




CRAX RESPONSIBLE INDULGENCE AWARENESS DRIVE (CRID)

Report submitted to FSSAI
by
DFM Foods Ltd.





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Messages



Dr. Mahesh Waghmare
Joint Director
FSSAI (North Region)

DFM Foods has taken a great initiative to support FSSAI's Flagship "Eat Right School" program through its CRID (CRAX Responsible Indulgence Awareness Drive) program to provide project-based learning among Delhi NCR schools for promoting "Responsible Indulgence" of safe, nutritious, and sustainable foods with the purpose of creating awareness about "Eating Responsibly, Eating Safely, and Eating Sustainably". FSSAI is very happy to see progress in several areas, especially in building awareness about safe, healthy, and sustainable diets among children. FSSAI is happy to see the commitment of the DFM Foods leadership team and the active participation of their employees in this important cause. DFM is working hard to promote the right messaging around safe food and healthy diets through various interventions and has successfully demonstrated that it is a socially responsible business.



Mr. Lagan Shastri
MD & CEO
DFM Foods Ltd.

Over the years, DFM Foods has relentlessly engaged with society for improving the nutritional status of children through various initiatives for positive transformation toward the sustainable social development of the community. I am glad to have Food Safety Standard Authority (FSSAI) support DFM Foods in undertaking the CRID (CRAX Responsible Indulgence Awareness Drive) program to provide project-based learning towards promoting "Responsible Indulgence" of safe, nutritious, and sustainable foods to create awareness about "Eating Responsibly, Eating Safely, and Eating Sustainably" among Delhi-NCR schools. I congratulate FSSAI for inspiring the people of India to healthy eating through its noble initiative of "Eat Right India". We look forward to continuing our engagement with FSSAI's "Eat Right School" project in the years to come.



Mr. Kajal Debnath
Chief Regulatory Officer
DFM Foods Ltd.

We believe in creating social value through continuous engagement with society for sustainable development. CRID (CRAX Responsible Indulgence Awareness Drive) was launched in line with FSSAI's "Eat Right School" initiatives which aim at creating awareness about food safety, nutrition, and hygiene among school children and, through them, among the community at large. We are privileged to get support from FSSAI for carrying out CRID activities in 30 Delhi-NCR schools to spread the message of "Eating Responsibly, Eating Safely, and Eating Sustainably" along with continual engagement with school children through project-based interactive learning, including visits to our processing facility. We also thank the Adaavi Enterprise team for their contribution to driving CRID into a successful program.



Ms. Aditi A. Mehrotra
Nutritionist
Adaavi Enterprizes

Adaavi Enterprizes Pvt. Ltd. is proud to be part of CRAX Responsible Indulgence Awareness Drive (CRID), a remarkable initiative by DFM Foods, in spearheading a series of awareness drives in Delhi-NCR schools. We express our gratitude to DFM Foods for their dedication and commitment to this initiative with clear and impactful objectives to conduct thematic awareness programs and activities that instill "Responsible Indulgence" among school children, inspire them to adopt FSSAI's "Eat Right School" concepts, and foster a sense of ownership in creating a healthier community. The initiative made a significant and lasting impact on the lives of school children, shaping a brighter and healthier future for all. Together, this transformative journey was a resounding success, setting an example for other schools and food companies to follow. With a shared vision of positively impacting the lives of school children across India, our mission is set in motion for scaled adoption at large by schools and food companies.

1. Executive Summary

DFM Foods, a prominent snack food company in India, joined hands with Adaavi Enterprizes, an implementation agency of India's Food Safety Standards Authority (FSSAI). Adaavi Enterprizes possesses extensive expertise in conducting campus awareness programs, and nutrition drives; and developing educational resources for promoting nutrition and health in schools. Together, we embarked on a mission to positively impact the lives of school children in India.



During the fiscal year 2022-2023, DFM Foods implemented a range of awareness-building activities focused on promoting responsible indulgence of safe, nutritious, and sustainable foods among school children in the Delhi-NCR region. The primary objectives of this collaborative initiative were to conduct thematic awareness programs and activities that would foster responsible indulgence habits among school children. They aimed to encourage the students to integrate FSSAI's flagship initiative, "Eat Right School" health concepts into their daily lives.

Additionally, the initiative aimed to inspire schools to actively participate in the CRAX Responsible Indulgence Awareness Drive (CRID) campaign for widespread dissemination of the message "Eating Responsibly, Eating Safely, and Eating Sustainably". By doing so, we sought to expand the reach of these important concepts and raise awareness about "Responsible Indulgence" among a wider audience. The overall goal was to make a meaningful difference in the lives of schoolchildren and contribute to a healthier future for the community as a whole.



2. About CRAX Responsible Indulgence Awareness Drive

2.1. Participation Rate



30 schools from various parts of New Delhi-NCR, including Gurugram, Noida, Noida Extension, Greater Noida, Indirapuram, Vaishali, Khurja, Jewar, Ishanpur, and Brij Vihar actively participated in the CRID program.

The focus of the project-based learning in these schools was to promote "Responsible Indulgence" in safe, nutritious, and sustainable foods. This initiative aligned with the "Eat Right School" mission, a flagship FSSAI initiative.

2.2. Increased Awareness

Adaavi Enterprizes developed a CRID Toolkit consisting of three categories - Explore, Reflect, and Mentor. The toolkit provided detailed guidelines on registering, forming a team of CRID Coordinators, conducting activities, and mentoring other schools to join the initiative. Over 180 schools were contacted, and 30 schools successfully enrolled and registered for CRID, raising awareness about "Responsible Indulgence", safe and nutritious foods, and sustainable eating practices among students, teachers, and parents.



2.3. Behavior Change



The CRID program has had a transformative effect on students, parents, and teachers, leading to notable improvements in their eating habits and behaviors. Students have made positive changes in their food choices and practices.

Additionally, the program has motivated individuals to adopt a regular exercise regime and increased emphasis on mental health. Testimonials from students, parents, and teachers validate the program's success in fostering healthier lifestyles and highlight the positive impact it has had on their lives.

2.4. Collaborative Partnerships



During the implementation of CRID, prominent personalities, including school owners, management, directors, and principals, actively participated in the initiative. Eminent academicians Dr. Shayama Chona, a recipient of Padmashree and Padmabhushan awards, and Dr. Mahesh Hiranandani, President of the Indian Pediatric Association, joined the mission and commended DFM Foods, a Food Snack company, for driving such a noble initiative.

To emphasize the importance of responsible eating from a young age, we welcomed Master Kautilya Pandit, a child prodigy known as the "Google Boy of India" for his exceptional memory and knowledge in various subjects.



Mr. Lagan Shastri, a visionary leader, and Managing Director & CEO of DFM Foods, along with Mr. Kajal Debnath, Chief Regulatory Officer, played pivotal roles in spearheading the campaign. Dr. Mahesh Waghmare, Joint Director, FSSAI contributed to the program through his direct involvement as well as by providing due guidance for the successful run of CRID. Their vision, commitment, and exemplary teamwork added weight to FSSAI's revolutionary idea of building a robust food ecosystem.

2.5. Sustainability Initiatives



2.6. Media Coverage & Publicity

Several schools showcased CRID events on their school portals and websites. Notably, Noida Educational Academy organized a grand event in their school which received coverage in a leading newspaper.



The drive was based on Eat Right School mission, an initiative of FSSAI

Under the CRID initiative, schools took a comprehensive approach to sustainability. They conducted responsible eating campaigns, promoted food safety awareness, and focused on addressing food wastage and promoting a plastic-free planet.

Activities included implementing composting systems, eliminating plastic usage, reducing food wastage, advocating for eco-friendly packaging, and supporting local farmers and communities. CRID aimed to instill a sense of responsibility for sustainable practices among students, teachers, and parents.

Noida Educational Academy (NEA), Sector 110, Noida, organised the CRAX Responsible Indulgence Drive, a project-based learning to promote responsible indulgence of safe, nutritious and sustainable foods, by conducting a morning assembly.

The drive was based on Eat Right School mission, an initiative of Food Safety and Standards Authority of India (FSSAI). FSSAI created an opportunity for food company Crax-DFM Foods and other corporates to join hands with NEA, a FSSAI implementation partner.

Many dignitaries graced the occasion as guests of honour. NEA principal Deepa Bhatt inaugurated the event on a devotional note.

Senior coordinator Manjula Varshney welcomed Aditi Mehrotra, a pio-

neer in the field of nutrition and dietetics. Mehrotra is also the co-founder and health educator of Arney's Fitkids, a unit of Adaavi Enterprises, which creates an enabling environment and awareness on food safety, nutrition and hygiene among the school children, and through them among the community at large.

Keeping in mind the theme of World Diabetes Day 2022-23, Mehrotra made every student aware about diabetes and its consequences.

The most memorable moments of the assembly were marked by ARN-O-BIX which introduced different dance styles of garba, shuffling, salsa, bhanga etc. to add strength and bust the stress and to make all feel energetic throughout the day.

3. Duration of the Project

The CRID campaign commenced in FY 2022-2023 and concluded 12 months later in March 2023, positively impacting nearly 60,000+ students in the process.

4. CRID Overview



The Responsible Indulgence Awareness Kick-off Drive was launched on April 16, 2022, with the participation of 30 schools from Delhi-NCR. Since the schools were operating in offline mode, virtual meetings were conducted to brief the schools about the program.

During these virtual sessions, school management groups were introduced to project-based learning under CRID. CRID Wellness Coordinators were initially briefed through virtual sessions and later on their school premises. Some schools specifically requested Team Adaavi to conduct sessions for them as special invitees, adopting a whole-school approach to initiate the activities.



Upon completing their activities, many schools shared photos and videos of the conducted activities. Schools were also invited by DFM Foods to visit its production unit to learn about the making of CRAX products and understand the attributes of these products viz. "Trans-fat free", "Not fried", and "Extruded" (baked), and goodness of natural products (Corn, Spices, etc.). DFM Foods' Technical and Regulatory team gave detailed answers to the students' questions and shared information about Research & Development, Food Safety, and Quality Assurance at DFM Foods.



An award ceremony was organized at the DFM Foods premises to acknowledge the exemplary performance of pioneering schools and the singular achievements of Lotus Valley International School, Noida Extn., and Delhi Public School, Indirapuram. During the ceremony, other schools present were encouraged to partner with the drive and join FSSAI's "Eat Right School" mission.



5. Goals and Learning Outcomes



Children play a crucial role as change-makers in promoting responsible, safe, and sustainable indulgence in food. Through the CRID initiative, they not only adopted these principles but also became drivers of change by spreading the message from their schools to their homes and neighborhoods, thereby creating a significant impact on society. As part of the CRID program, children were educated on various aspects related to food including macro-micro nutrients, vitamins, and minerals. They learned about the perils of high sugar consumption, the importance of biodiversity, the benefits of consuming local and seasonal foods, and the impact of climate change on food production. They also gained knowledge about safeguarding the environment and the planet through project-based activities.

The CRID initiative also aimed to highlight the prominent attributes of the brand among direct consumers. Students who had the opportunity to visit DFM Foods' plant experienced the food production process firsthand, which enhanced their understanding of the brand and its values. In addition to the activities mentioned in the FSSAI yellow book, students engaged in novel projects and creative activities. These activities provided them with hands-on and experiential learning, allowing them to explore and apply their knowledge in practical ways.



5.1. Learning Outcomes



- * **Healthier food choices:** Children learned about the interconnectedness of food and the environment, enabling them to make more informed and healthier food choices.
- * **Nutritional awareness:** Children gained knowledge about the various food groups, their sources, and the potential health issues arising from nutrient deficiencies.
- * **Minimizing food wastage:** Children conducted waste audits to understand the extent of wastage and explore ways to minimize it.
- * **Food safety and adulteration:** Children were made aware of the importance of food safety and the risks associated with adulteration.
- * **Plastic-free Planet Drives:** Children understood the significance of protecting the environment and the impact of Plastic-free Planet Drives that raise awareness about reducing plastic consumption.
- * **Teamwork and project execution:** Children engaged in collaborative teamwork while designing, planning, and executing projects.



6. CRID We Did!



On December 5, 2022, DFM Foods and Adaavi Enterprises organized a grand event at DFM's manufacturing plant in Greater Noida. The event was attended by Dr. Mahesh H. Waghmare, Joint Director (Northern Region) of FSSAI, who graced the occasion as the Chief Guest. Dr. Waghmare praised the efforts of DFM Foods and presented "Exemplary Performance" awards to Lotus Valley International School, Noida Extn., and Delhi Public School, Indrapuram for their outstanding contributions to the CRAX Responsible Indulgence Drive. Additionally, Noida Educational Academy was honored with the Lead Mentor award for successfully onboarding the maximum number of new schools to the CRID program and providing mentorship.

The event celebrated the remarkable achievements of the CRAX Responsible Indulgence Awareness Drive (CRID) and was organized and hosted by Mr. Kajal Debnath, Chief Regulatory Officer, and his team.





School students who participated in the CRID program were given insights into the initiative and offered an experiential tour of DFM Foods' Production & Processing unit. This provided them with a better understanding of the healthy, hygienic, and sustainable snacking options offered by DFM Foods. The success of "CRID We Did!" served as both a source of inspiration and motivation to support and partner with CRID, leading to a revolutionary change in the perspective of children toward "Responsible Indulgence" in food.



7. Project Impact Indicators



The CRID Toolkit utilized smart parameters to design and implement activities that resulted in several positive outcomes:

- * **Specific and simplified messaging:** The toolkit ensured that the messaging delivered to schoolchildren was clear, concise, and easily understandable, focusing on the key aspects of responsible indulgence.
- * **Measurable and memorable messaging:** The messaging was designed in a way that allowed for measurable outcomes and created a lasting impact on the children's understanding and behavior towards responsible indulgence.
- * **Relevant and result-oriented approach:** The toolkit adopted a practical and outcome-oriented approach, aligning the project activities with the desired goals and delivering tangible results.
- * **Teachable and tangible goals:** The goals set by the CRID program were both teachable, enabling children to grasp and learn from them, and tangible, allowing for visible progress and achievement.





Through the CRID program, schoolchildren became aware of the concept of "Responsible Indulgence" - Eating Responsibly, Eating Safely, and Eating Sustainably. They learned that while occasional indulgence is acceptable, it is crucial to make judicious choices when it comes to food consumption.

The program also successfully created a "Health-halo effect" among schoolchildren. They associated CRAX with not only taste and enjoyment but also health awareness. The visit to the DFM Foods' plant provided an opportunity for children to witness that the packaged snacks were made with healthy and fresh ingredients, resulting in tasteful snacks with improved nutritional profiles, and without the use of oil.



8. Plant Visits by Schools



As part of the CRID drive, several schools were invited to visit the DFM Foods plant. Here are some notable visits:

- * **Lotus Valley International School, Noida Extn.:** They were the first school to visit the DFM Foods plant. During their visit, the students gained insights into the manufacturing process of grain-based CRAX snacks, which are produced without the use of oil.
- * **Bal Bharati Public School, Noida Extn.:** A team consisting of 25 students and teachers visited the plant. The students were provided with a comprehensive tour of the manufacturing process. Additionally, a photo booth was set up specifically for the school children, adding a fun element to their visit.
- * **15 other schools from the "CRID We Did!" mega event:** These schools also had the opportunity to visit the DFM Foods plant. They shared their experiences during an assembly, to help the rest of the school children to learn about the process involved in making DFM Foods' snacks.



9. List Of CRID Schools

S. No.	School Name
1.	Delhi Public School, Indirapuram
2.	J.P International School, Greater Noida
3.	Lotus Valley International School, Noida Extension
4.	Army International School, Noida
5.	Bal Bharati Public School, Noida
6.	Lotus Valley International School, Noida
7.	The Manthan School, Greater Noida
8.	Noida Educational Academy, Noida
9.	Alpine Public School, Khurja
10.	Sainthood Convent School, Greater Noida
11.	The Divine Mother International School, Jewar
12.	Modern Public School, Noida
13.	N.R Public School, Khurja
14.	Zenith Public School, Khurja
15.	Smt. Saraswati Vidya Mandir, Khurja
16.	Tamana Nai Disha, New Delhi
17.	Maharaja Agrasen Public School, Khurja
18.	School Of Hope, New Delhi
19.	Mother Academy, Khurja
20.	Radisson The School, Jewar
21.	G.S.S.S Public School, Ishanpur
22.	Loyal Public School, Khurja
23.	Arun International School, Khurja
24.	Bal Bharati Public School, Brij Vihar
25.	Ahlcon Public School, New Delhi
26.	Lotus Valley International School, Gurugram
27.	Vidya and Child NGO, Noida
28.	GD Goenka World School, Gurugram
29.	Ryan International School, New Delhi
30.	S.K.S Public School, Noida

10. School Testimonials

Bal Bharati School, Noida, and Bal Bharti School, Brij Vihar

"In today's modern fast-paced world where we are always on the go, we all grow up around some horrible eating habits, diet culture, and fast-food mania. Advancement in technologies and industrialization has helped man evolve and reach till moon but with it, comes the negative and adverse effects on our health as well our overall well-being. So, from now onwards our school has a chance for all of us to start a new journey of Happiness and Health by embracing the small steps of eating a well-balanced diet, exercising regularly, and focusing on our mental health. We have to put in the effort to change habits and routines amidst a culture that very obviously isn't rooted in wholesome living. And the very first effort that we have put in is, by enrolling in FSSAI's CRAX Responsible Indulgence Awareness Drive (CRID) in partnership with DFM Foods and Arney's Fitkids. The CRID Toolkit contained activities and strategies to empower our enthusiastic and keen learners with the right judgment to make healthier choices."

Mrs. Asha Prabhakar (Principal, Bal Bharati School, Noida)

"The CRAX Responsible Indulgence Awareness Drive (CRID) campaign helped our school to contribute to the maintenance and improvement of the health of our learners and school personnel focusing majorly on safe, sustainable, and responsible nutrition."

Ms. Dhanya Patil (Health Coordinator)

The Manthan School, Greater Noida

"CRAX Responsible Indulgence Awareness Drive (CRID) has given our school an opportunity to personally work towards the health and wellness of our dear learners. If our learners will eat well, they will arrive at school ready to study. Because a better diet makes healthier, they are more likely to miss fewer classes and attend them more regularly. Numerous studies have also found that dietary status has a direct impact on mental ability in school-aged children. Therefore, we took up this initiative to make our learners the value of excellent nutrition, this will aid and guide them to live a pleasant, happy, and sustainable lifestyle."

Ms. Poonam Kumar Mendiratta (Principal)

"CRAX Responsible Indulgence Awareness Drive (CRID) helped in giving, direction, instruction, and routine, to our learners. It may be difficult to guarantee that a child is eating healthy and keeping fit. Therefore, As they get older, they begin to establish ideas about what tastes good to them and what does not. This may not always match what is nutritionally ideal for them. Children can be choosy, avoidant, and obstinate at times. Given that children are very perceptive beings, it is important to generate pleasant and healthy experiences for them which the CRID Toolkit gave them. Involving children in CRID activities has been a valuable learning technique."

Ms. Farha Deeba (Health Coordinator)

The Divine Mother International School

"CRAX Responsible Indulgence Awareness Drive (CRID) helped our school children to get engaged in project-based learning towards promoting "Responsible Indulgence" of safe, nutritious, and sustainable foods based on EAT RIGHT SCHOOL mission, a flagship initiative of the Food Safety and Standards Authority of India. Our school through this drive promotes healthy eating among children and advises them to stay away from junk foods."

Ms. Gunjan

"Adequate nutrition for children is critical since it lays the groundwork for them to have a complete and nutritious existence for the rest of their lives. CRAX Responsible Indulgence Awareness Drive (CRID) helped us in getting our students to understand the importance of healthy, safe, and sustainable nutrition."

Ms. Rinkal

Alpine Public School Mentored 6 other schools in Khurja District

"We did not know that CRAX Foods is conducting such a revolutionary initiative of making children- our future of a healthy tomorrow aware of the food and food choices to eat healthy, safe, and responsibly but is also manufacturing healthy food items by not adding any artificial herbs and flavors. We need more such food companies in our country. Thank you for this wonderful initiative. I am mentoring my neighboring schools to come forward and take up this drive."

Nidhi Gulati, Alpine Public School, Khurja

Tamanna Nai Disha, New Delhi

"It is so heart-warming that DFM Foods and Aditi Ma'am from Adaavi chose our school for Children with Special Needs for this wonderful initiative. These children do need a lot of guidance on how to eat healthy and right. We also had our parents join us in this initiative. It was a good exposure and learning."

Shamim Khan (Principal)

Lotus Valley International School, Greater Noida

"We thoroughly enjoyed every activity and the project that gave the message loud and clear that not just the food but make your planet also healthy by reducing plastic footprint. We are very keen to register our school for any of the "Eat Right School" initiatives by DFM Foods."

Damini Ahuja

Noida Educational Academy

"It is unbelievable that a food company such as DFM Foods has played a major role to encourage us, the school authorities, to deliver the message of responsible, safe, and nutritious eating to our children. The award they have bestowed on me as the Lead Mentor to a few schools gives me the responsibility to continue mentoring more and more schools. Do not stop this mission. Let every student be the biggest advocate for the "CRAX Responsible Indulgence Awareness Drive (CRID)."

Mrs. Deepa Bhatt (Principal)

"Students were very excited when we invited Team Adaavi to conduct the activities. One could see a lot of excitement in carrying out the CRID activities through informal learning of games and demonstrations. We would like to repeat these activities in the new term also so that all concepts can be reinforced. We look forward to our students visiting DFM Foods' plant."

Ms. Manjula Vashisth

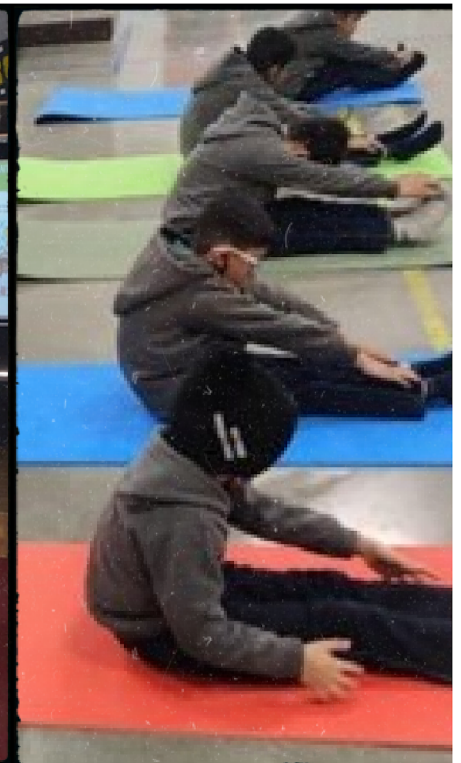
11. Conclusion

CRID's achievement of onboarding 30 schools by March 2023 marks a significant milestone. Through this accomplishment, CRID has empowered young learners to make responsible food choices and has influenced the wider community to adopt safe, healthy, and sustainable diets in line with national guidelines. This focus has not only improved individual well-being but also contributed to mitigating the negative environmental impacts of our food system.

As we recognize the importance of children's well-being for the future of our country, our work at CRID must continue. By shaping the food choices of children and communities, we can instill a mindset that prioritizes both personal health and the health of the planet.

12. CRID Photo Gallery







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