



& Accelerating
Nutrition
Delivery

ABOUT HERBALIFE NUTRITION

Herbalife International India Private Limited is in the business of Nutritional food products distribution through Independent Associates. With a larger purpose of Making the World Healthier and Happier, the Company prides itself in being part of the Indian economy by manufacturing in India, providing employment as well as independent business opportunities in the country.

FOCUS AREA

Maternal health and Child care (for e.g. Maternal and child micro-nutrient/ dietary supplementation/ Food fortification for children, women and general population/ Iron Folic Acid supplementation/ Vitamin A supplementation);h. 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

Bengaluru India

OBJECTIVES

The objective was to facilitate and provide for the food and nutritional needs of 650 SOS Children which is critical for their holistic development. In addition to nutritional support, the programme also emphasised the necessity of quality education to parentless and abandoned children from six SOS villages. With a prime focus on nutrition and education, the 2016-2017 activities were planned and conducted under the themes of Food & Nutrition, Access to Formal Education via Multiple Intelligence/- Multiple Nature (MN/MI) assessment, education partnerships, tuitions and coaching, as well as Holistic Development programmes for mothers and children.



COMPANY BRIEF

COMPANY HEADQUARTER

Bengaluru India

GEOGRAPHICAL AREA(S) WHERE THE INITIATIVE IS OPERATIONAL

Andhra Pradesh, Karnataka, Maharashtra, Rajasthan, Tamil Nadu, West Bengal

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

Bangalore, Chennai, Hyderabad, Jaipur, Kolkata and Pune

THE INITIATIVE TAKEN BELONGS TO WHICH OF THE FOLLOWING CATEGORIES?

CSR

SPECIFY THE TARGET GROUP OF THE INITIATIVE.

650 SOS children and young adults between the age of <5 and 20 years.

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.

CAF & SOS Villages of India

WAS THERE ANY BASELINE STUDY?

No

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

NA

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

Healthy and happy children are the nucleus of a healthy and happy society. Nutrition plays a very strong foundation for a child's physical, mental and holistic development and we are proud to be associated with initiatives that will help our children to become self-reliant members of society. Ajay Khanna, Vice President & Chief Country Officer, Herbalife Nutrition India.

IMPLEMENTATION

"In 2016-2017, approximately 30 awareness and counselling Sessions on balanced diet/nutrition were organized in all the villages where mothers and children were taught about basic food groups and its nutrients, age appropriate diet intake for children of different age groups, as well as awareness of symptoms and treatment of malnourishment and low haemoglobin. This was followed by diet chart creation through trained dietician, structured trainings/classes in healthy cooking organized in the villages of Chennai, Hyderabad, Bangalore and Jaipur and training in creation and usage of kitchen gardens. Additional awareness and educational sessions were conducted through the year, on HIV/AIDS awareness, Substance abuse, Safety and First-Aid, Menstrual health and hygiene sessions, organization of medical camps for optical, dental and general health, maintenance of health records of all children, age appropriate immunization, as well as financial and referral support for medical treatment was extended to children in specific cases of chronic illness and diseases

Access to Formal Education was ensured for all the 622 supported children included tuition fee, transportation fee, access to in-house library and computer centre, attendance monitoring, Multiple Intelligence/Multiple Nature (MN/MI) aptitude assessment, coaching classes/extra classes, and assistance with english proficiency via the technology enabled solutions. College going students were aided in partnership with Admizzionz Campuz for career counselling and college admission assistance seek admission into courses and programmes, in colleges and universities that best matches their capability, performance and preferences."

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

Collaborations and continued scaleups will be planned based on guidance received regarding from relevant stakeholders regarding shared objectives and values.

ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

Yes

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

NA

CHALLENGES

As some children come from extremely under developed communities and economically weaker sections of the society, their health and education status is not at par with other children of their age. Thus they cannot be directly integrated into the mainstream via formal schools and given the same health and nutritional support immediately. Such children are integrated in stages, with special attention. There is a provision of special classes through which they are educated as per their unique learning requirements. With regard to their nutritional and health needs, at the family level, they are given a special diet as suggested by the dietician. With regard to nutrition, children are becoming increasingly aware about the importance of a healthy nutritious diet, however many a times their inclination towards junk food is challenging to handle for the mothers.

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

Sumithra was brought to SOS Children's Village Bangalore in the year 2003 when she was only 4 years old. Since then she has been brought up in house no. 10, Maithri, under the love and care of her SOS mother, Ms. Lola. She is deeply attached with her mother and also her SOS siblings. She has grown into a healthy and pretty girl who is smart and full of life. She is extremely caring, very obedient and sincere girl.

At present Sumithra is studying in class XI (Commerce) in Holy Spirit PU College. She is a bright student and scored an A grade in the mid-term examinations that were held in October 2016 last year. She is working hard to maintain her scores in the final examinations due in March-April this year. Her

SOS mother says, "Sumithra is very good at multi-tasking. She manages both her academics and sports with equal grace." She also helps mother in taking care of 5-year-old Arjun in the house.

Sumithra has done her school proud by bagging prizes for throw ball. She has represented her school at various competitions and enjoys both participating and winning. Sumithra strives to be the best in whatever she does. Her attitude towards life is infectious and full of positivity.

WHAT WERE THE FINDINGS OF THE END-LINE STUDY?

1. The Haemoglobin (Hb) count of supported children and it shows that 77% children i.e. 501 in absolute nos. enjoy a good health with more than 11 g/dl HB count. However, the focus of the program still remains on the 33% children who are below 10g/dl.
 2. Out of the 650 supported children, 622 are enrolled in formal education. The highest amongst them i.e. 199 are in the primary classes, followed 172 who are in the intermediate classes. 99 are in the secondary school and 82 in senior secondary classes. Thus a total of 552 children out of 650 are in school. 66 are pursuing degree/diploma courses whereas 4 children are undergoing apprenticeship and/or job trainings. In addition to that there are 28 children who are not enrolled in formal schooling as 2 of them are special children and 26 are undertaking preparatory classes in the village itself.
 3. Maximum children (60%) have got a B grade, followed by 19% who have secured an A grade. There are 15% children on the other hand who have got a C grade. Special attention is given to these children and extra classes and tuitions are provided to them to ensure that they learn most effectively and perform well in the next examinations. Education co-workers work very closely with these children and counsel them regularly to encourage and motivate them.
- There are 6% children for whom the grades are not applicable. These are the children who are undertaking preparatory classes in the village, attending special school or pursuing job training.

MAJOR FINDINGS/ FINAL ANALYSIS

1 Regular insights and capacity building of the mothers and aunts is extremely crucial for the successful upbringing and growth of the children. They play a critical role in the emotional and psychological development of children and thus their knowledge, skills and attributes towards child care and develop needs constant upgradation.

2 Regular awareness generation sessions on multiple themes and issues relevant for the mothers and the children like health, hygiene, nutrition, career options, cyber security etc. have been hugely successful and helpful. They not only provide an opportunity for the children and mothers to create a collective understanding on these issues but also allow them to engage in meaningful dialogues and exchange on information/knowledge.

3 Kitchen gardening which is promoted in all the SOS Children's Villages is emerging as an effective best practice as it leads to consumption of home-grown and organic food items. It is also more economic and cost-effective.

4 Diet charts prepared for each family home have proven to be enormously valuable as they guide the mothers and children in practicing healthy cooking and eating. Each family home adopts the diet chart prescribed by the dietician, which helps in ensuring that they consume a balanced diet with adequate nutritional intakes.

5 Organizing extra-curricular activities in the villages and engaging children in the same has led to their holistic development. Apart from emphasizing on academic performance, encouraging children to participate in extra-curricular activities, sports, arts and crafts, music and dance etc. helps them in overcoming their apprehensions and builds their self-confidence.

6 Multiple Natures and Multiple Intelligences (MN/MI) tests for the children who are studying in class VIII and above, have helped to assess their overall competencies. Complemented with effective career counselling, it helps children to make informed decisions about their career.

7 Employee engagement and volunteering, which is imbibed in this program is another best practice that has led to positive impacts in the lives of the children and mothers. The regular interface of the children and mothers with the employees has created an enabling environment for mutual learning and sharing.

ACHIEVEMENTS

The initiative lead to improved understanding and awareness on nutritious food/balanced diet in mothers and children, enhanced knowledge on how malnutrition, low hemoglobin can be avoided as well as improved nutritional levels (BMI) and Hemoglobin (Hb) of children in most locations. The families in scope have started adopting good practices like cooking healthy food (using specific ingredients) as per the diet chart suggested by the dietician. Mothers in these villages been able to use the guidance to prepare healthy and nutritious food for their children with an insight about the benefits of organic food. Children and mothers have been sensitized and been made well aware of different issues related to health and hygiene and the youth are more aware about the the adverse effects of substance abuse. As a result of the regular health check-ups, BMIs and HB levels among children are well monitored and effective need based measures are taken to address identified deficiencies. There was marked improvement in the health of children and lesser incidents of children falling sick. All children are immunized as per their age and children were extended medical support/treatment as and when required.

622 children are currently enrolled in age appropriate classes/courses and pursuing quality education and they have been provided the required books and stationery. All the children enrolled in formal education appeared for the final examinations (2015-16) and the mid-term examinations (2016-17). Tuition/coaching classes/extra classes for children are assisting them in understanding the subjects they are having difficulties with and they are able to clarify their doubts with the support of their tutors/teachers/education co-worker. With English Helper, and English Edge there have been marked improvement in English and communication skills among the children attending these classes. They are more confident and can speak more fluently than before. It has led to improved fluency in spoken English, enhanced comprehension, enriched vocabulary in children and better writing skills. 457 children are attending the English Helper and English Edge classes.

A total of 181 (class IX to XII) children have been extended support and guidance through SOS Village India - Admizzionz Campuz-Æ. They are able to make informed choices about the career they want to pursue across varied disciplines like Hotel Management, BBA, B.Com, Nursing etc. 236 children appeared in the MN/MI tests and the assessments have been able to guide and counsel the children under its care effectively about their future plans, based on their MI/MN test results. Once the results are known, requisite support is provided to them for proceeding as per their career plans. The test is done when children are in the 8th standard and they are also informed about the process.