

## From

MR Rajendran Nair,  
Chairman, 3S and Our Health society  
Samatha Building 1<sup>st</sup> Floor,  
Powerhouse Ext. Road Ernakulam North.  
P.O. Kerala -682018  
3sandourhealth@gmail.com



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Dear 3S Member,

I am writing to you to report on the various activities of 3S and Our Health Society over the last month. As you know, '3S and Our Health Society' is registered as a Public Charitable Trust with byelaws as <https://www.3sandourhealth.org/about/>. On each of its present activities, I elaborate with an intent to inform and seek support in furthering the objectives of the Society.

### **Our Team:**

The Trust has the following permanent and annual members, who you can find at [Our Members – 3S And Our Health](#). We are patronized by Justice Kurian Joseph, Justice M.R. Hariharan Nair, and Shri SP Mukherjee, as detailed at <https://www.3sandourhealth.org/about/>. Our core team responsibilities are currently being shouldered by

General Secretary: Ms. Ayushi Jain

Secretary (Organisation): Aakash Arun

Secretary (Counselling): Dr Navdeep Saxena

Secretary (Communication): Sushant Saxena

Secretary (Legal): Adv Rekha Vasudevan

The Public Health activities of 3S and Our Health Society can be broadly classified as Public Policy Advocacy, Communication, and Research.

### **1. Public Policy Advocacy:**

#### **Warning Label as Front of Package Labelling:**

WHO has recommended Front of Package Labelling (FOPL) for ultra-processed foods so that consumers can make informed choices when they are buying and consuming packaged foods. However, FSSAI has yet to bring in guidelines in India in this regard. '3S and Our Health' has been following up with FSSAI to implement Warning labels as FOPL early. We made an

email writing campaign that would inform people about the same by requesting them to recommend that companies start doing warning labels as FOPL even without an explicit mandate from Govt, a link of which can be found at [www.3SandOurHealth.org](http://www.3SandOurHealth.org). We have made creative videos with Misty as our mascot to propagate the idea of a Warning label as FOPL. It is also proposed that we take forward a social awareness campaign to get the Warning label as FOPL implemented. A group of 130 individuals was formed to keep up with the updates on the same. We also tried contacting various celebrities on the issue in order to request them to not promote this ultra-processed food. We explored the legal options in this regard apart from communication from society. Afterwards, we have drafted a Public Interest Litigation (PIL) with the help of Adv Rajeev Shankar Dwivedi, Dr Arun Gupta, our Chairman Adv M R Rajendran Nair and other members of our organization. The draft is under formulation and as soon as it is finalized we are planning to file the petition in the Supreme Court.

The activities in this regard are coordinated at <https://chat.whatsapp.com/HoXLHBebBc5C48smYoLyzG>.

Our communication to Govt of India, Ministry of Health has not received a formal response, but it is learned that the Government may not immediately move ahead with the issue. We also wrote to the Health Ministry of all State Governments, urging them to take up FOPL as public health is the responsibility of the states.

Currently, we are working on the development of an app based on FOPL, which can guide a healthy lifestyle including identifying FOPL as warning labels. The name of the application is FoodLens. The app allows people to scan the bar code of any product and it shows warnings based on the levels of sugar, salt, saturated fat, and other UPF markers. Currently, we are working on the design of the application. Those interested and able to contribute can add themselves through <https://chat.whatsapp.com/EcvyyNoEgL945CYH2um9LJ>.

### **Fighting Malnourishment**

Over-nourishment and under-nourishment are equally real in India. 3S and Our Health support the idea that practicing minimalism and skipping food after dark (dinner) can help provide nourishment to malnourished children. We have started with five children in Rajgarh district of Madhya Pradesh. As per requirement, we have been providing nutritional support to kids. Also, this Diwali, we contributed Rs 500/- each to the parents of 5 malnourished children. We have been tracking the progress of the children with a monthly update on the weight, while also trying to take up more such cases in Rajgarh. We have found 180 such odd cases and are trying to find

individualized assistance to the deserving. Also, we are cumulating medical assistance to one of the children's operations in the elementary canal. A primary operation was done and the second one is scheduled on 11<sup>th</sup> of March.

We want to ascertain our measures' efficacy and improve this activity's scope. The activities in this regard are proposed to be styled as 'Main Hoon Naa' as suggested by Mr. Sambit Ganayat so that individuals voluntarily come forward to take responsibility for the nourishment of malnourished children. With the progress of the five children initially selected being satisfactory we now are looking to broaden our activities in this regard. With some effort, we were able to get the data of 61 malnourished children from Rajgarh and we are trying to connect them with mentors. Mr Pradum Nagar joined our organization as part of the activity. Currently, he is working on connecting the malnourished children with volunteers. Nutritional kits are also being supplied to the children in need. We also sent a letter to NHDC, requesting them to take this up as a CSR project.

Our Chairman Adv M R Rajendran Nair pioneered daily distribution of nutritious meals to 10 deserving people in Nayarambalam, Ernakulam.

We are also trying to facilitate through a web-based application, which is under design. The application would help children, mentors and organizations to connect through a common platform.

The activities in this regard are coordinated through <https://chat.whatsapp.com/Cz2ij5JEDLx1s0B9zLEuFm>. We solicit support from members and associates in taking this effort forward.

### **Promotion of Breastfeeding**

Mother's milk is the best. To ensure that India puts its best foot forward towards nutrition, we are a team here to share our experiences promoting breastfeeding. <https://chat.whatsapp.com/GfG6VXW2oxhAV6s9q0ReIS>. We are following up with the RCH Anmol report monthly regarding the Early Initiation of Breast Feeding. To help in monitoring exclusive breastfeeding in the first six months and complementary best feeding up to 2 years, we have made suggestions to the Govt of India WCD department to make suitable amends in the Poshan Tracker App like adding a new feature that would allow philanthropic citizens to individually patronize and support malnourished children. The proposed feature would include key features such as profile creation, identification and matching, donations and support, and communication and updates. The proposal also puts forward that such a platform would not only increase the impact of government initiatives, but it would also amplify the sense of individual contribution and responsibility

towards the growth and development of the nation's children. The positive response in this regard has been detailed in the earlier paragraph.

The Lucknow administration has been successful in implementing this idea and we also communicated this to all the district collectors of India highlighting the importance of this initiative.

Currently, efforts are being put towards identifying the states that are backward in tracking the first phase of breastfeeding, that is, early initiation of breastfeeding which is done in the hospitals themselves. The low-performing states are being tried to identify using the monthly generated reports from the ANMOL application. Unfortunately, the data cannot be accessed by the general public.

We had separately contacted the WCD, Govt of India during the month and suggested that the Poshan Tracker Application should be tracking the level of breastfeeding in the exclusive and complementary phase. Our request has met with a positive response from the Secretary WCD who has instructed to operationalise the feature that is pre-existing in the Poshan Tracker Application. This would help get updates on the monitoring of Breastfeeding across India. This would enable a better response in the issue of Malnourishment. The follow-up from the technical team said that there is currently no option for adding the data for exclusive and complementary breastfeeding in the application. They have put forward a request in this regard.

**Social health Clubs:** In the interest of having a non-commercial platform for promoting Public Health concepts in schools, 3S and Our Health Society promoted a concept note on having Social Health Clubs established in Schools and Colleges. The Social Health Club has been taken up as a CSR activity by NHPC, and PHFI has been associated with this cause. [www.socialhealthclub.in](http://www.socialhealthclub.in) has more details about the schools where such clubs has been established and the activities that they are carrying out. Members and associates are requested to reach out to the educational institutions to which they have access to suggest forming a social health club and registering at [www.socialhealthclub.in](http://www.socialhealthclub.in). Activities in this regard are coordinated at <https://chat.whatsapp.com/CbpKJptNIEl75DYVbDGW9M>. A separate session was done in Rajagiri High School Kalamassery, Kerala to promote the formation of the Social Health Club. Also, we sent out communication to several schools and all Kendriya Vidyalayas in India regarding the importance of SHCs. We had contacted the Commissioner pf Education, Madhya Pradesh to take forward the idea of SHCs and he was supportive of the idea. We also have tried to incorporate this idea into UNFPA's UMANG, where there would be a separate platform for SHC to

promote non-commercial activities. We have written to the Education Ministers, CBSE, UGC and Commissioners of Education in this regard, keeping in mind that SHCs should not be confined to schools. Additionally, a letter was sent to schools to urge them to take up the idea of embedded energy through SHCs. The idea is to make students aware of energy consumption involved in daily choices such as material consumption including food and clothes.

**Action for Results in Overall Health – AROH:** Similar to the Social Health Club being a non-commercial platform in schools, Action for Results in Overall Health (AROH) is an initiative for setting up such a non-commercial platform in workspaces. 3S and Our Health Society are interested in helping your organization establish a committee to identify, implement, and monitor nudges to promote a healthy lifestyle for employees and their dependents. Nudges are small changes that influence behaviours in a positive direction. The committee will be made up of cross-functional team members and led by a designated champion. We provide technical expertise and guidance free of cost. Nudges can be simple and not require substantial financial investments. We have successfully implemented nudges in various organizations, leading to improved employee satisfaction and a reduction in healthcare costs. The committee is expected to lead to the creation of healthier habits, a more cohesive workplace, and possible increased organizational incentives and sustainability. In the past month, we have communicated our idea to the Inspector General of the Madhya Pradesh Police Department. Also, we collected contact details of several companies in the hospitality industry to encourage their consumers to choose healthier options through simple nudges. Letters were sent out to several companies under the shipping sector as well.

As a response to the letter we sent out to Port Trusts, New Mangalore Port Hospital responded and we were able to explain to them regarding the concept. Also, we were able to take an online session on the topic at the Kerala Institute of Local Administration, for which we got several positive feedback.

Activities in this regard are coordinated at <https://chat.whatsapp.com/IAVxL7Ebbi58Irt6bWLpur>

**Sun Break:** Suppose we can rename the tea breaks in institutions as Sun Breaks. In that case, it will highlight the importance of having exposure to sunlight, which would impact the overall health by contributing to Vitamin D levels. Brief exposure to the sun's natural light will also make the dependence on caffeine in tea and coffee as the body would naturally get

the message regarding it being daytime and the need to remain agile and awake.

**Research:** We have compiled the scientific backing regarding the various non-commercial aspects that we espouse. The same can be found at [www.3SandOurHealth.org](http://www.3SandOurHealth.org). We are also trying to catalyse non-commercial research proposals in the interest of public health. When research is not about a marketable molecule, finding institutional and individual interest in such research is difficult. We have submitted a research proposal suggesting that making lifestyle changes such as eating fewer calories and exercising more can help treat and possibly reverse Type 2 diabetes, regardless of a person's weight. The proposal was submitted in February and we are waiting for the approval. Meanwhile, we are planning to move forward with the data collection and appointing a dietician. The details on the research can be found at <https://chat.whatsapp.com/KPhj1MTS1FQF4DNSrLbWRp>.

**UTTARA:** Universal Transparent Tracking of Applications and Responses to Applications (UTTARA) is a proposed digital platform aimed at enhancing transparency, accountability, and efficiency in government-citizen interactions. UTTARA seeks to address the challenges faced by citizens in tracking their applications and receiving timely responses from government offices. The primary objective of UTTARA is to establish a systematic and transparent mechanism for tracking applications and responses between citizens and government offices. By digitizing the process and providing real-time access to information, UTTARA aims to streamline communication, reduce delays, and improve citizen satisfaction. We are trying to bring this proposal to reality and the process of which can be found in the group <https://chat.whatsapp.com/IRe12JJOWPJHYHHiD2Wyks>.

**Universal Social Engagement:** The Universal Social Engagement Scheme (USES) is proposed as a transformative initiative aimed at fostering social security, dignity, productivity, and equity in India. It recognizes the imperative for innovation, competition, and entrepreneurship while addressing the challenges of inequality, lack of skills utilization, and unsustainable resource exploitation. The scheme seeks to engage all citizens in productive activities while ensuring they become stakeholders in economic reforms, thereby promoting inclusive growth. The team, including Prof Omkar and Prof Vinay Ramani, have perfected the concept note, calculated an estimate of implementation and drafted a proposal for funding.

The proceedings can be found in the group <https://chat.whatsapp.com/BeXq3reOLv5BFliozD33YZ>.

**SAMVAD:** SAMVAD, which stands for Systematic and Active Meetings in Villages to Aid Development, is an innovative approach aimed at revolutionizing public service delivery and governance at the grassroots level. It seeks to foster transparent, participatory, and accountable decision-making processes, primarily through structured conversations with local communities. The primary objective of SAMVAD is to establish a continuous dialogue between the government and the people, facilitating the active participation of citizens in decision-making related to local development initiatives. By institutionalizing regular meetings such as Gram Sabhas and Mohalla Sabhas, SAMVAD aims to empower communities, enhance transparency, and improve the effectiveness of public service delivery.

The team is currently planning to meet the Joint Secretary of MoPR to discuss the proposal further. A letter was sent to the district collectors, requesting them to share the best practices followed by them in gram sabha. The concept is being actualized through various discussions which can be found in <http://whatsapp.com/BcwJLxZlpF56eJlBM2DB04>.

**3S Against Intoxicants:** Tobacco use is a leading cause of cancer, affecting various organs and systems in the body. Quitting tobacco can significantly reduce the risk of cancer and other chronic diseases. If you use tobacco, consider seeking support to quit and protect your health. Joining hands in the fight against tobacco and raising awareness about its harmful effects, the organization is making efforts to stop the advertisement of tobacco products. In this regard, we wrote to the Ministry of Finance and the Ministry of Health to earmark the tax on gutka and other tobacco products, also requesting to focus the resources on social value creation. We are also planning to file a petition in court against the advertisement of tobacco and related products.

**2. Communication:** To convey the basic message regarding avoiding sugar, snacks, and supper (food after dark) as well as adopting sports, sangeet, and sleep, we have made videos, posters, translations of the 3S book, and seminar details of which can be seen in [www.3sandourhealth.org](http://www.3sandourhealth.org).

### **Sessions on 3S and Our Health:**

We have a defined presentation that forms the basis of the communication regarding public health, founded on those ideas detailed in the 3S and Our Health Book. The presentation can be found at [www.3sandourhealth.org](http://www.3sandourhealth.org). Members and Associates are requested to coordinate more sessions

regarding 3S and Our Health among their friends and acquaintances. <https://www.3sandourhealth.org/register-for-a-session/>. A session was done in the NPTI campus in Greater Noida (IIT Roorkee) in which there were more than 250 participants connected from elsewhere as well.

An online session on “The Benefits of Fasting” was conducted on 30<sup>th</sup> November in which the participants were made aware of the benefits of fasting on the digestive system. The session was by Dr Navdeep Saxena, Director of Premroop Yoga and Nature Cure Hospital, Madhusudangarh.

A session on AROH was taken at KILA on February 16<sup>th</sup>. Also, a session was conducted in NHDC as well.

### **Short Videos:**

3S and Our Health Society have invested in making short videos and shared the same on social media in the interest of Public Health. The Videos can be found on the social media handles of 3S and Our Health on X(Twitter), Facebook and Instagram.

### **Use of social media:**

Using social media applications like X, Facebook, Instagram, and WhatsApp, the Society keeps giving messages regarding public health and other topics relevant to the objectives of the Society. Over the last four months, an initiative to promote Surya Namaskar was done using social media. We are planning to start region-based 3S WhatsApp groups apart from the functional groups which are already present. Also, we have been promoting the core messages through our social media. An initiative has been taken to promote fasting during Ekadashi.

### **Sugar Board in Schools:**

We had created a sugar board communication which graphically elaborated on how many spoons of sugar can be found in several products that we consume. Through this, we intend to create awareness among the people, especially the younger generation, on the harmful effects of sugar.

## **3. Organization:**

The various efforts can be taken to the logical conclusion only with consistent efforts and support from our members, associates, and volunteers. The organization can be joined by using the link at <https://www.3sandourhealth.org/membership-form/> or by texting the contact number at +91 94067 64525. We are also seeking to have more chapters of 3S and Our Health Society, starting with an Eastern Chapter coordinated by Shri Sudhir Dwivedi. To donate to the organization's efforts, the QR code at [Donate – 3S And Our Health](#) may be helpful. We advertised for Executives to join 3S and our health in a paid capacity and

till date we have one Executive selected for the purpose on a probation of six months.

**4. Finances:**

The funding of the Society is primarily due to donations generated by the printed copies of the 3S and Our Health book. The membership fee and donations form the other sources of revenue. The financial position of the Society is transparently made available on the website at [www.3SandOurHealth.org](http://www.3SandOurHealth.org)

- 5. Other efforts:** The Society is associating with the Unnathi mission of the Govt. of Kerala in its mission of empowering lives. Presently the Society is collaborating to find more volunteers for the mission. The Society is also supporting efforts in setting up UTTARA, SAMVAD, Undying Dignity, Universal Social Engagement, etc details of which can be found on <http://dmnstratvbrag.blogspot.com>. We are collaborating with the efforts of other like-minded societies like Social Health One Health Movement (SHOHM) and Samatha Charitable Trust Also, during Diwali, one of the most celebrated festivals in India, we sent out communication based on saying no to crackers and observing Diwali more sustainably. Along with this we also conducted a competition for students to write creatives on different advertisements which aimed to promote the identification of creative and diverse ways of promoting sugar during Diwali. Several entries came in and certificates were provided to the participants. We have also introduced a short film review competition of the documentary “That Sugar Film” in the beginning of the month. The final date of the same is 31<sup>st</sup> December 2023.

**Conclusion:** We intend to reach out to you with an update on each of the activities of the Society every month. We solicit your volunteer support in the activities of the Society.

Yours sincerely,



**MR Rajendran Nair**

Chairman, 3S and Our Health society