



**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's 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

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)

# TARGET STATE

Gujarat

## OBJECTIVES

The objectives include improving knowledge among the adolescent girls in the age group of 14-19 years for encouraging consumption of weekly Iron Folic Acid and local food grains of high nutrition value, which in turn will result in reduction in iron deficiency. Also, to Strengthen government linkages for continuous supply of nutritional supplements through the system and to providing life-skills and vocational training to adolescent girls to improve their poor health and nutritional status



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COMPANY BRIEF

## COMPANY HEADQUARTER

Gurugram

## GEOGRAPHICAL AREA(S) WHERE THE INITIATIVE IS OPERATIONAL

Gujarat

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

Banaskantha

## THE INITIATIVE TAKEN BELONGS TO WHICH OF THE FOLLOWING CATEGORIES?

Business

## SPECIFY THE TARGET GROUP OF THE INITIATIVE.

Adolescent girls

## 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.

Smile Foundation

## ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

No

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

Yet to be shared

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

Yet to be shared.

## IMPLEMENTATION

The Implementation phase was divided in two phases: the first phase consists of the design phase in which 1000 adolescent girls from the selected villages were identified as direct beneficiaries. The phase included the adaptation and designing of resource materials (flip book, facilitators guide and monitoring formats) to be used by facilitators. The facilitators were trained in class and on field on the selected topic of nutrition, health, hygiene and life skills. This was followed by Intervention Phase of conducting 104 sessions of identified adolescent girls- as a part of behavior change communication strategy. In addition to the sessions, several events such as quiz, competitions, yoga day and other mega events were also organized during this phase.

## CHALLENGES

Yet to be shared

## WAS THERE ANY BASELINE STUDY?

No

## MAJOR FINDINGS/ FINAL ANALYSIS

Yet to be shared

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

Yet to be shared.

## WHAT WERE THE FINDINGS OF THE END-LINE STUDY?

Yet to be shared.

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

Yet to be shared

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

Yet to be shared

## ACHIEVEMENTS

Yet to be shared.