



**Foodshaala  
Foundation**  
Healthy food for all



**2023-2024**

# Impact Report





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# The Year at a Glance



# Impact in Numbers 2023-24

Total people reached

**1589**  
PEOPLE

742 children across 4 schools receive food & nutrition education as part of SNAP Program

**742**  
4 SCHOOLS

Nutrition awareness sessions

**100+**  
SESSIONS

Overall improvement in Knowledge, Attitude and Behaviour scores of children

**100%**  
IMPROVEMENT



90%

Children show improvement in Knowledge, Attitude and/or Behaviour towards healthy eating

35%

Children are consuming more vegetables and protein-rich foods

33%

Children are reading food labels before buying/ consuming packed food

40%

Children reduce intake of junk food



# About Us

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## Vision

We envision a world where every person is able to make healthy food a part of their daily life

## Mission

Our mission is to enable people to choose and access healthy food

## Goals

We aim to:

- increase access to affordable healthy food inside and outside the household; and
- empower people to make healthier food choices





# The Problem





# The Big Picture

**Food and nutrition insecurity is one of the biggest problems India is facing**

Poor nutritional status is very common in India, especially among underprivileged children. While poor nutrition affects everyone, children are the worst affected as they miss out on right nutrition during their development age. India is suffering from the triple burden of malnutrition: undernutrition (lack of proper nutrition), overnutrition (overconsumption of certain nutrients) and micronutrient deficiency or hidden hunger (deficiency of one or more micronutrients).

The **2019 Comprehensive National Nutrition Survey (CNNS)** revealed that chronic lifestyle diseases are now affecting even schoolchildren and adolescents, with:



10%

Pre-diabetic

5%

Over-weight

5%

Suffering from  
blood pressure

Malnutrition is especially high among low-income communities, and further pushes people into poverty. Adults undernourished as children are estimated to earn at least 20% less than adults who were healthy (CNNS).

## **Underprivileged children are increasingly suffering from overnutrition.**

Contrary to popular belief, underprivileged children are increasingly suffering from overnutrition. Data from Poshan Tracker app (2023) for 43 lakh children in Anganwadis showed that percentage of obese/overweight children was 6%, almost same as that of severely and moderately malnourished children. Another study (2021) in Bengaluru by Institute for Social and Economic Change showed that 72% children of construction workers are overweight, as opposed to 12% as stunted.

## **Unhealthy diet is a leading cause of poor nutrition.**

There is often lack of both awareness on and access to healthy food among low-income communities. It is

also perceived that nutritious food is costly and poor in taste, with lack of knowledge on affordable nutrition or tasty and healthy low-cost recipes.

At the same time, unhealthy foods such as fast food and packed junk food are available at low prices, and widely consumed. People don't always realize the harmful effects of such food, especially on children.

## **There is a problem of both access and awareness around healthy eating.**





# Our Solution



# What we Do

## Our activities are aligned with the mission of enabling people to choose and access healthy food

We address the problem by working on both pillars of access and awareness. Our work is guided by the following two **principles**:

Accordingly, we are undertaking activities that involve awareness and behaviour change, in order to develop demand for healthy and nourishing food among low-income communities. At the same time, we are working towards building structures that enable the community to supply healthy food to meet this demand.

## Empowering people

We strive to implement activities that lead to empowerment of people. Our aim is to enable people to meet their own needs over time, and reduce their dependence on external support.

## Ensuring sustainability

We develop solutions that are sustainable, thus trying to address the root cause of the problem to bring about long-term sustainable change.



# Our Work

Our primary activities include the following:

## Behaviour Change among Children

We conduct programs for children to create nutrition awareness and induce behaviour change towards healthy eating.

## Community Nutrition Awareness

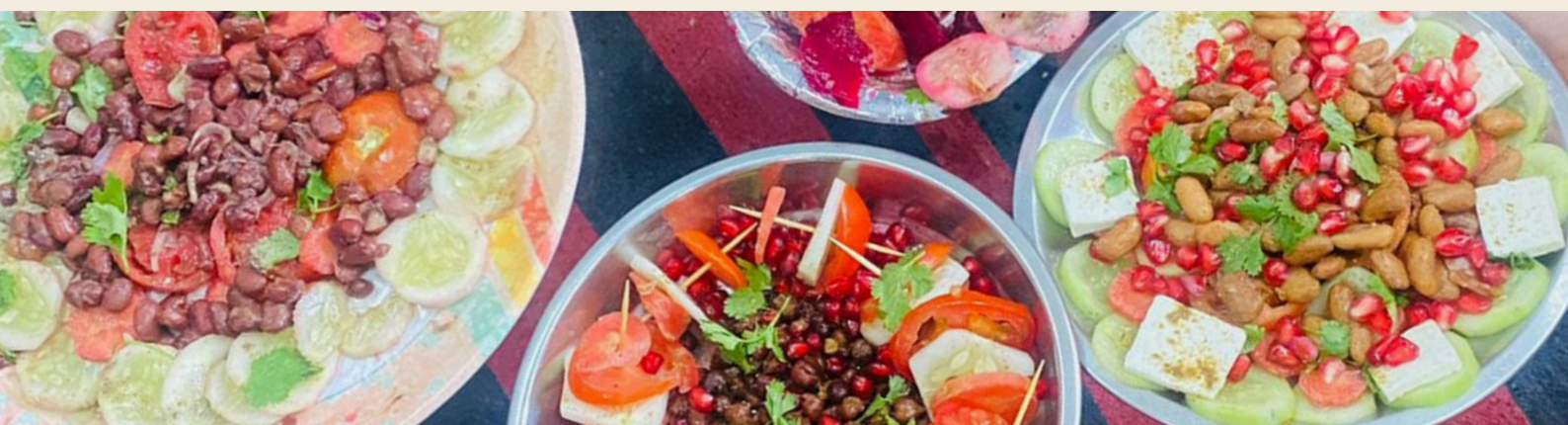
We conduct programs for parents and others in the community, to spread knowledge on food and nutrition.

## Food & Nutrition Advisory Work

We work with governments, schools and other organizations to provide advice on food and nutrition related matters.

## Food Distribution & Relief Initiatives

We conduct programs for children to create nutrition awareness and induce behaviour change towards healthy eating.



# Theory of Change



# Theory of Change

**Problem:** Poor nutritional status caused by unhealthy diets

What We Do	Short-Term Outcomes	Long-Term Outcomes
Nutrition awareness for children	People are cooking healthy foods at home	There is improved access to healthy food
Nutrition awareness for women	People have adopted behaviours around healthy eating	People regularly choose and demand healthy food
	People have a support system/network that enables healthy eating	

**Impact: Everyone is able to make healthy food a part of their daily life**

# Programs in 2023-24





# Our Activities in 2023-24

Our primary activities included the following:

## School Nutrition Awareness Program (SNAP)

Our School Nutrition Awareness Program offered a range of interventions to schools to promote nutritional awareness and behaviour change towards healthy eating. This includes our flagship Food Funda program, a structured curriculum on food and nutrition for children; various bonus sessions and workshops for children such as cooking sessions; and nutritional awareness sessions for parents.

## Nutrition Talks

We conducted Nutrition Talks on various occasions, including in schools, to promote nutrition literacy.



## Community Nutrition Awareness Initiatives

We engaged with various communities to engage with people, especially mothers, to spread nutrition literacy and promote shifting towards healthier cooking and eating practices within households.

## Summer Camp for Kids

We conducted a Summer Camp where kids learnt about food and nutrition in a fun way, and cooked various healthy recipes.

## Healthy Cooking Workshops

We shared healthy and fun recipes in our cooking workshops catered towards both adults and children.



# School Nutrition Awareness Program (SNAP)



# SNAP Overview 2023-24



Under our School Nutrition Awareness Program, we conducted the following activities:



## A. Food Funda

Our flagship course for children, where they go through a structured curriculum to learn about food and nutrition in a fun and practical way



## B. Bonus Sessions for Children

Bonus sessions for graduates from our Food Funda course to support post-course interaction, including healthy cooking workshops



## C. Nutrition Awareness for Parents

Sessions with parents to complement Food Funda course for children, to support our efforts on behaviour change at the household level



# School Nutrition Awareness Program (SNAP)

## A. Food Funda



# Food Funda Course Overview

## Objectives

- Improve knowledge on food and nutrition among children.
- Induce behaviour change towards healthy eating among children.
- Empower children to take nutrition initiatives in their community.

## Beneficiaries

Our beneficiaries include school children from low-income communities, studying mainly in affordable private schools or NGO-run schools.



**5-8**

Grades

**9-15 yrs**

Age

Locations:

**Delhi & Gurugram**



# Workshops

The program included 6 Workshops of 1 hour each. The Workshops covered topics like macro and micro nutrients, diet diversity, junk food, label reading, healthy recipes and cooking tips, and others. The Workshops practical tips, exercises and challenges, including quiz, games, and home-based challenges. The Workshops were delivered offline, once or twice per week.

This involved a self-exploratory and easy-to-follow challenge that allowed students to track their eating habits and incentivized them to adopt their healthier eating habits.

**The students recorded their weekly eating behaviour on given parameters related to diet diversity and consumption of junk food.**

# 21-Day Tummy Tracker Challenge

The Workshops were followed by an optional 21-day Tummy Tracker Challenge.

Week 2 Target Score							
18							
Give yourself points in the table below (Yes = 1 point; No = 0 point)							
Table A	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1. Did you eat anything from the food group "Legumes, Pulses and Non-Veg" today? (e.g. dal, rajma, chhole, besan, soya, egg, chicken)	0	0	0	0	1	0	1
2. Did you eat any "Leafy Vegetables" today? (e.g. palak, methi, cabbage, dhaniya, pudina)	1	0	1	1	1	1	1
3. Did you eat any "Other Vegetables" today? (e.g. ladyfinger, brinjal, cauliflower, tinda, tori, kaddu, bhindi, moolgi, carrot)	1	0	1	0	0	1	1
4. Did you eat any "Fruit" today?	1	0	0	0	0	0	1
5. Did you have "Milk or Milk Products" today? (e.g. milk, paneer, curd, cheese, chhaska, lassi)	1	0	1	0	1	1	1
6. Did you eat any "Nuts or Oilseeds" today? (e.g. peanuts, badam, Aaps, walnuts, Bf seeds, etc)	1	1	1	0	1	0	0
7. Did you drink at least 7 glasses (around 2 litres) of water today?	0	0	0	0	0	1	0
<b>Total (A)</b>	<b>5</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>5</b>
Give yourself points in the table below (Yes = 1 point; No = 0 point)							
Table B	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Did you consume Junk Food 1 today?	1	1	1	0	0	1	1
Did you consume Junk Food 2 today?	0	1	1	1	1	1	1
<b>Total (B)</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>
<b>Total (A) - Total (B)</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>3</b>
<b>Grand Total Score (Week 2)</b>	<b>18</b>						



# Process & Assessment



**1**

**Pre-Test to assess Knowledge, Behaviour and Attitude levels**



**2**

**6 Workshops (1-2 times a week)**



**3**

**Weekly activities and challenges**



**4**

**Post-Test 1 to assess impact of Workshops**



**5**

**Qualitative feedback from students & teachers**



**6**

**21-Day Tummy Tracker Challenge**



**7**

**Post-Test 2 to assess impact after 6 months (for sample set)**

# Course Results

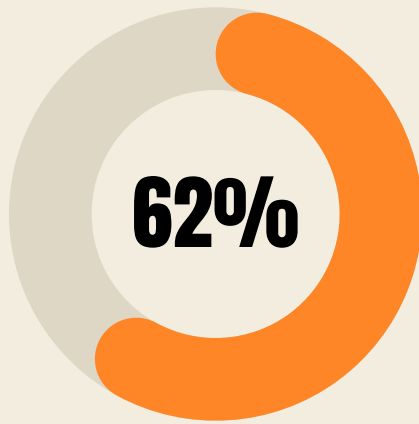
## Coverage



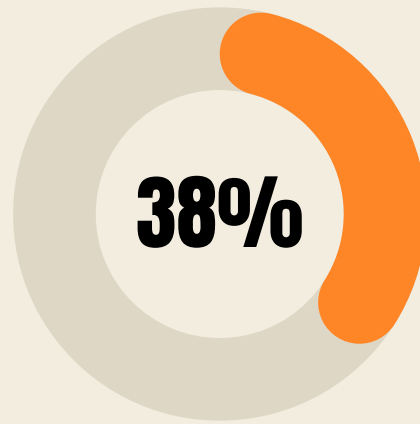
No of Schools



No of Children



Boys



Girls



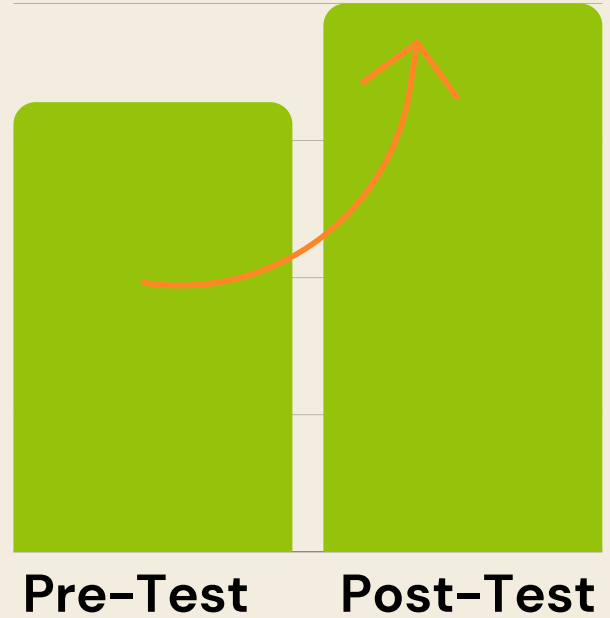


# Overall Improvement

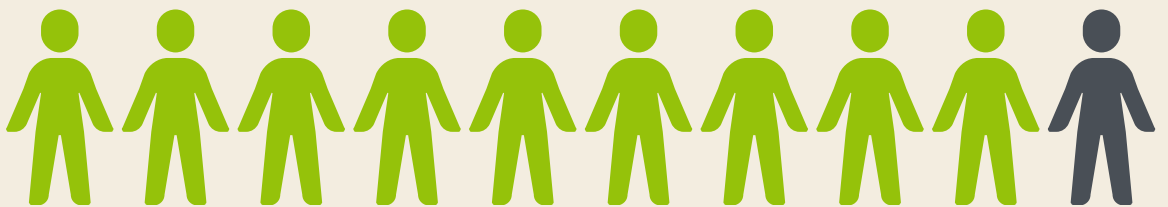


Overall improvement in Knowledge, Attitude and Behaviour scores:

**10%**



**73%** children showed improvement in overall scores



**90%** children showed improvement in at least one parameter (Knowledge/Attitude/Behaviour)

(These results are based on data from 67% of total students, who filled both Pre-Test and Post-Test.)

# Improvement in Knowledge

**72% children showed improvement in Knowledge scores after the course**

Children displayed a better understanding of different nutrients, sources of these nutrients, balanced meals, harmful effects of junk food, differentiating between healthy and unhealthy foods, and healthy eating and cooking practices.

# Improvement in Attitude

**41% children showed improvement in Attitude scores after the course**

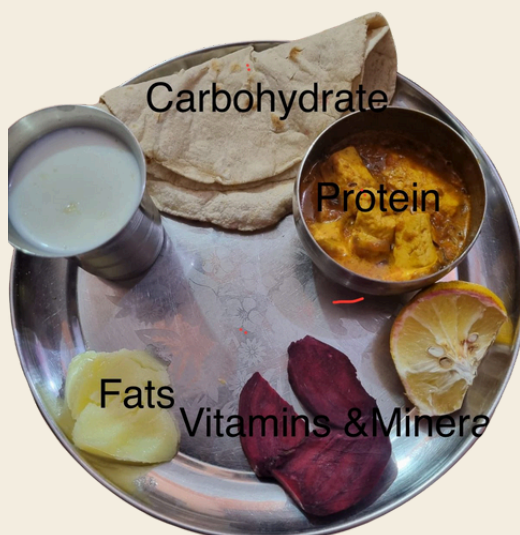
Children reporting greater interest in making healthier food choices and in learning more about food and nutrition.

*"Before this course, I consumed a lot of junk food. Now I always read food labels before buying. I have also developed interest in nutritional food. Thank you Foodshaala and Purnima ma'am for teaching me new things about food and healthy eating and putting in a lot of effort."*

**Yaksha, 12 year-old**



## Children identifying sources of various nutrients in their plates



(These results are based on data from 67% of total students, who filled both Pre-Test and Post-Test.)

# Improvement in Behaviour



**51% children showed improvement in Behaviour scores after the course**

These include changes such as increasing intake of protein-rich foods and vegetables, reducing intake of junk food, and reading food labels before buying or consuming packaged foods.

## Children designing balanced meals



## Children reading food labels



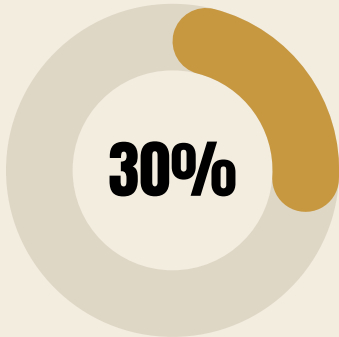
*"I have made a lot of changes in my food habits after the course. I stay away from junk food and include foods like pulses & leafy vegetables more. I have learnt a lot about healthy food & make tasty healthy recipes. Foodshaala's food funda program is very useful to me and I like it very much."*

**Anjali, 12 year-old**

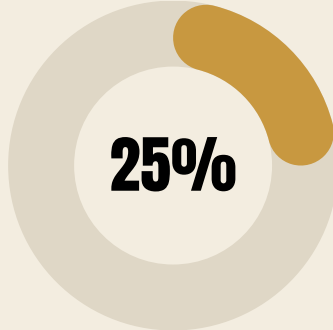


(These results are based on data from 67% of total students, who filled both Pre-Test and Post-Test.)

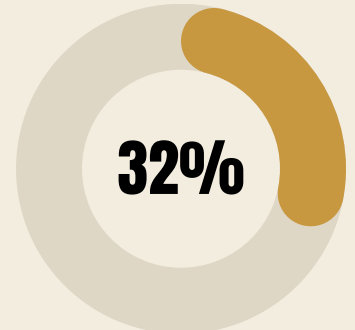
## Percentage of children who reported:



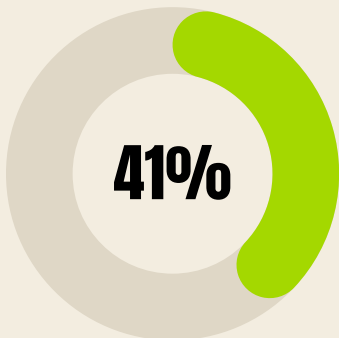
Increase in consumption of protein-rich foods



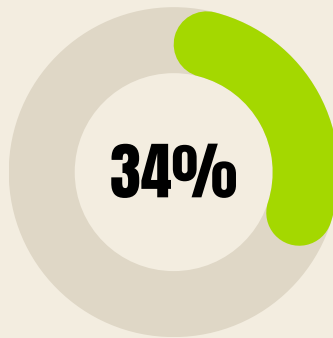
Increase in consumption of dairy products



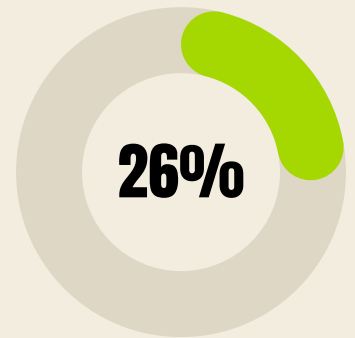
Increase in consumption of nuts and seeds



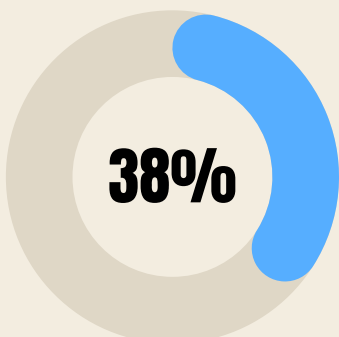
Increase in consumption of leafy vegetables



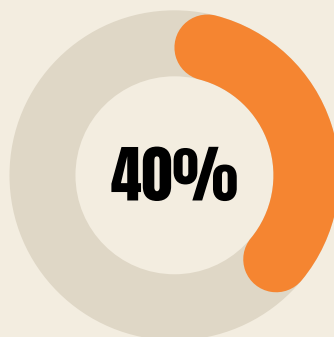
Increase in consumption of other vegetables



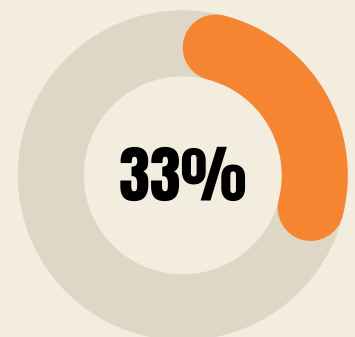
Increase in consumption of fruits



Increase in water intake



Reduction in consumption of junk food



Reading food/nutrition labels

(These results are based on data from 67% of total students, who filled both Pre-Test and Post-Test.)

# Children spreading nutrition awareness

The impact did not stay limited to the individual level. Our Food Funda students acted as our nutrition ambassadors. They took various nutrition awareness initiatives within their homes, like cooking healthy recipes for the family and educating their siblings about food and nutrition. This shows the potential of empowering children in bringing change at the household, school and community level.

Children trying new recipes at home



**Acting as our nutrition ambassadors, children took the impact from individual to household level**

Children educating their siblings



# Results from 21-Day Tummy Tracker Challenge

## Diet Diversity

For 21 days, children tracked the consumption of foods from the following food groups on a daily basis: Pulses/Non-veg; Leafy Vegetables; Other Vegetables; Fruits; Dairy; Nuts & Seeds.

## Junk Food Consumption

Children picked any 2 of their favourite junk foods and tracked their consumption over 21 days. Commonly chosen foods include chocolates, chips, momos, biscuits and ice-cream.

Give yourself points in the table below (Yes = 1 point; No = 0 point)							
Table A	Mon, Feb 15	Tue, Feb 16	Wed, Feb 17	Thu, Feb 18	Fri, Feb 19	Sat, Feb 20	Sun, Feb 21
1. Did you eat anything from the food group "Legumes, Pulses and Non-Veg" today? (e.g. dal, rajma, chhole, besan, soya, egg, chicken)	1	1	1	1	1	1	1
2. Did you eat any "Leafy Vegetables" today? (e.g. palak, methi, cabbage, dhanyo, pudina)	1	1	1	1	0	0	1
3. Did you eat any "Other Vegetables" today? (e.g. lady finger, brinjal, cauliflower, tinda, tari, loushi/ghiya, matar, kaddu, cucumber, carrot)	1	1	1	1	1	0	1
4. Did you eat any "Fruit" today?	1	0	1	1	0	1	1
5. Did you have "Milk or Milk Products" today? (e.g. milk, paneer, curd, cheese, chhaas, lassi)	1	1	1	1	1	1	0
6. Did you eat any "Nuts or Oilseeds" today? (e.g. peanuts, badam, kaju, walnuts, til seeds, alsu)	1	1	1	1	1	1	0
7. Did you drink at least 7 glasses (around 2 litres) of water today?	1	1	1	1	1	1	1
<b>Total (A)</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>5</b>

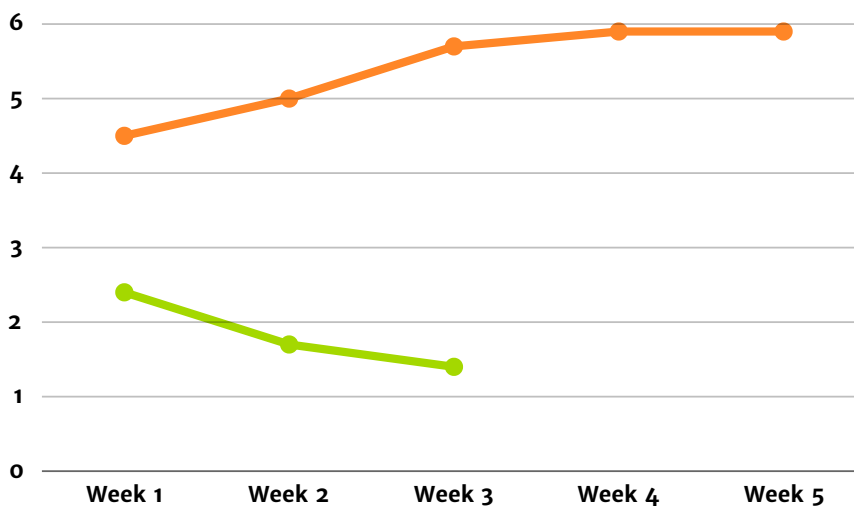
Give yourself points in the table below (Yes = 1 point; No = 0 point)							
Table B	Mon, Feb 15	Tue, Feb 16	Wed, Feb 17	Thu, Feb 18	Fri, Feb 19	Sat, Feb 20	Sun, Feb 21
1. Did you consume Junk Food 1 today?	0	0	0	1	0	0	0
2. Did you consume Junk Food 2 today?	0	0	0	0	0	0	0
<b>Total (B)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>

<b>Total (A) - Total (B)</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>5</b>
<b>Grand Total Score (Week 1)</b>	<b>41</b>						

## 21-Day Tummy Tracker Challenge

Results from the challenge



**32%**

improvement in diet diversity score

**31%**

reduction in junk food consumption

(These results are based on data from 6% students, who completed the Tummy Tracker Challenge.)

## Results from Post-Test 2 (post 6 months)

We conducted a Post-Test 2 for a sample set of students 6 months after the Program to measure if the impact from the Program sustained.

**Overall Knowledge, Attitude and Behaviour scores improved immediately after the course (6%), and then dipped slightly 6 months later (5% from Pre-Test).**



A **number of students maintained or further improved** their scores 6 months after the Program, compared to their performance immediately after the Program

**46 %**



students showed improvement in overall scores for Post 1 to Post 2

**66 %**



students showed improvement or maintained in Knowledge from Post 1 to Post 2

**46 %**



students maintained or showed improvement in Behaviour scores from Post 1 to Post 2

(These results are based on data from 11% students, who completed Pre-Test, Post-Test 1 & Post-Test 2.)

## Ratings and Feedback



**Nidhi**  
**12-years-old**

I used to eat junk food like chips three times a day. But after the course, I have limited it and understand what food is good for my health.

**4.6/5**

Student rating on how **interesting** they found this course



**Mr. Saransh Gupta**  
**Academic Director,**  
**Surya Model School**

I want to thank Foodshaala and Dr. Purnima for teaching our students the importance of a healthy diet and nutrition through fun activities. They even provided gifts & certificates for excellent performance in the course. We greatly appreciate their efforts since they benefit our students and teach them the value of healthy & nutritional knowledge.

**4.7/5**

Student rating on how **useful** they found this course



## Komalpreet's Impact Story

# I learned a lot about healthy eating & check food labels

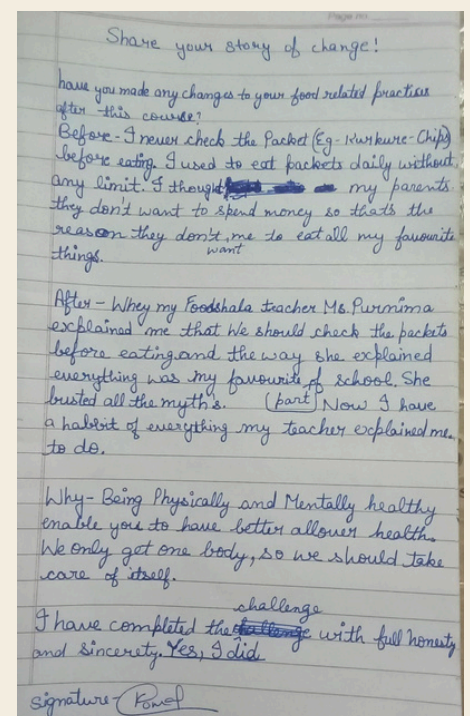


Komalpreet is a 14-year-old girl studying in 7th Standard, KPS Convent School, Delhi. An active participant in Food Funda course, she attended all workshop sessions and completed all challenges.

Her knowledge score improved from 50% to 100% and her behaviour score improved by 43% after the course.

She reduced her chips' (eg. kurkure, lays) consumption from 2 times in week 1 to 0 in weeks 2 & 3. She also increased consumption of fruits & vegetables.

Komal also reflected an understanding of how physical and mental health enables one to have a holistically healthy body.



# Lessons Learnt

01

## Reaching Appropriate Age Group

We found that children from senior classes showed lesser interest in extra-curricular programs, and got lower results on behaviour change. Further, it is better to reach children at an early age and build their strong foundation in food and nutrition.

02

## Improving Understanding of Junk Food

Children have many perceptions about what constitutes junk food, and do not consider foods like unhealthy biscuits or cold drinks that they regularly consume as home as junk food. Even though these aspects are part of our program, we will put additional efforts towards addressing perceptions around commonly consumed junk foods.

03

## Improving Data Accuracy

Children often take the Pre-Test as a 'test' and tend to report 'good' behaviour. This is less prevalent in Post-Test, by which time they are familiar with the course and facilitators. This affects data accuracy, and behaviour change outcomes are likely to be higher than those reported. We are addressing this by changing the format of the tests and improving our communication about the Pre-Test.





# School Nutrition Awareness Program (SNAP)

## B. Bonus Sessions for Children



## Salad Making

We conducted a cooking session for 60 schoolchildren in Delhi on salads. Children learnt making various salads using affordable, local and nutritious ingredients, such as vegetables, sprouted pulses and paneer. They showed great enthusiasm and skills as they used their knowledge, skills and creativity to make salads that were healthy, tasty and tempting. The session also provided them an opportunity to showcase their knowledge from the Food Funda program, as they shared how their salads were healthy.



## Dental Awareness

Digestion begins in the mouth, which is why good oral health is critical for a healthy body. We organized a series of dental health awareness sessions, where 136 children learnt a range of practical tips to maintain good oral health and hygiene. They learnt about brushing and flossing techniques, avoiding dental caries, food choices for healthy teeth, tongue cleaning, and lots more.





# School Nutrition Awareness Program (SNAP)

## C. Nutrition Awareness for Parents



# Parents, primarily mothers, learnt about preparing balanced meals for kids and ways to enhance the nutritional value of food.

In order to complement the Food Funda program for children, we organized a nutrition awareness session for parents in one of our partner schools. Around 20 parents and guardians interacted with us, and learnt about balanced meals for kids, healthy recipes, and simple cooking tips to maintain the nutritional value of food.

These sessions complement our program for children, to bring about a more effective change in household eating practices.





# Nutrition Talks



## Nutrition Talk at Bharosa Foundation

We conducted a nutrition talk for around 40 children across age groups studying in Bharosa Foundation School in Gurgaon. The children learnt about different nutrients and how they can make them a part of their diet to ensure they are eating balanced meals. Apart from our session on food, nutrition and health, the children enjoyed an exciting day involving distribution of a wholesome meal and a fun dance session.



## School Session on Junk Food by our Volunteer

Our volunteer, Diya Jayamohan, a school student herself, conducted an interactive session regarding junk food and its ill effects in her school in Bengaluru for around 1200 students across grades 5 to 10. Volunteering with Foodshaala as a social media manager gave her an insight into our efforts to enable people, especially children, to make healthier choices. Concerned about the rising junk food intake by children in her school, she took the initiative to spread much-needed awareness on this issue.







# Community Nutrition Awareness Initiatives



Through interactive sessions with mothers in Khandsa village, Gurugram and Sangam Vihar, Delhi, we learnt more about the common health problems and food related issues faced by people in these communities. We offered nutritional education, geared towards enabling mothers to plan and make healthier meals for themselves, their children and families. Through a combination of programs for children and parents, we hope to empower people to live healthier and happier lives.

## We interacted with 50+ mothers in Delhi and Gurugram





# Summer Camp for Kids



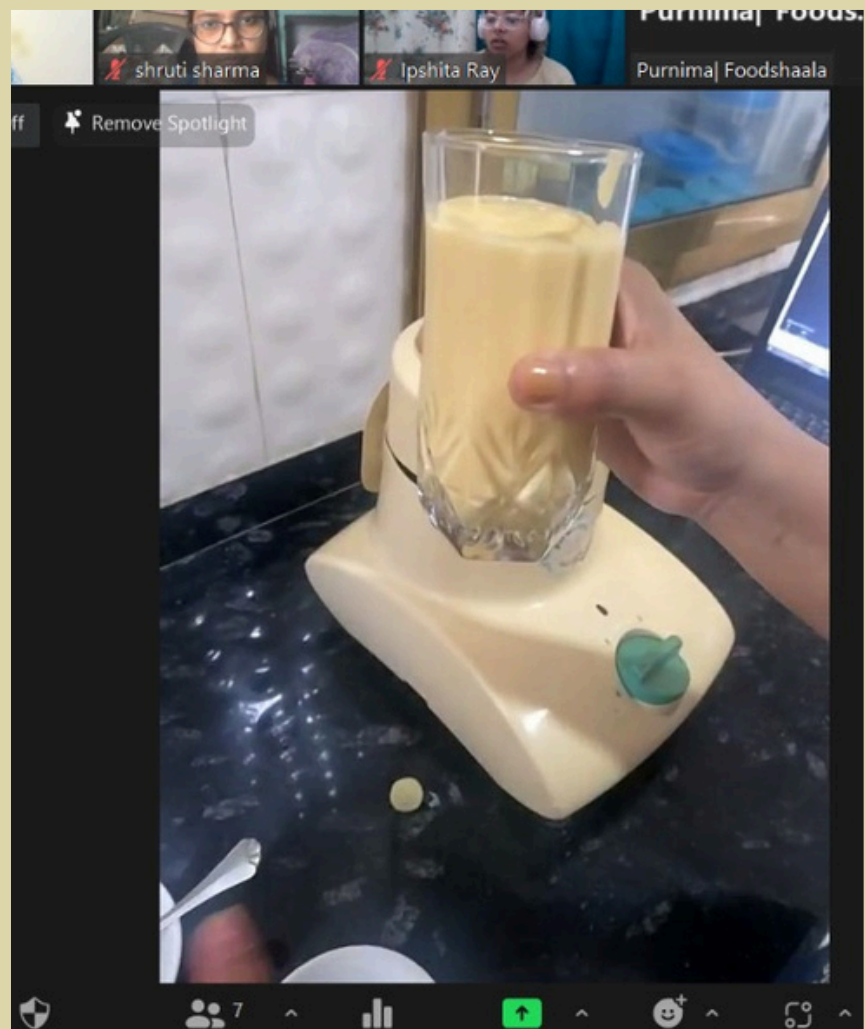
# We conducted a 5-day Summer Camp for kids involving nutrition awareness sessions and fireless cooking.



In partnership with Ginny's Planet, we offered Ginny's Healthy Kitchen, a 5-day offline Summer Camp in Delhi on food and nutrition. We met a diverse group of children who learnt about nutrients, healthy cooking, junk food and more. The Summer Camp involved daily fireless cooking sessions, where the kids made healthy drink, salad, snacks and dessert.



# Healthy Cooking Workshops



In partnership with Ginny's Planet, we conducted an online healthy cooking session for children and adults. During the summer season, participants learnt about making healthy drinks, benefits of Sattu, and Sattu recipes. They also made a Sattu Mango Smoothie during the session.



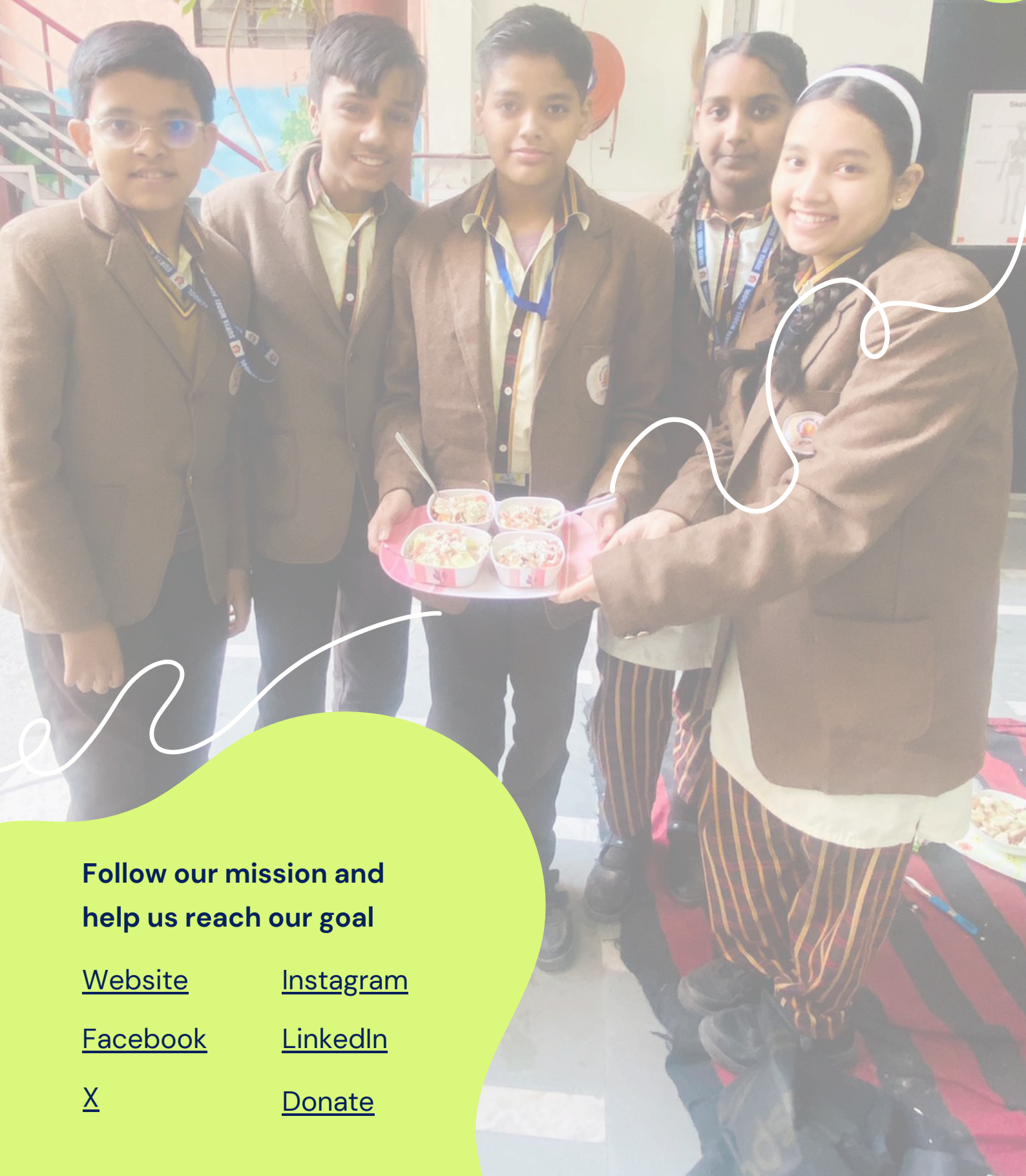
# Acknowledgement

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