



**Foodshaala
Foundation**
Healthy food for all

2022-2023

Impact Report





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About Us



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

Malnutrition is one of the biggest problems in India. While malnutrition affects everyone, children are the worst affected as they miss out on right nutrition during their development age. In India, there is a prevalence of all three types 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).

Poor diet is a leading cause of malnutrition.

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:**

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.

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.



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: Malnutrition 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 2022-23



Our Work



Our primary activities include the following:

School Nutrition Awareness Program

Food Funda: School Nutrition Awareness Program (SNAP) for school children, to improve knowledge in food and nutrition and induce behaviour change towards healthy eating.

Healthy Cooking Workshops

Online and offline cooking sessions with children to enable them to adopt healthy eating behaviours.

Nutrition Awareness for Parents

Awareness programs for parents to improve knowledge and support behaviour change within households.

Food Distribution

Distribution of meals to children.



Food Funda

School Nutrition Awareness Program (SNAP)



Program 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.



6-8

Grades

10-15 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 which 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.



Process & Assessment



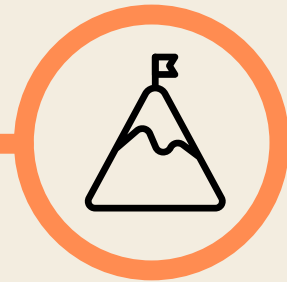
1

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



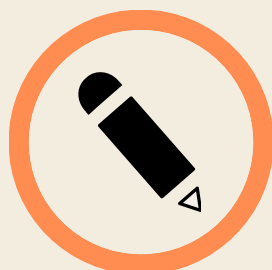
5

Qualitative feedback from students & teachers



6

21-Day Tummy Tracker Challenge



7

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

Program Results

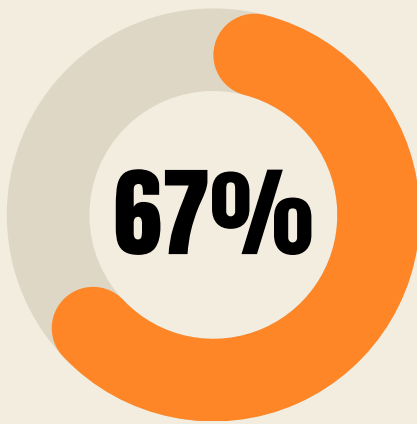
Coverage



No of Schools



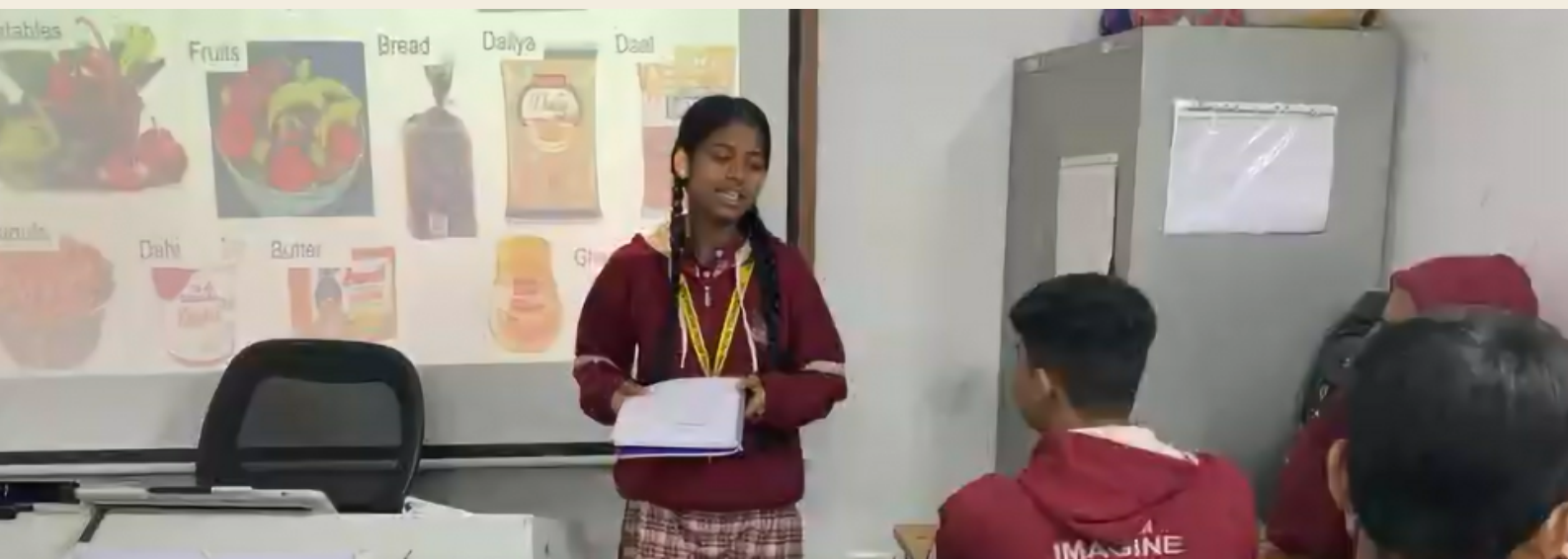
No of Children



Boys



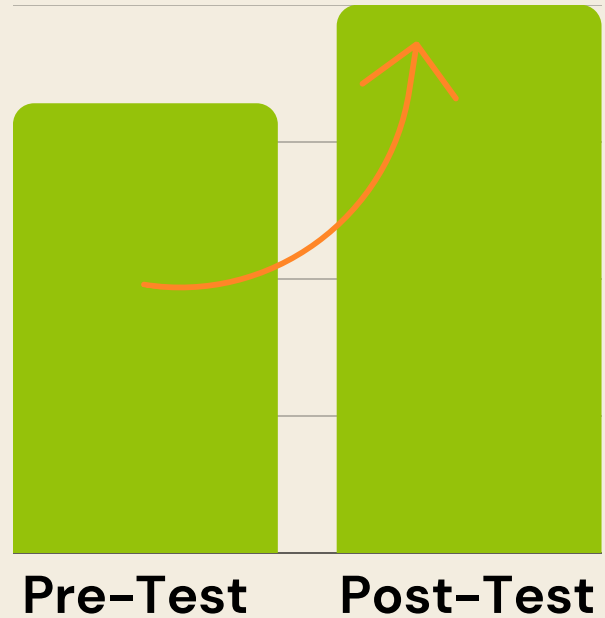
Girls



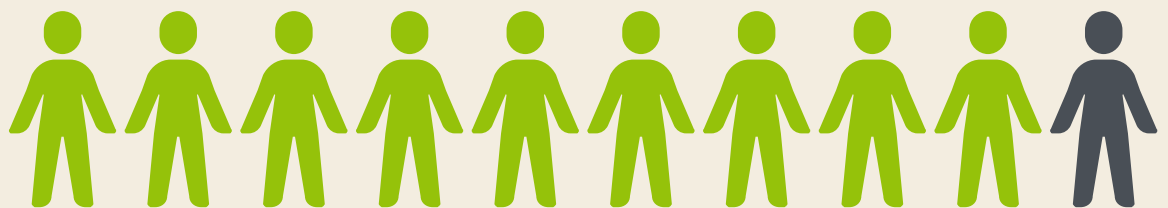
Overall Improvement

Overall improvement in Knowledge, Attitude and Behaviour scores:

18%



82% children showed improvement in overall scores



95% 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



86% children showed improvement in Knowledge after the Program

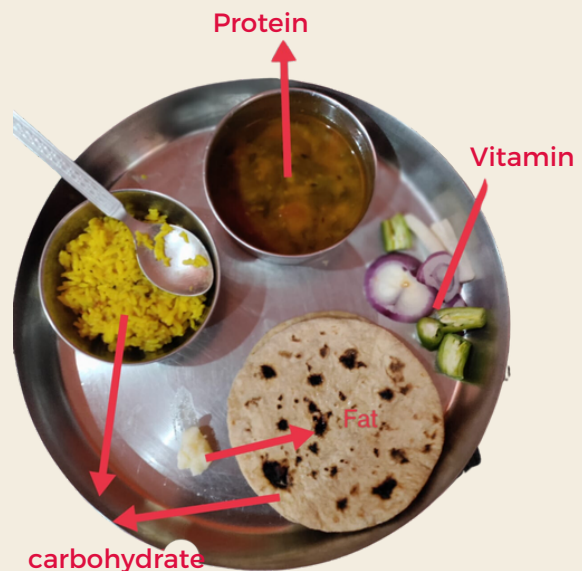
Children displayed a better understanding of different nutrients, sources of these nutrients, harmful effects of junk food, balanced meals, differentiating between healthy and unhealthy foods, and healthy eating and cooking practices.

"Before this course, I consumed a lot of junk food like chips, Kurkure, samose. I didn't know these are harmful. And I used to get an infection frequently. Now I know what kinds of foods and nutrients, like trans fats, are harmful to us. I know how to maintain a good and disease-free health. Thank you Foodshaala for this joyful course."

Fatima, 12-yr 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



47% children showed improvement in Behaviour after the Program

"I used to eat a lot of junk food and didn't have a balanced diet. Sometimes I also missed meals. After the program, I never skip my meals. I take proper balanced diet. I have also reduced my consumption of junk food."

Payal, 13-year-old



Children trying new recipes at home

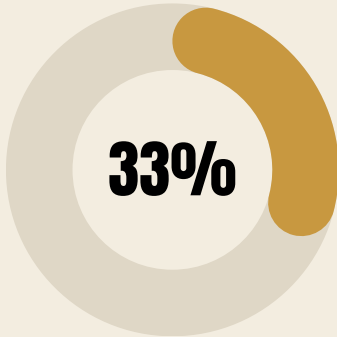


Children reading food labels

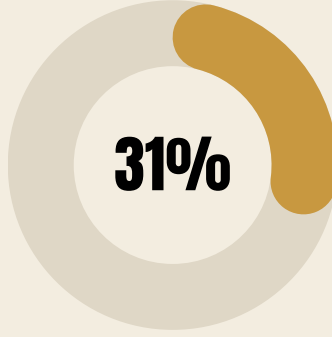


(These results are based on data from 67% of total students, who filled both Pre-Test and Post-Test.)

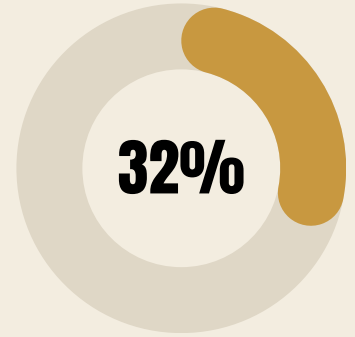
Percentage of children who reported:



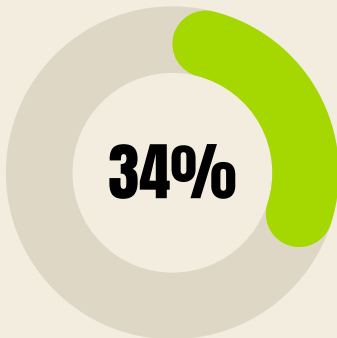
Increase in consumption of protein-rich foods



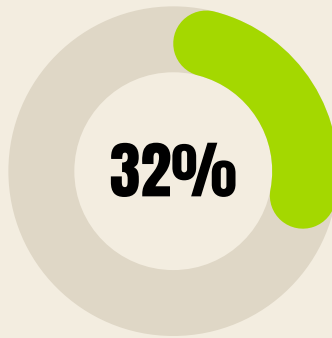
Increase in consumption of dairy products



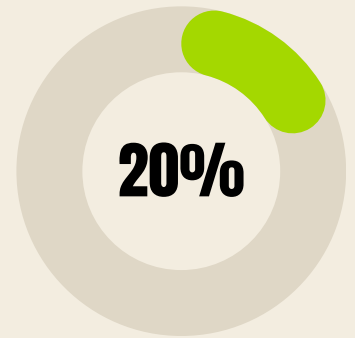
Increase in consumption of nuts and seeds



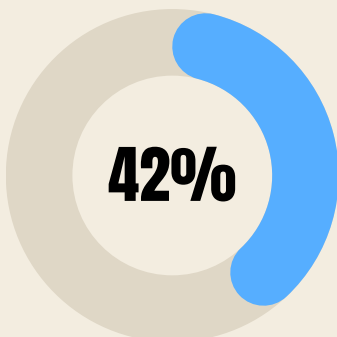
Increase in consumption of leafy vegetables



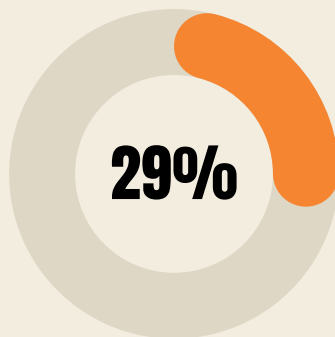
Increase in consumption of other vegetables



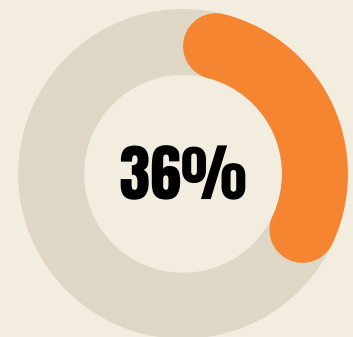
Increase in consumption of fruits



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.)

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. daal, 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, dhansya, pudina)	1	1	1	1	0	0	1
3. Did you eat any "Other Vegetables" today? (e.g. lady finger, brinjal, cauliflower, tinda, tari, lauki/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
Total (A)	7	6	7	7	5	5	5

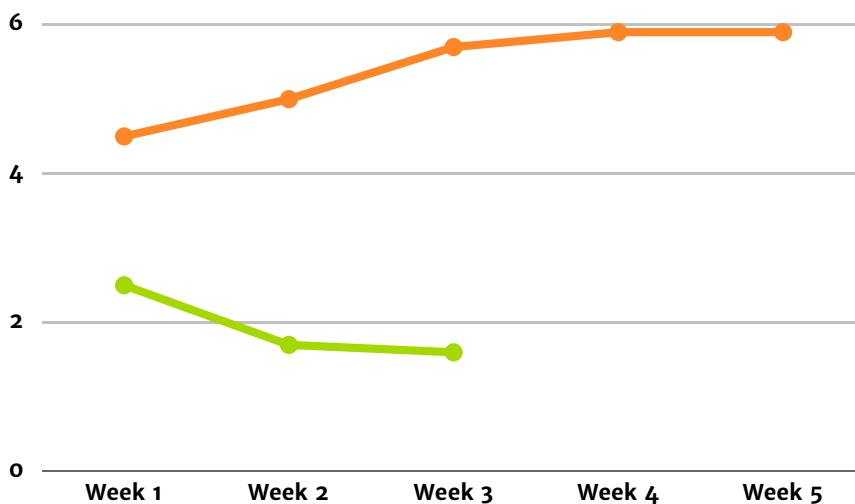
Give yourself points in the table below (Yes = 1 point; No = 0 point)

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
Total (B)	0	0	0	1	0	0	0

Total (A) - Total (B)	7	6	7	6	5	5	5
Grand Total Score (Week 1)	41						

21-Day Tummy Tracker Challenge

Results from the challenge



32%

improvement in diet diversity score

35%

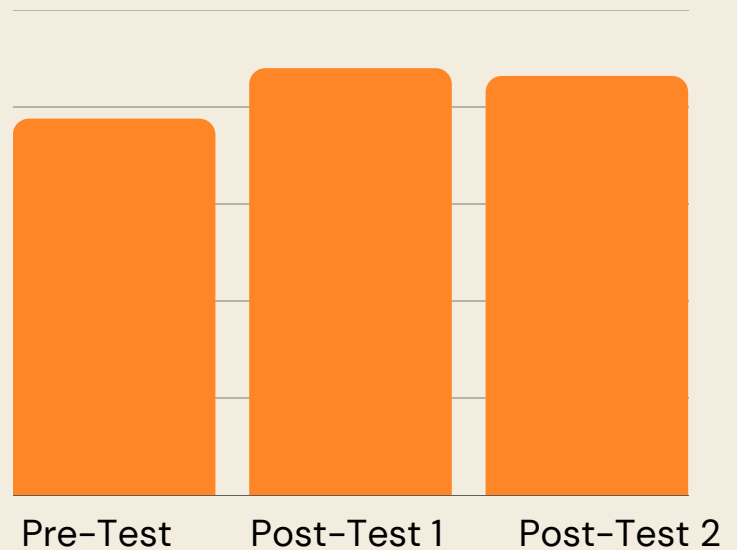
reduction in junk food consumption

(These results are based on data from 7% students, who completed the Tummy Tracker Challenge.)

Results from Post-Test 2 (post 6 months)

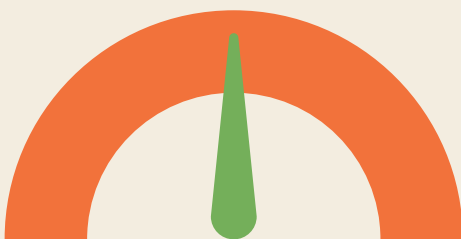
We conducted a Post-Test 2 for a sample set of students 6 months after the Program to measure if the impact from the Program sustained.

Overall Knowledge, Attitude and Behaviour scores improved immediately after the Program (13%), and then dipped slightly 6 months later (11% from Pre-Test).



Although there was a slight dip in Knowledge scores, there was further **improvement in Behaviour** 6 months after the Program

50%



students showed improvement in Behaviour in Post-Test 1 compared to Pre-Test

60%



students showed improvement in Behaviour in Post-Test 2 over and above Post-Test 1 level

(These results are based on data from 4% students, who completed Pre-Test, Post-Test 1 & Post-Test 2.)



Ratings and Feedback



Raviul
15-year-old

I used to skip classes on Saturdays earlier. But since the start of Food Funda program, I am attending school on all Saturdays.



4.6/5

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



Ms. Amisha Rajput, Classteacher

This course is very informative, and helps students and parents learn important things about healthy food. I love the way the teacher explained everything. The recipes were easy to follow and child friendly. I also feel a very positive energy to cook more and more healthy food because I don't eat very healthy food.

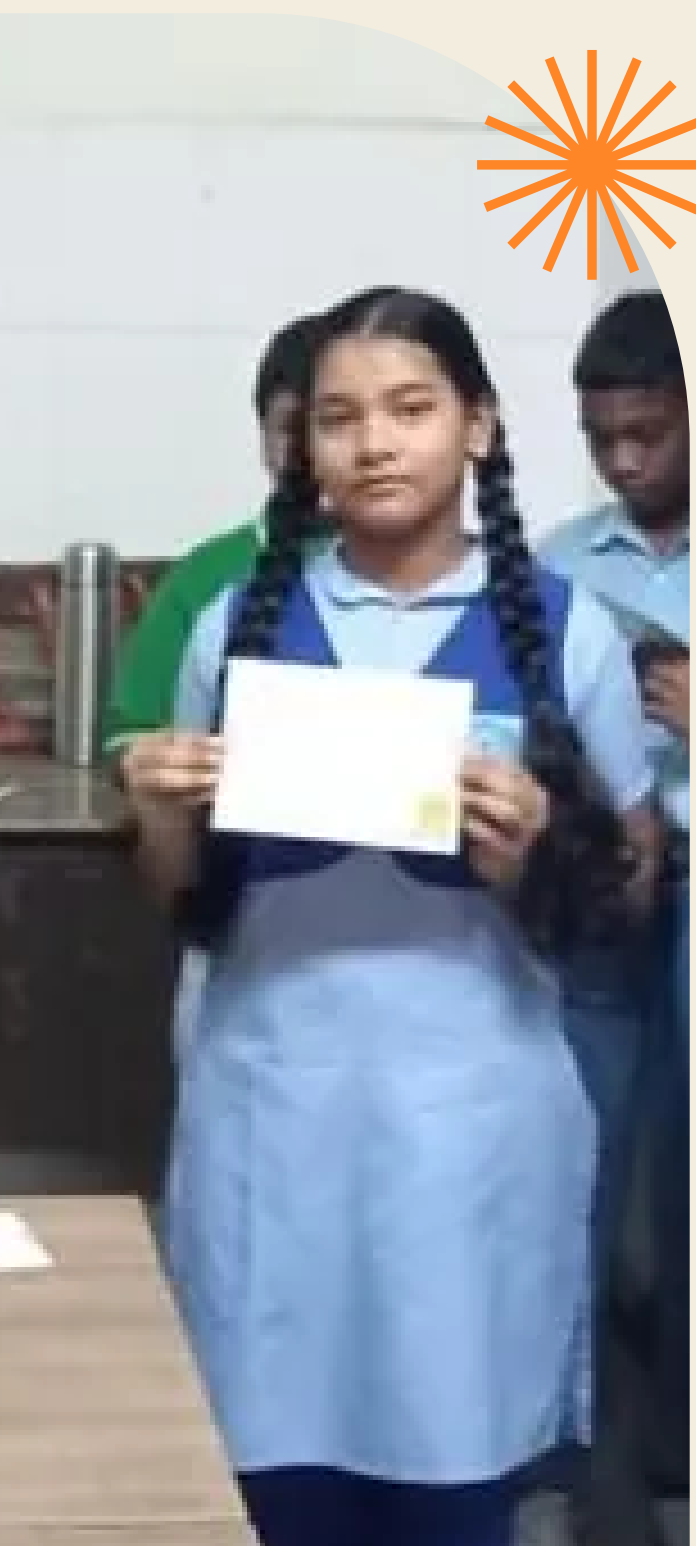


4.7/5

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

Princi's Impact Story

I learned a lot about food, nutrition and healthy eating.



Princi is a 12-year old girl from Nathupur village, Gurugram, studying in Class 7. An active participant in the SNAP Program, she attended all 6 workshop sessions and completed all challenges. After the Program, her Knowledge score went up from 50% to 90%, and her Behaviour score jumped up by 18%. She increased consumption of fruits, vegetables and dairy products significantly.

Princi also completed the 21-day Tummy Tracker Challenge, during which she reduced the consumption of pizza and noodles from 6 times a week in Week 1, to 4 times a week in Week 2, to just twice a week by Week 3.

Share your story of change!

Have you made any changes to your food or food related practices after this course?

Before: Before starting Tummy tracker challenge, I ate junk food in a day for 2 or 3 times. Earlier I didn't know which things to eat and which are not.

After: And now I have made many changes in me, and I have reduced to eating junk food. I also read the ingredient table of any food packet.

Why: Because I have attended all the sessions of food funda and I have learned something new which I do not know.

Thank You food funda! Thank You so much 😊

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. Accordingly, we decided to also target Class 5 students from next year, and exclude Class 8 students.

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 at 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.





Nutrition Awareness for Parents



We reached around **119** parents, primarily mothers.



We interacted with parents in 3 of the schools where we conducted the SNAP Program, during the Parent-Teacher Meeting, or as dedicated awareness sessions.

During the sessions, parents 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.





Healthy Cooking Workshops



In partnership with Ginny's Planet, we conducted an online healthy cooking session for around 20 children, sharing some tasty Summer Sipper recipes. Children can easily make these using fruits and vegetables and enjoy these natural cooling drinks instead of the sugary drinks they normally consume in summers.

We conducted a live cooking session in one of our schools with around 30 children where they learnt Salad recipes. 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 own innovation to make their salads more tasty and beautiful. The session also provided them an opportunity to showcase their knowledge from the SNAP Program, as they shared how their salads were healthy.



Children learnt making various salads using affordable, local and nutritious ingredients



Food Distribution



We conducted a food donation drive for around 70 children.

These are children of migrant workers residing in an urban slum area in Gurugram. They attend Vishalakshi Foundation's Dream School to build up on their school education.

We interacted with the children and distributed nutritious meals to them. This work is part of our efforts to increase access to healthy food among the poor.



Impact in Numbers



Total people reached

766

PEOPLE

525 children across 5 schools receive food & nutrition education as part of SNAP Program

525

5 SCHOOLS

Nutrition awareness sessions

100+

SESSIONS

Overall improvement in Knowledge, Attitude and Behaviour scores of children

180%

IMPROVEMENT



95%

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

33%

Children are consuming more vegetables and protein-rich foods

36%

Children are reading food labels before buying/ consuming packed food

29%

Junk food consumption has reduced for children



Awards & Media





Winner of Nutrition Awards 2022

Awarded by Glenmark Foundation, World Food Programme and Idobro, for our work on improving diet diversity among children



Second Runner-Up Meri Poushtik Rasoi (2022)

Awarded by Glenmark Foundation and Idobro, for recipe Leftover Dal Cheela

Featured In:

THE BETTER INDIA

YOUR STORY

Acknowledgement



We express our gratitude to everyone who supported the preparation of this report. In particular, we thank **Ms. Priyanka Gupta** and **Mr. Raunak Pathak** for conducting a detailed data analysis for our School Nutrition Awareness Program, summarizing the key results and offering recommendations based on the analysis.

WE THANK YOU
FOR YOUR CONTINUED SUPPORT IN
OUR PROGRAMS



**Foodshaala
Foundation**
Healthy food for all



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help us reach our goal**

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