



ABOUT GENERAL MILLS

Since 1860, helping people enjoy food has been our passion.

We are among the world's larger food companies with trusted brands like Nature Valley, Betty Crocker, Annie's organic snacks, Cheerios - including Pillsbury, As range of products and many more.

Since 1996, Indian households have been relishing deliciously soft rotis. It has gone on to become one of India, As most trusted and favourite brands. Since the beginning of our journey, we have been pleasuring Indian taste buds with our wide range of innovative products.

We are one of the fastest growing consumer foods companies in the country. Our goal is to serve delightful, innovative products to Indians who are seeking newer food experiences. We strive towards our goal by combining our global best practises in technology and food expertise with strong local market manufacturing and go-to-market capabilities.

We believe that a happy work environment leads to happy employees. So we take great pride in our people and have been recognised for the same.

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

Minneapolis, USA

OBJECTIVES

A good education is one of the basic rights of every child. Every child should have the opportunity to achieve his or her academic potential in this highly competitive world. One of the primary reasons why children have a poor academic performance is poor nutrition.

Hence, there is an urgent need to impart nutrition and hygiene education directly to children and adolescents with a view to communicate behavioural changes in their day to day habits, such changes will have a ripple effect as, healthy eating habits, inculcated in them from the beginning, will definitely reflect in an improvement not only in their physical and mental performance but will translate to become an economic benefit to themselves their families and the nation.

General Mills Implemented a nutrition and hygiene syllabus as a co-curricular/extra-curricular integrated activity along with the delivery of the syllabus of Maharashtra State Board of Secondary Education (STD 1st to 8th).

General Mills Implemented this nutrition and hygiene syllabus as a regular class covering 4 subjects, Languages, Mathematic, Arts and Crafts, and Science. Assessment was carried out on the nutrition, health, hygiene knowledge of children and adolescents (STD 1st - 8th) pre and post implementation of this nutrition and hygiene syllabus.



COMPANY BRIEF

COMPANY HEADQUARTER

Minneapolis, USA

GEOGRAPHICAL AREA(S) WHERE THE INITIATIVE IS OPERATIONAL

Maharashtra

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

Mundegaon, Nashik, Maharashtra

THE INITIATIVE TAKEN BELONGS TO WHICH OF THE FOLLOWING CATEGORIES?

CSR

SPECIFY THE TARGET GROUP OF THE INITIATIVE.

Impacted Strengths at schools ~1000 Students from class 1st to 8th

WERE THERE ANY PARTNERS IN THE INITIATIVE?

Yes

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

NGO/Development organisations

SPECIFY THE NAME OF THE PARTNERS INVOLVED IN THE INITIATIVE.

Tata Trusts

ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

Yes

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

Nutrition, Education, Women Empowerment and Environment

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

NA

IMPLEMENTATION

"Project Duration: -

September 2016 to March 2017 (7 months)

To undertake on a pilot basis a nutrition and hygiene syllabus at 3 levels of learning ,Äi L1:1-3rd, L2:4-6th and L3:7-8th standards.

This nutrition and hygiene syllabus was implemented as a regular class covering 4 subjects ,ÄiLanguages, Mathematic, Arts and Crafts, and Science.

To train teachers interested in taking up the task of nutrition and hygiene monitors so as to the create a task force within the schools.

A sub-sample of 38 children were selected using randomized sampling technique from each standard and were assessed for their anthropometric status, KAP (Knowledge, Attitude and Practices) pertaining to nutrition, health and hygiene and food preferences.

The entire activity was carried out by volunteers from General Mills"

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

"Develop interactive digital content using L1, L2 & L3 levels of NAP books

Design and develop an Analytics APP (Wrapper APP) for L1, L2 & L3 NAP modules integration & Learning Analytics

- o Login Module with Registration
- o Student Performance Monitoring
- o Reporting Dashboard

Target Group (TG):

- o Primary target audience are Students of schools being run by NGO Partners. 44 Schools - ~40000 Students (From Grade 1 , 8)
 - o Secondary target audience are Teachers of the same schools
- Language Support
English, Marathi, Hindi and Bengali

MAJOR FINDINGS/ FINAL ANALYSIS

Based on the success of the program General Mills is taking the next step to take the content digital and make it available free for other to use. As a next step we would like to scale up the program from ~1000 students to ~40000 students. One of the bottleneck that we found was the physical publishing of books and distribution of content. The way out was to go digital.

CHALLENGES

It was particularly challenging to wean away students used to a diet of unhealthy food choices, especially highly spicy foods that did not add any nutritional value. Our volunteers had to overcome years of ingrained food behaviours by way of creating nutritional recipes with the students to gain acceptability.

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

The needle movement from Pre to Post assessment was determined on 4 parameters (shown in the table below). There is an improvement across all the parameters showing the success of the Program.

Assessment Type

Levels

Improvement (Pre to Post)

Questions on Healthy Food

All 3 Levels

100.00%

Personal Hygiene

All 3 Levels

100.00%

Nutrition Knowledge (Part 1)

All 3 Levels

67.00%

Nutrition Knowledge (Part 2)

Level 3

78.00%

Teachers at the school continue to teach the importance of nutrition as a part of the curriculum at Mundhegaon School, that, how the improvements shown above can sustain for long.

General Mills ran a Nutrichef challenge to create nutritional recipes with the involvement of the students and the teachers which were then incorporated in the menu for the meals served within the Tribal school premise.

WAS THERE ANY BASELINE STUDY?

Yes

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

NA

ACHIEVEMENTS

"Objective: Implementation of Nutrition Awareness Program for children from Semi-Rural Background, To enable the young Semi-Rural low income population to make the healthy yet cost effective food choices

1. To assess the nutrition, health, hygiene knowledge of children and adolescents (STD 1st - 8th) pre and post implementation of this nutrition and hygiene syllabus

2. To assess the nutritional status using anthropometry pre and post implementation of this nutrition and hygiene syllabus

3. To statistically analyze and correlate the following parameters Pre and Post implementation of this nutrition and hygiene syllabus

Project Duration: September 2016 to March 2017 (7 months)

Project was completed within stipulated timelines

Volunteering Hours : 288

of Volunteers : 58

Outcome: In Post Assessment, there was an improvement of 17% of children population who answered the questions on Healthy Food options. This comparison is with that of the pre-assessment for the similar set of children.

We saw an improvement of 21% in the children population for Personal Hygiene related questions.

An increase of 19% in the children population was observed in the post assessment when they were asked questions to check their Nutrition Knowledge"

WHAT WERE THE FINDINGS OF THE END-LINE STUDY?

In Post Assessment, there was an improvement of 17% of children population who answered the questions on Healthy Food options. This comparison is with that of the pre-assessment for the similar set of children.

We saw an improvement of 21% in the children population for Personal Hygiene related questions.

An increase of 19% in the children population was observed in the post assessment when they were asked questions to check their Nutrition Knowledge

According to the reference values provided by the Indian academy of paediatrics (Khadilkar, 2015), the children in MUNDEGAON, the post assessment revealed that the weight of the girls improved whereas the boys, height improved.