



PEPSICO

**& Accelerating
Nutrition
Delivery**

ABOUT PEPSICO

PepsiCo entered India in 1989 and in a short period, has grown into one of the largest MNC food and beverage businesses in the country. PepsiCo growth in India has been guided by ,Performance with Purpose, its fundamental belief that the success of the company is inextricably linked to the sustainability of the world around. The Company believes that continuously improving the products it sells, operating responsibly to protect the planet and empowering people around the world is what enables PepsiCo to run a successful global company that creates long-term value for society and our shareholders.

Focus Area

Education and awareness (for e.g. Classroom education, women empowerment, early child development, child protection, mid-day meals, awareness campaigns for malaria, AIDS, tuberculosis etc.)



TARGET STATE

Gurugram

OBJECTIVES

The objective of the programme was to help school children inculcate the habit of eating safe and eating right. In order to conduct the awareness generation programme for school going children, students from several ngo and colleges were trained as SNF fellows to conduct trainings regarding safe and nutritious food. They were trained by FSSAI. The schools were asked to register on the SNF portal. 10,000 children took part in the study belonging to 4th- 10th class. The H&W coordinator was asked to conduct activities such as Presentations, posters, video as a method to create awareness. These training's were conducted as per the calendar. After the completion of the programme, the knowledge and behavior change was evaluated.



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COMPANY BRIEF

COMPANY HEADQUARTER

Gurugram

GEOGRAPHICAL AREA(S)

WHERE THE INITIATIVE IS

OPERATIONAL

Maharashtra

MENTION THE NAMES OF THE SPECIFIC DISTRICTS/ VILLAGES/ AREAS IN THE CHOSEN STATE

Mumbai

THE INITIATIVE TAKEN BELONGS TO WHICH OF THE FOLLOWING CATEGORIES?

CSR

IF THE INITIATIVE BELONGS TO THE "OTHER" CATEGORY IN QUESTION 5, PLEASE SPECIFY.

NA

SPECIFY THE TARGET GROUP OF THE INITIATIVE.

Children (4th- 10th class)

WERE THERE ANY PARTNERS IN THE INITIATIVE?

Yes

IF YES, WHO WERE THE IMPLEMENTATION PARTNERS IN THE INITIATIVE?

NGO/Development organisations

WAS THERE ANY BASELINE STUDY?

Yes

ACHIEVEMENTS

Pepsico to give further details

DO YOU HAVE ANY PLANS TO SCALE UP THE CURRENT INITIATIVE? IF YES, PLEASE MENTION DETAILS OF WHERE, WHEN AND HOW.

Pepsico to give further details

SPECIFY THE NAME OF THE PARTNERS INVOLVED IN THE INITIATIVE.

FSSAI

IF THERE WAS A BASELINE STUDY, WHAT WERE THE FINDINGS OF THE STUDY?

The baseline survey indicated only 22% of the students were able to answer the knowledge based questions regarding safe and nutritious food correctly.

WHAT WERE THE FINDINGS OF THE END-LINE STUDY?

The findings demonstrated significant improvement in the awareness and knowledge levels of school going children. 75% of the children were able to answer the knowledge based questions regarding safe and nutritious food correctly.

ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

NO

IF YES, WHAT TYPES OF COLLABORATIONS ARE BEING THOUGHT OF?

NA

IMPLEMENTATION

The programme focused on improving the knowledge regarding the safe and nutritious food in school going children. Students from several ngo and colleges were trained as SNF fellows to conduct trainings regarding safe and nutritious food. They were trained by FSSAI. This was followed by registration of schools on the SNF portal.the SNF fellows trained the students using Presentations, posters, videos. this was followed by evaluation of the programme.

MENTION ABOUT THE SUCCESSFUL CASE STORIES THAT HAVE EMERGED FROM THE IMPLEMENTATION.

Pepsico to give further details

MAJOR FINDINGS/ FINAL ANALYSIS

As a result of the training's conducted, 360+ college students trained as SNF fellows. 450,000+ school children were enrolled in the programme. Following the evaluation, 75% of the children were able to answer the knowledge based questions regarding safe and nutritious food correctly prior to 22%.

NOTE FROM THE CEO/MD/ PROGRAM IN-CHARGE:

Pepsico to give further details