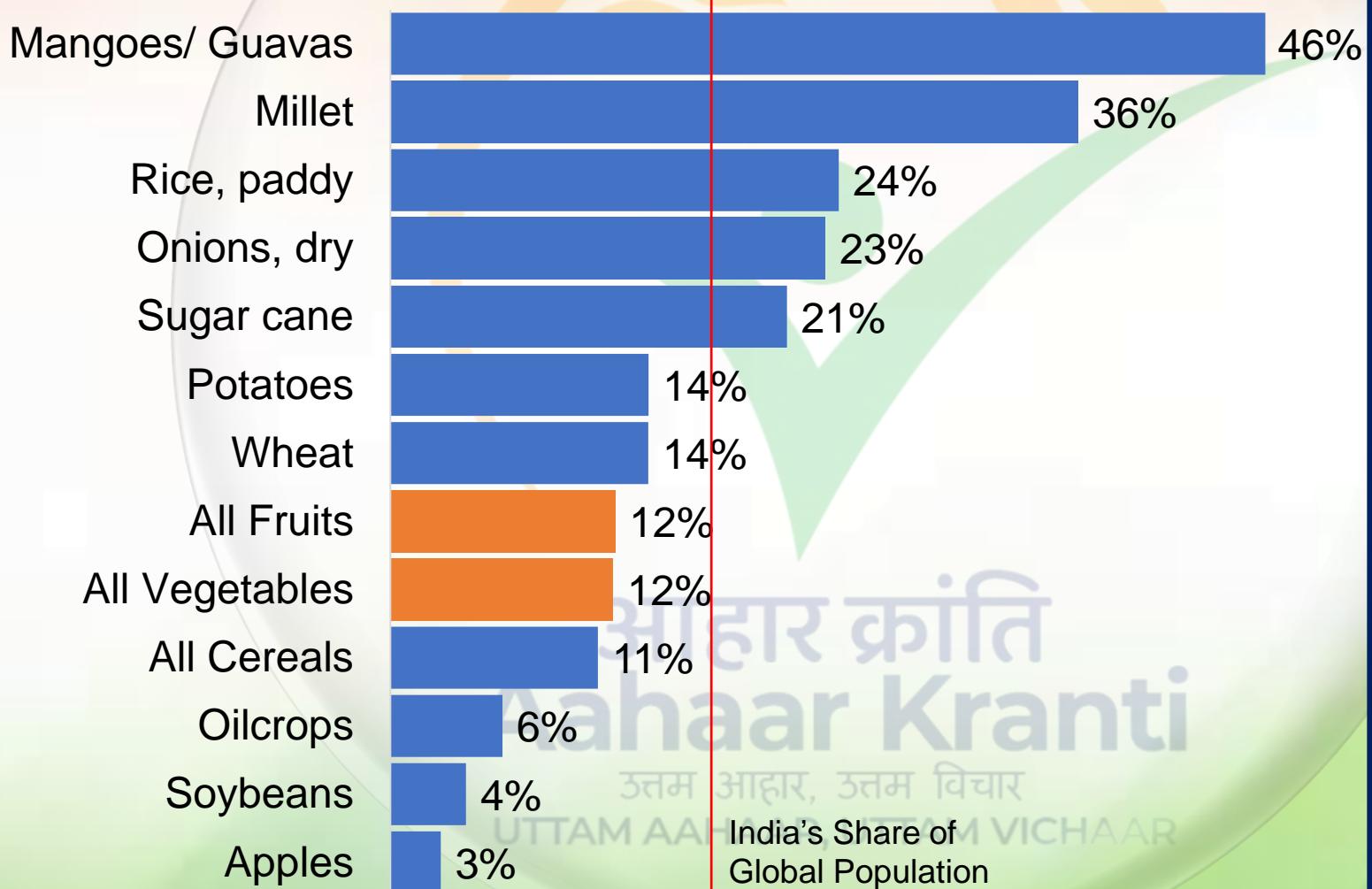
- It is estimated that India produces four times the calories it consumes.

हरित क्रांति

> 4x

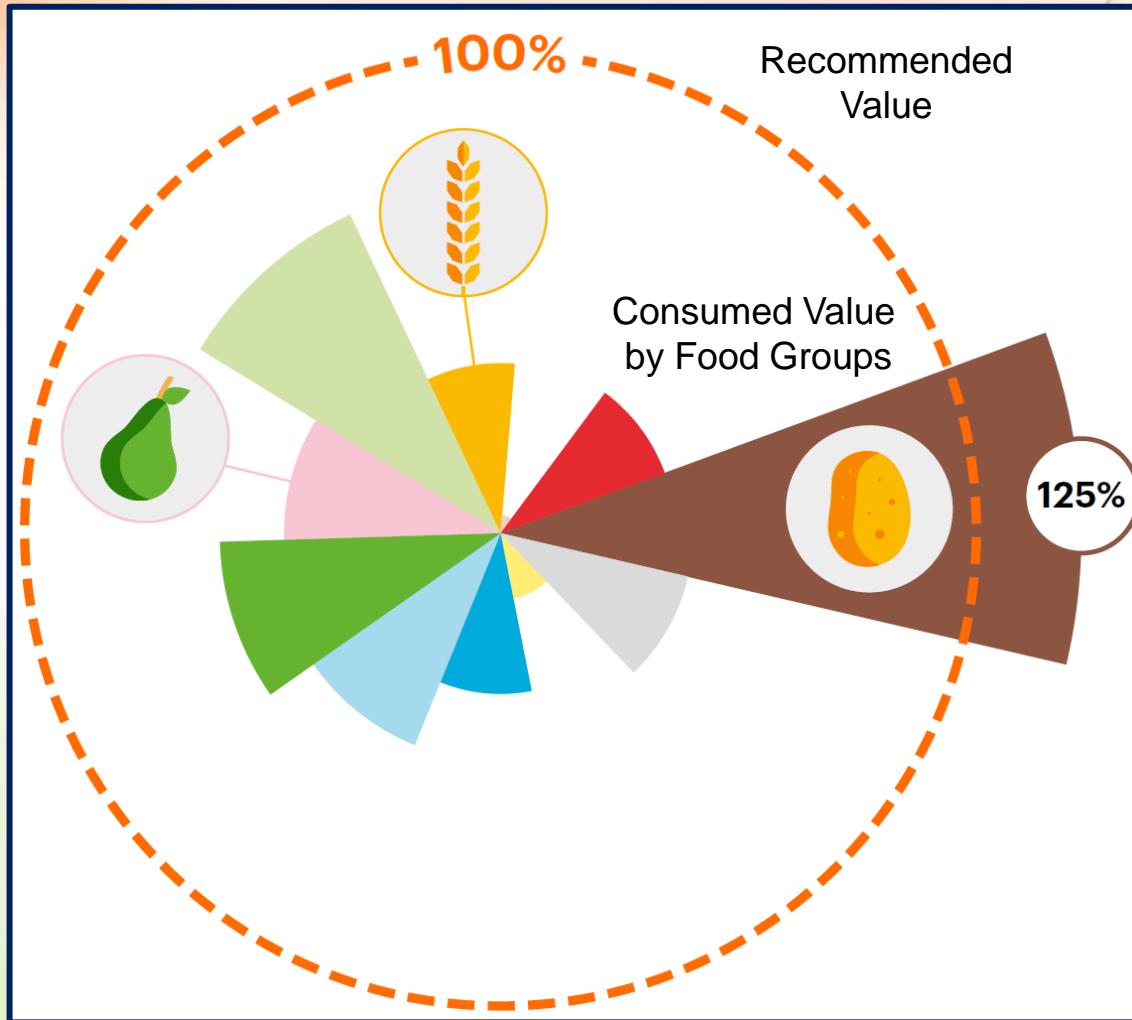


India's Share of Global Crop Production
(2019, Select Crops)

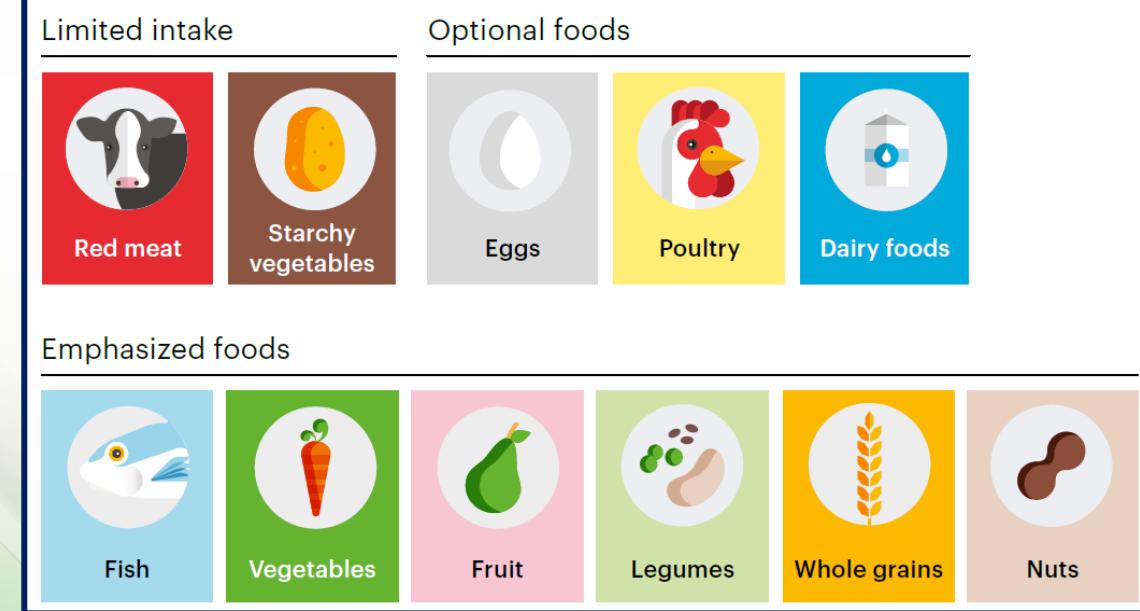


...Leading to a Starch Heavy Diet Pattern

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.



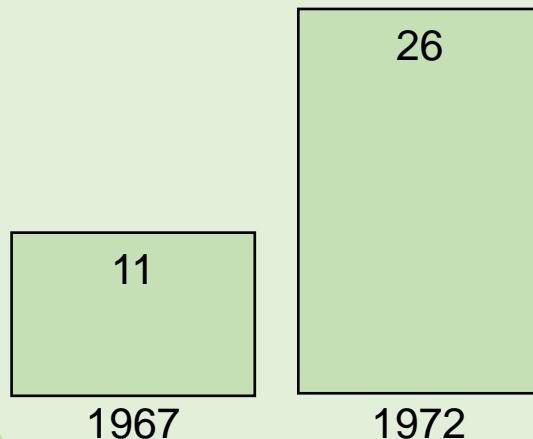
Western analysis does not consider Vegetarianism or *Viruddha Aahaar*

'Aahaar Kranti' is for Better Awareness

Green Revolution

- A national effort that saved millions of lives

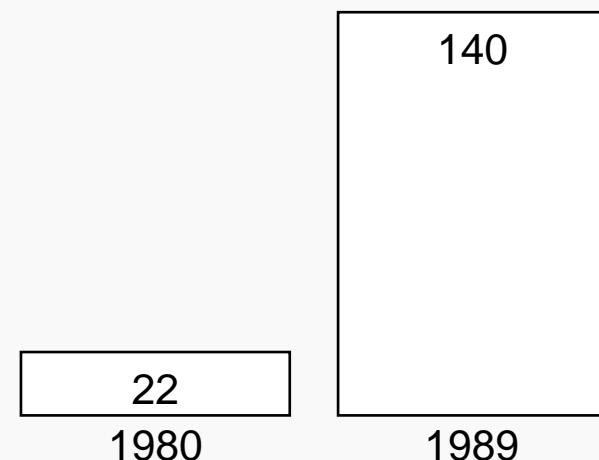
Wheat Productn ('000 T/ Yr)



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
- A balanced diet based on Fruits and Vegetables for better cognitive abilities
- A role model for the developing world

GLOBAL LEADERSHIP

Agenda

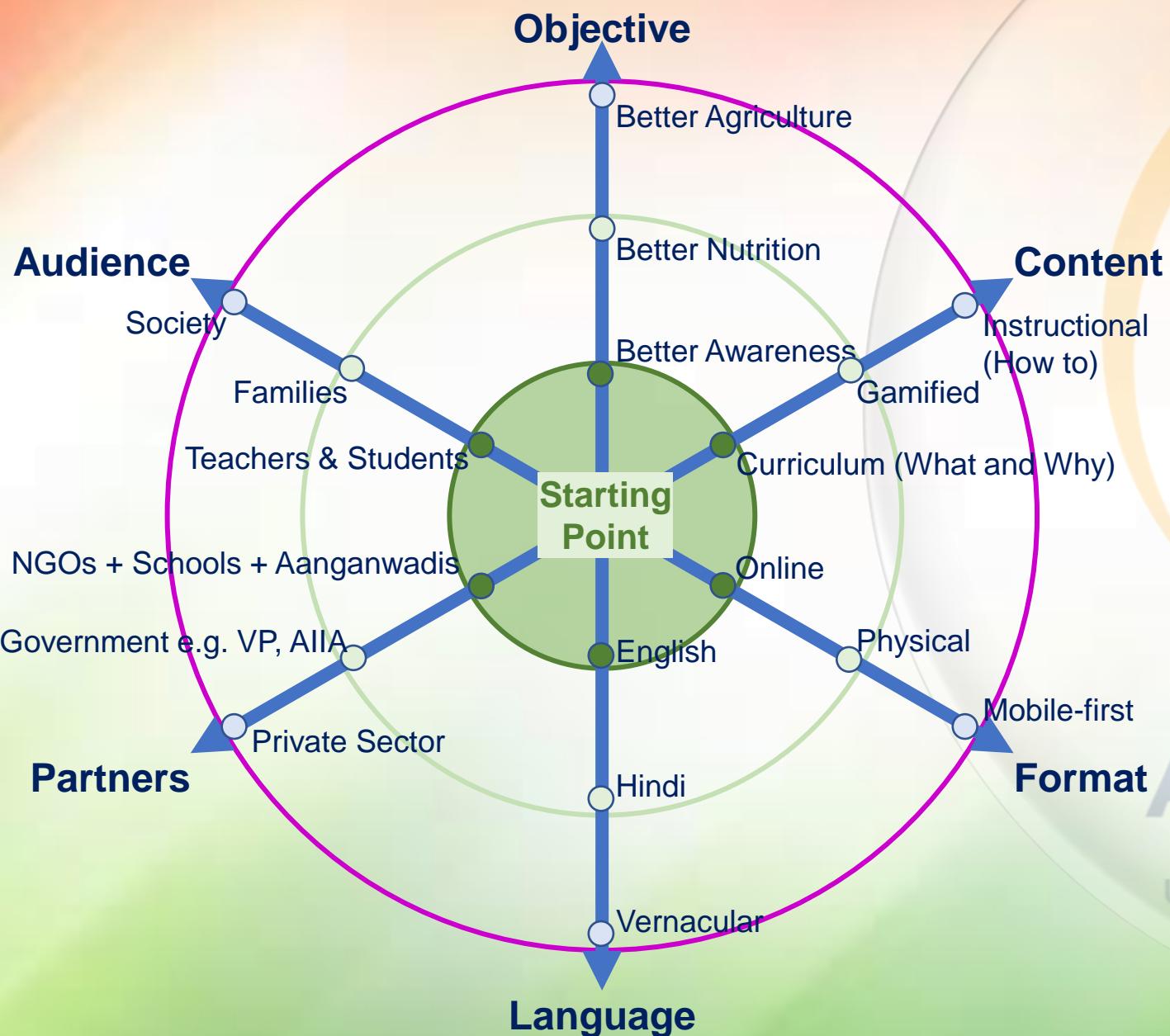
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Aahaar Kranti Will Unfold over Multiple Phases

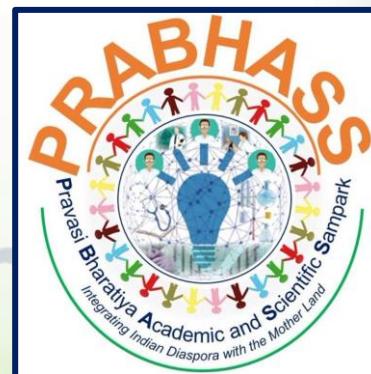
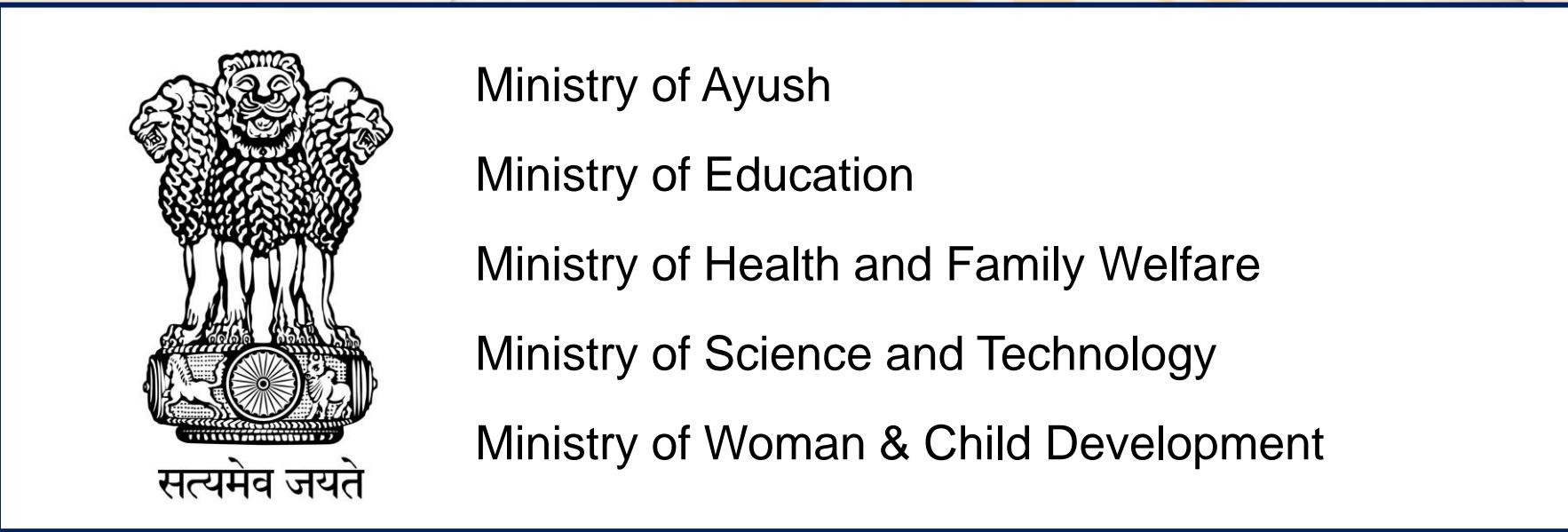


The campaign needs efforts in multiple dimensional for few years across many phases.

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



Aahaar Kranti Needs Multiple Partners to Come Together



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Current Focus is on National Awareness

Kid's Healthy Eating Plate

WHAT IS NUTRITION?

Nutrition is about eating healthy and a balanced diet so your body gets the nutrients it requires.

NUTRIENTS

Macronutrients

- Good Carbohydrates**: provide energy; support digestive health and
- Healthy Fats**: important for brain development, regulate body temperature, protect body organs, store energy in the
- Proteins**: Cell and muscle growth and repair, coordinates body functions, important for structural

Micronutrients

- Vitamins**: support cell function, development, Function as co-factors and absorb
- Minerals**: Support cardiovascular health, nervous system and helps produce hormones.
- Phytochemicals /Phytonutrients**: May help prevent chronic diseases, anti inflammatory, And antioxidant effects.

Food as Medicine GIST

LIST OF 200 ITEMS (FRUITS, VEGETABLES, PULSES, NUTS, SPICES, GRAINS)

Category	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9	Item 10	Item 11	Item 12	Item 13	Item 14	Item 15	Item 16	Item 17	Item 18	Item 19	Item 20
Root vegetables	Apple	Carrot	Potato	Onion	Cauliflower	Broccoli	Spinach	Radish	Turnip	Beetroot	Carrot	Potato	Onion	Cauliflower	Broccoli	Spinach	Radish	Turnip	Beetroot	Carrot
Fruits	Banana	Orange	Apple	Guava	Mango	Watermelon	Jackfruit	Avocado	Dragon fruit	Lychee	Cherry	Strawberry	Raspberry	Blueberry	Blackberry	Goji berry	Plum	Apricot	Prune	Cherry
Leafy greens	Spinach	Collard greens	Mustard greens	Amaranth	Radish leaf	Turnip leaf	Watercress	Arugula	Radish leaf	Turnip leaf	Watercress	Arugula	Radish leaf	Turnip leaf	Watercress	Arugula	Radish leaf	Turnip leaf	Watercress	Arugula
Legumes	Lentils	Chickpeas	Black beans	White beans	Garbanzo beans	Red kidney beans	Black-eyed peas	Chana dal	Moong dal	Split mung beans	Chana dal	Moong dal	Split mung beans	Chana dal	Moong dal	Split mung beans	Chana dal	Moong dal	Split mung beans	Chana dal
Spices	Curry leaves	Mustard seeds	Coriander seeds	Cumin seeds	Jeera	Asafoetida	Turmeric	Cardamom	Black pepper	Pepper	Chili powder	Chili flakes	Chili powder	Chili flakes	Chili powder	Chili flakes	Chili powder	Chili flakes	Chili powder	Chili flakes
Herbs	Coriander	Basil	Thyme	Oregano	Bay leaf	Sage	Marjoram	Parsley	Chives	Leeks	Garlic	Onion	Leeks	Garlic	Onion	Leeks	Garlic	Onion	Leeks	Garlic
Others	Coconut	Almond	Walnut	Pecan	Pistachio	Chia seeds	Hemp seeds	Flax seeds	Poppy seeds	Sesame seeds	Poppy seeds	Sesame seeds	Poppy seeds	Sesame seeds	Poppy seeds	Sesame seeds	Poppy seeds	Sesame seeds	Poppy seeds	Sesame seeds

All values are per 100 grams of the food items.

● = Calories ● = Protein ● = Fiber ● = Cold Symbol = Cold ● = Hot Symbol = Hot ● = Tongue symbol = Primary taste

According to Ayurveda, eat foods in the cold season and cold in the hot season. According to the current scientific research Low calorie, High protein high fiber foods give better health.

Some wide range of foods can give more nutrition besides taste. So, the selection that results in happy & healthy life.

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Awareness

Educational Content

Partnerships

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.

भारत

समृद्ध

Domestic/ export opportunities for food processing industry.

स्वस्थ

A return to traditional knowledge on nutrition with Ayurved.

विश्वगुरु

Agricultural and developmental role model for developing world.

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