
Title : Nutrition Education in a Digitalized World**Author(s) :** Mr. Padmanabhan V. Nair**Institution :** Creative Director, Digitas Health, Publicis Lifebrands**Email :** pappananyways@gmail.com

Objective:

To highlight the impact and reach digital solutions can have to tackle the complex issue of Nutrition from an Indian and global perspective

Abstract:

Tackling the nutrition problems in India call for a concerted effort and the impact of digital advertising can play a major role. India is a paradox in terms of nutrition, having both malnutrition and over nutrition cases in equal measure. The rural-urban divide flashes out starkly while examining the nutritional aspects of the nation and in this sense digital reach and impact becomes the biggest unifier. While over nutrition is a growing problem, the crux of nutritional problems in India, lies in malnutrition or under nutrition, which needs immediate action.

The talk would feature facts about the state of Indian nutrition and quickly move on to the impact of digital. Facts and figures of the digital outreach, the deep rooted presence of mobile phones, the penetration of internet and actual search volumes on nutritional terms and keywords form the first part of the talk. Having established the possibilities that digital advertising and innovations can have in addressing the problems vis-a- vis nutrition, the second half; the bigger piece of the talk; would focus on possible digital solutions. Right from the process of arriving at an idea, choosing the right media vehicle, fleshing out the idea, technical aspects of actual pre and post production etc. would form the major chunk of the talk. To make the talk lively, interactive and engaging, suitable case studies, advertising videos, viral outreach videos etc. would form an interesting mix to carry the narrative ahead. Digital initiatives in the nutrition space that have won global acclaim would also form an integral part of the talk.

Conclusion:

Digital advertising and innovations can play a major role in identifying and reaching the right target audience in a highly engaging and effective manner. As the world goes digital and India has already put a step forward in the digital domain all across the nation, ignoring the impact of digital outreach can be a costly mistake in addressing a serious issue like nutrition. This talk would highlight this aspect and aim to provide vital solutions in this direction.