

Annual Conference on

# Women and Maternal Nutrition and Care

Aug 31-Sep 01, 2018 | Toronto, Canada

## Private sector participation for women nutrition

**Farhtheeba Rahat Khan**

SNV Netherlands Development Organization, Bangladesh

As there is increasing global health concerns that impact women life it is time that well-being products are available not just for the upper or middle class, but also for people at the bottom of the pyramid. With this mandate, SNV is building capacity of private sector, supporting in introduction of inclusive business solutions and engaging the BoP people in accessing those. The dynamics of the BoP market is being mapped and solutions required are identified. In the process, wellness products also take their stand. The stake for the private companies is, by offering special prices or discounts to the BoP, they could reach a large population and make profit, at the same time serve the societal cause. Youth and adolescent girls, pregnant and lactating mothers, women in their 50s form the target group. The following products are being introduced and tested for their effectiveness: (b) PrimaVera to treat Premenstrual syndrome symptoms: it is an evening primrose oil and the high GLA of the oil helps to balance female hormones and thus treats problems associated with menstruation (c) Precare oral contains L-arginine, Proanthocyanidin, Folic Acid, Zinc for pregnant mothers to overcome pre-eclampsia and reduce UTI infection and to improve fetal growth & increase birth weight in IUGR (d) Lactohil tonic for physically weak nursing mothers to increase breastmilk production (e) Menova nutrients and vitamins to mitigate unpleasant physical and emotional symptoms during post menopause and thus to stabilize the quality of life.

## Biography

Farhtheeba Rahat Khan is a development professional with experience backed-up by private sector interventions and development sector working realities and challenges. As the lead of 'Private Sector Health project', Ms.Khan undertook studies and worked on the policy front with Ministry of Health its directorates for formulation of policy framework, guidelines and accreditation systems in the health training and emphasized on avenues for women employment in the health sector. Currently, Ms.Khan is the Team Leader for the 'Working with Women' project implemented by SNV where she is facilitating interventions in garment factories, to ensure health and well-being in a sustainable manner.

fkhan@snv.org

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