



Nestlé

**& Accelerating
Nutrition
Delivery**

ABOUT NESTLE

""NESTLE has been a partner in India's growth for over a century now and has built a very special relationship of trust and commitment with the people of India. The Company's activities in India have facilitated direct and indirect employment and provides livelihood to about one million people including farmers, suppliers of packaging materials, services and other goods.

The Company continuously focuses its efforts to better understand the changing lifestyles of India and anticipate consumer needs in order to provide Taste, Nutrition, Health and Wellness through its product offerings. The culture of innovation and renovation within the Company and access to the NESTLE Group's proprietary technology/Brands expertise and the extensive centralized Research and Development facilities gives it a distinct advantage in these efforts. It helps the Company to create value that can be sustained over the long term by offering consumers a wide variety of high quality, safe food products at affordable prices. NESTLE India manufactures products of truly international quality under internationally famous brand names such as NESCAFÉ, MAGGI, MILKYBAR, KIT KAT, BAR-ONE, MILKMAID and NESTEA. The company today has an annual turnover of over INR 10000 Crores.

In compliance with its CSR Policy, Nestlé India has focused on activities on creating nutrition and breastfeeding awareness, providing access to drinking water and sanitation, supporting sustainable development of farmers while helping them reduce water use. These initiatives are built upon the strong base of performance in environmental sustainability, applicable laws, international standards and Nestlé Corporate Business Principles. Nestlé India continues to engage with stakeholders including farmers, experts, NGOs and the Government and would take up such other CSR activities in line with Government's intent and which are important for society. Nestlé is committed to long-term sustainable growth and stakeholder satisfaction"

FOCUS AREA

Consumer awareness (for e.g. Dietary diversification);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

Gurgaon

OBJECTIVES

"The objective of this programme is to create awareness regarding nutrition, healthy food, cooking practices, hygiene and physical fitness among adolescents. This programme was launched in 2009 and is presently operational in 22 states. It involves engaging adolescents with the objective that they understand the nutritional requirements their bodies require at this vital life stage of transformation.

Body changes during this time affect dietary needs and integrating healthy practices enables adolescents to grow into healthy adults and adopt the same practices when they start their families.

It also focuses on Education as a powerful tool for ensuring that children understand the value of nutrition and physical activity. As a result of which, the programme is conducted through classroom and game sessions, delivered in a manner where children remember everything they are taught because they are actively engaged and are more willing to absorb the information. The objectives involved are Improving awareness on appropriate nutrition. Improve food habits amongst children and Promote hygiene and physical activity. "



Nestlé

COMPANY BRIEF

COMPANY HEADQUARTER

Gurgaon

GEOGRAPHICAL AREA(S) WHERE THE INITIATIVE IS OPERATIONAL

Andhra Pradesh, Assam, Chhattisgarh, Delhi NCR, Goa, Gujarat, Haryana, Himachal Pradesh, Jammu and Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Mizoram, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, Uttarakhand, West Bengal

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

"Delhi, J&K, Rajasthan: Jaipur, Ajmer Maharashtra: Mumbai, Pune Andhra Pradesh: Visakhapatnam, Rajahmundry Telangana: Hyderabad Karnataka: Bangalore, Mysore, Nanjangud Tamil Nadu: Chennai Assam: Guwahati West Bengal: Kolkata Punjab: Moga, Ludhiana Himachal Pradesh: Tahliwal Uttarakhand: Pantnagar Haryana: Samalkha, Rohtak, Karnal Goa: Ponda, Bicholim Madhya Pradesh: Gwalior UP: Lucknow Kerala: Kochi, Trivandrum Mizoram: Aizwal Chhattisgarh: Raipur Odisha: Keonjhar Gujarat: Bharuch "

THE INITIATIVE TAKEN BELONGS TO WHICH OF THE FOLLOWING CATEGORIES?

CSR

SPECIFY THE TARGET GROUP OF THE INITIATIVE.

Adolescents

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.

Magic Bus India Foundation

WAS THERE ANY BASELINE STUDY?

Yes

IMPLEMENTATION

"The programme is implemented at two levels. First mode of implementation is through the Department of Home Science and Food Science in six leading universities. These universities through their extension activities collect information on the nutritional status of the region. The content of the programme is developed in collaboration with the respective university partner and is customised for each region. Each student receives 12 hours of nutrition training conducted over six weeks. Pre and post tests are conducted to evaluate knowledge increment, attitude change and practice change.

The second mode of implementation is with our NGO partner Magic Bus India Foundation that imparts knowledge about nutrition and a healthy, active lifestyle by 'Sports for Development' (S4D) approach. This programme targets both children from marginalized communities and government schools. They are engaged in interactive sessions in which they receive nutrition and health knowledge and are encouraged to play regularly. Parents and teachers meetings are also organized to create awareness around healthy eating, best cooking practices and hygiene. Each child receives over 30 hours of nutrition training. Various campaigns and activities are carried out at the community level as well in schools. The awareness activities organized at the community level include drawing competition, rallies, sports events, skits, celebrations of hallmark days and tournaments, signature campaigns and parents' sessions."

ACHIEVEMENTS

Based on the findings of the midline evaluation conducted, marked differences have been observed in the indicators selected to measure the progress of the program.

ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

No

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

NA

CHALLENGES

"Creating awareness and being able to initiate behaviour change is the main challenge in the programme. Eating healthy food is associated with the thought that healthy food = expensive food. Introducing the beneficiaries to low cost, easily prepared food items was instrumental in breaking this myth and changing the mind-set of the community.

There is a lack of awareness among parents on the significant influence nutrition has on their

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

Nutrition plays a significant role in laying a healthy foundation, just as education and awareness help us stay healthy. Recognising the role of good nutrition, we have specifically designed the Nestle Healthy Kids Programme for children and adolescents. We want to impart the value of how the right nutrition, coupled with a healthy lifestyle, can help children live healthier lives.

WHAT WERE THE FINDINGS OF THE END-LINE STUDY?

The project is ongoing. For some of the states, endline is planned 2019.

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

For the year 2019, the plan is to reach 24,000 adolescents additionally.

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

"1) Dipti, 7th Class Student: Deepti used to get sick often but has now understood the causes and symptoms of recurring health issues. She leads much healthier lifestyle now, and her mind is more active now. She makes sure that her hands are washed before eating, includes fruits and vegetables in her diet, and keeps the food and water covered. The simple habits such as staying clean and not littering the school campus or the community where she lives has made a big difference. Her mother is also happy about how Dipti is managing waste at home and tells the neighbours to follow same practises.

2) Chandrababu, Principal-in-charge, Attibele Government School-feel Nestle Healthy Kids programme has been successful for two reasons: First, it takes children through every step of how to maintain a healthy, hygienic lifestyle, from a daily morning routine to the seven steps of hand washing and beyond. Second, it is delivered in a manner where children remember everything they are taught because they are actively engaged and are more willing to absorb the information."

MAJOR FINDINGS/ FINAL ANALYSIS

"The program documents efficacy of high iron fortified biscuits in improving iron status of school aged children. The minimal side effect reported in the study with biscuits as a vehicle resulted in high acceptance and compliance to biscuits as a vehicle for iron fortification. Iron fortified biscuits as a vehicle can be a possible solution to overcome reported high rates of side effects to oral iron supplementation.

There was a disruption of intervention during long summer vacation post examination. To overcome the deficit in no. of consumption days, supervision activities were intensified during pre and post holidays with the recruitment of additional man power to ensure optimal supervision.

To ensure a continued intervention over a period of time it should be planned at the beginning of the academic year."