



CSR Report 2020-
21

Nutrition Literacy
Program

Implementing Agency _ Red
Carpet Entertainers _ FSSAI
Registration Number
SNF00069 SNF

DFM

FOODS LTD.

Message from
Ms Inoshi Sharma
FSSAI

"DFM Foods has taken a great initiative to support the Eat Right School program through their CSR budgets and voluntary commitment efforts. FSSAI is very happy to see the progress in several areas especially building awareness about safe, healthy, and sustainable diets amongst children. FSSAI conveys its deepest gratitude towards the sheer commitment of the DFM Foods leadership team and the active participation of their employees for 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".



Inoshi Sharma,
Director, Social and Behaviour
Change Division (SBCD), FSSAI

Message from
Mr. Lagan Shastri MD & CEO,
DFM Foods Ltd

We are committed to contribute towards sustainable social development of the community. Over the years we have been focusing on improving nutritional status of children, the future of our nation. Sustainable positive transformation of society can be achieved through children. Behaviour change communication is a powerful tool to educate children. Very glad to know that Food Safety Standard Authority (FSSAI) has endorsed DFM Foods to undertake Nutrition literacy programme in Delhi NCR Schools under CSR project through its initiative Eat Right School to convey and strengthen the message of Safe and Nutritious food to children. I convey my best wishes to all stakeholders of Eat Right School CSR Project. I congratulate FSSAI for motivating citizens of India for healthy eating through its noble initiative of Eat Right India. We look forward to continue our engagement with FSSAI Eat Right School Project in years to come.



Why we choose the campaign _ From the CSR Committee _ of DFM Foods

We believe in creating social value through continual engagement with society for sustainable development. Our Corporate Social Responsibility envisages with strategic intent focussing on education, health-care, Food & Nutrition and environmental sustainability for positive impact on population at large. We are privileged and thankful to FSSAI for allowing us to embark the journey for committed support to educate school children on Eat Safe, Eat Healthy and Eat Sustainably.

Mr Kajal Debnath
Chief Regulatory Officer , DFM Foods Ltd



The impact of the CSR Initiative

Background

Food and nutrition literacy programme newly emerged concept to connect food-related knowledge and skills to healthy diets. Its promotion is important to protect children as they eat too many low-nutrient, high-energy foods. Food and nutrition literacy promotion needs multi-dimensional interventions. In the process of developing an intervention to promote food and nutrition literacy, the present review protocol aims to critically examine the evidence in the area of school-based interventions for promoting food and nutrition literacy in elementary school children.

Discussion

Our systematic review has summarize the evidence regarding the components, implementation methods, and effectiveness of the interventions of food and nutrition literacy promotion in elementary school children. The results of this review has provided a useful reference for policymakers and curriculum developers to assess education curricula and develop practical learning and teaching strategies to improve students' food and nutrition literacy.

Some of the key learnings of our initiatives

- Educating individuals about portion sizes and daily food group, describing and learning how to read nutritional labels and apply them to one's dietary change by training and video programs
- Training in gardening and planting
- Cookbooks that feature healthy recipes
- Functional guideline for food purchasing using an empty grocery list in accordance with the traffic light-coded food labels
- Media literacy/critiquing a food commercial
- Students to use the contents of yellow & Pink book at home too
- 20 schools are ready for phase 2 of becoming Eat Right Schools



Reach of the Campaign

40000 + Students trained and engaged

285 Exclusive Virtual Awareness Sessions

68 + Health & Wellness Coordinators trained & certified

2 Mass Mobilisation + Webinars with more than 50k viewership

2 Mass Mobilisation + Webinars with more than 50k viewership

12 Renowned Speakers & Dignitaries

A red apple sits on a pink lunchbox. The background is a green chalkboard with faint mathematical equations. The text is overlaid on the right side of the image.

About the Eat Right School Campaign

The Eat Right School programme was launched in September, 2016 by FSSAI as Safe and Nutritious Food (SNF) at School programme, with the objective to create awareness about 'Eating Healthy', 'Eating Safe', and 'Eating Sustainably' among school children and through them in the community at large. The school will run the programme through

Health and Wellness Ambassadors and teams who will conduct both curricular and co-curricular activities.

DFM Foods Limited is committed to create awareness about good nutrition, health and promote healthy nutritional practices among children and adolescents.

We have worked together with FSSAI towards creating awareness about nutrition and its benefits, practices to positively impact school children & Society at large through schools and other associated mediums.

A Nutrition Literacy Programme through “**FSSAI’s Eat Right School Programme**” has been designed to implement for the purposes to create awareness among school children in Delhi/NCR and population at large.

This program was encouraged and guided by **Northern Regional Office, FSSAI**

SCHOOLS COVERED UNDER THE CAMPAIGN

SCHOOL NAME	ADDRESS	DATE	CONTACT NUMBER	CONTACT PERSON
Dr Radhakrishnan international school	Defence colony	06-Feb	9811619842	Ms Suman Chopra
Ideal Radiant public school	B-26 , Shiv vihar Rd, vikas nagar, uttam nagar, Hastsal, Delhi - 110059	5th Feb	9560572885	Mr. Chandrakant
Angels public ssschool	Vishwas nagar shahdara,	6th Feb	9899740230	Ms. Mamta Verma
Govt SSS	Khichripur	8th Feb	9871459622	Ms. Shalini
Apeejay school	Saket	8th Feb	9811238001	Ms. Nalini
Rahul model public school	Sadh nagar 2 palam colony	16th Feb	9650892494	Ms. Alka Sharma
Nanki public school	Dakshin puri	10th Feb	9716754893	Ms. Archana Pandey
Hakim ajmal khan girls school	Dariya Ganj	13th Feb	1123287375	Mr. Shabnam Khanam
GGSSS	Rohtak	12th Feb	9818592585	Ms. Deepika bhandari
Georgei stoikov rakovski sarvodya kanya vidyalaya	Defence colony	13th Feb	9810362094	Ms. Kavita
Blooming buds public school	New moti nagar delhi	9th Feb	9811714440	Ms. Jyoti
Janki devi sarvodaya kanya vid	Mayur vihar	15th Feb	9910901363	Mr. Arvind kaur
Euro International	Sector gurgaon	19th Feb	9582645317	Ms. Rashmi
New Bal Bharti school	Rohini	19th Feb	9318495631	Ms. Neha Sharma
Ryan International School	Rohini	18th Feb	9818103044	Ms. Shrishti
New Age public school	Vikas nagar,Gupta enclave, Hastsal,New delhi-11005	15th Feb	9015186483	Mr. Gaurav Tyagi
Vidya vihar vidyalaya	shahdara	10th Feb	9811044441	Mr. Ayan
Kumar Public School	Gali No. 8 raja puri vishwas park extn. Uttam nagar, New Delhi	8th Feb	9211332334	Mr. Surender Kumar
Gyan Devi public School	Sector 17 Gurgaon	22nd Feb	9818821457	Ms. Vinita Yadav
Asn sr sec school	Mayur vihar	11th Feb	9958887077	Ms. Shushma kalia
Shri Ram Global	Tikri Kala New Delhi	22nd Feb	7053705379	Ms. Sandhya
Himalaya international	Rohini	18th Feb	8587008131	Ms. Akansha
RYAN INTERNATIONAL	Gurgaon	20th feb	9818250684	Ms. Abhilasha
Manav Sanskar Public School	Faridabad	24th feb	9953333391	Ms. Reena Mishra
BLR PUBLIC SCHOOL	Bheem nagar	17th Feb	9911950500	Ms. Sandhya
Arwachin Public School	Ghaziabad Vasundra	22nd Feb	9560197166	Ms. Leena
Surya Model School	Uttam Nagar	27th Feb	9953503552	Ms. Babita
International indraprasth global School	Sector 93	23rd Feb	9212233208	Ms Anshu
Sunriseville school	sec 25 noida	2nd March	1202538361	Ms. Rambha
John f. kennedy public school	faridabad	25th feb	9810673704	Ms. Avinash kaur

SCHOOLS COVERED UNDER THE CAMPAIGN

SDM Model public School	Chandar vihar
Sarvodhya vidhyalay K2	mangolpuri
Vidya Bharati school	Rohini
Bal Vaishali model public school	badarpur
Hari vidya bhawan	Sangam vihar
New kalindi public school	badarpur
Bal bharti school	Sec 12 dwarka delhi
Lovely School	Delhi
Sai Nath	Delhi
SunShine School	Delhi
Rahul model public school	Sadh nagar 2 palam colony
Nanki public school	Dakshin puri
Hakim ajmal khan girls school	Dariya Ganj
New Age public school	Vikas nagar,Gupta enclave, Hastsal,New delhi-11005
Vidya vihar vidyalaya	shahdara
Venkeshwar International school	Dwarka
Asn sr sec school	Mayur vihar
Arwachin Public School	Ghaziabad Vasundra
International indraprasth global School	Sector 93
ASN SR. SEC. SCHOOL	MAYUR VIHAR PHASE 1
GREEN FIELD SCHOOL	SAFDARJUNG ENCLAVE
M/S PREMANAND CANTEENCONTRACTOR (FORE SCHOOL OF MANAGEMENT)	QUTABINSTITUTIONAL AREA,
DON BOSCO SCHOOL CANTEEN	Alaknanda New Delhi
FRAGNEL SCHOOL CANTEEN	GAUTAM NAGAR
PRATHSCHOOL CANTEEN	SECTOR-4,ROHINI
MIRA MODEL SCHOOL	JANAKPURI
TECNIA LINTERNATIONAL SCHOOLC/O BABSON (PSB) EDUCATIONSOCIETY	Rohini
FIRST STEP KIDS PLAY SCHOOL	SHAHDARA
ARWACHIN INTERNATIONALSCHOOL	DILSHAD GARDEN,

HEALTH & WELLNESS CORDINATORS : TRAINED & CERTIFIED

S.NO	CONTACT PERSON	CONTACT NUMBER
1	Ms Suman Chopra	9811619842
2	Mr. Chandrakant	9560572885
3	Ms. Mamta Verma	9899740230
4	Ms. Shalini	9871459622
5	Ms. Nalini	9811238001
6	Ms. Alka Sharma	9650892494
7	Ms. Archana Pandey	9716754893
8	Mr. Shabnam khanam	1123287375
9	Ms. Deepika bhandari	9818592585
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11	Ms. Jyoti	9811714440
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16	Mr. Gaurav Tyagi	9015186483
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19	Ms. Vinita Yadav	9818821457
20	Ms. Shushma kalia	9958887077
21	Ms. Sandhya	7053705379
22	Ms. Akansha	8587008131
23	Ms. Abhilasha	9818250684
24	Ms. Reena Mishra	9953333391
25	Ms. Sandhya	9911950500
26	Ms. Leena	9560197166
27	Ms. Babita	9953503552
28	Ms Anshu	9212233208
29	Ms. Rambha	1202538361
30	Ms. Avinash kaur	9810673704
31	MS. Sapna	9716512000
32	Mr. Heera Lal	9868876502
33	Ms. Urvi grover	9711114953
34	Mr. Ashok	9811904737
35	Mr. Sushil	9910057700
36	Ms. Manisha	8800345465
41	Ms. Alka Sharma	9650892494
42	Ms. Archana Pandey	9716754893
43	Mr. Shabnam khanam	1123287375
44	Mr. Gaurav Tyagi	9015186483
45	Mr. Ayan	9811044441
46	Ms. Mithu	9818655803
47	Ms. Shushma kalia	9958887077
48	Ms. Leena	9560197166
49	Ms Anshu	9212233208

IMPACT ANALYSIS REACH



40000 +
STUDENTS
EAT RIGHT REPORT
CARD CHALLENGE

68
**Health & Wellness
Coordinators Trained
& Certified**

205
**Virtual Awareness
Sessions**
(IEC Material)

**3 Mass
Mobilisation
Webinars**

Engagement Activities/Outreach/IEC Support

Project Summary

Facts & Figures

“ 60 SCHOOLS

Adopted ”



CAMPAIGN MILESTONES

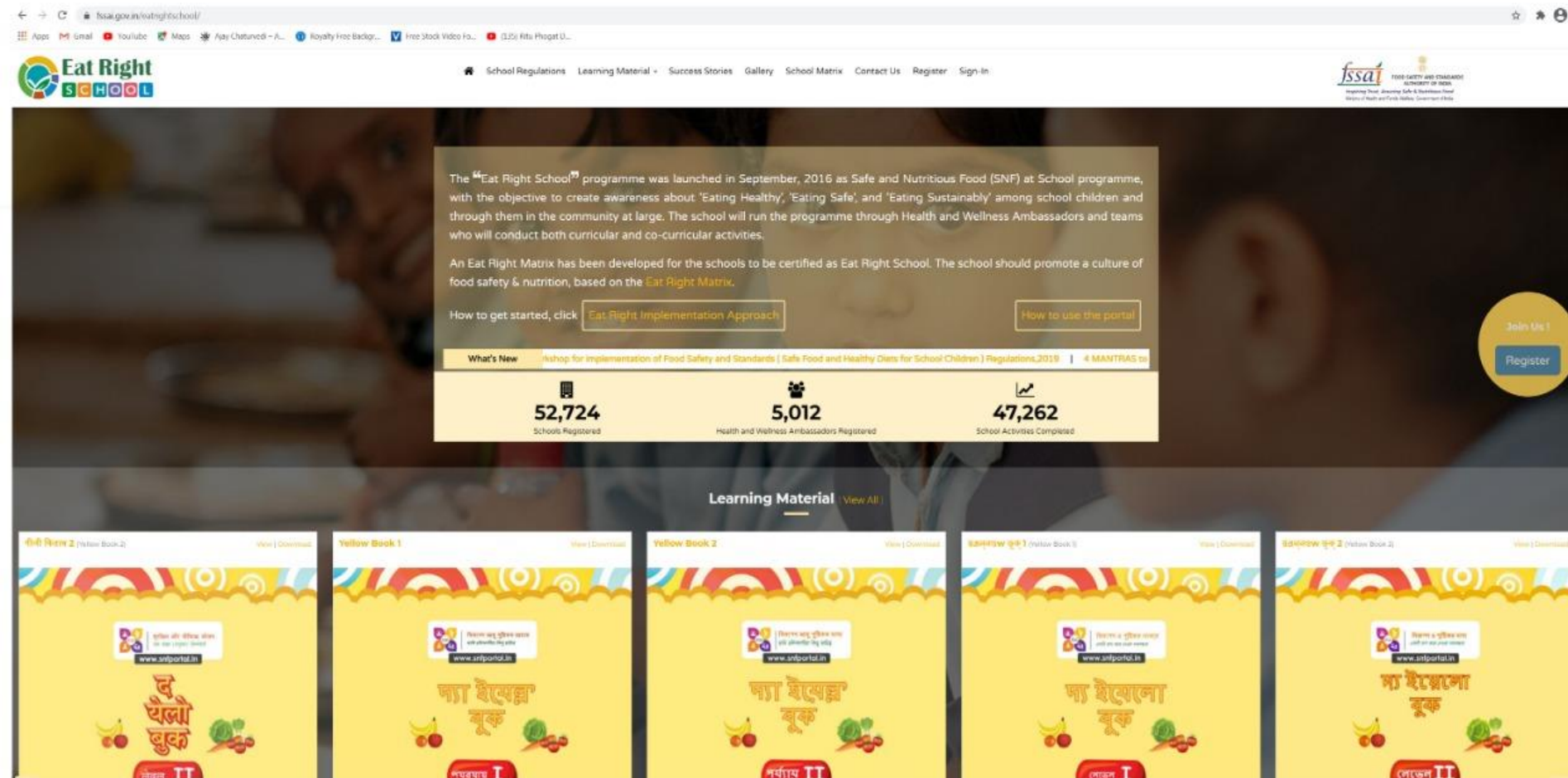


1st MILESTONE

 **60 SCHOOLS** REGISTERED ON THE EAT RIGHT SCHOOL PORTAL

<https://Fssai.Gov.In/Eatrightschool/Portal>

Usage Training of the portal To The School Nodal Person .



The screenshot displays the 'Eat Right School' portal interface. At the top, the navigation menu includes 'School Regulations', 'Learning Material', 'Success Stories', 'Gallery', 'School Matrix', 'Contact Us', 'Register', and 'Sign In'. The main content area features a central text box explaining the 'Eat Right School' programme, which was launched in September 2016 as a Safe and Nutritious Food (SNF) at School programme. Below this, there are two buttons: 'Eat Right Implementation Approach' and 'How to use the portal'. A 'What's New' section lists recent updates, including a workshop for implementation of food safety standards and regulations from 2019. A statistics bar shows 52,724 schools registered, 5,012 health and wellness ambassadors registered, and 47,262 school activities completed. The 'Learning Material' section is active, displaying five book covers in Hindi: 'दोस्तों, खाओ और खेलो' (Doston, Khao Aur Khelo), 'माँ हैसल्ला बुक' (Ma Hai Salla Book), 'माँ हैसल्ला बुक' (Ma Hai Salla Book), 'माँ हैसल्ला बुक' (Ma Hai Salla Book), and 'माँ हैसल्ला बुक' (Ma Hai Salla Book). Each book cover features the Eat Right School logo and the website URL www.eatrightschool.in.

← → ↻ fssai.gov.in/eatrightschool/

Apps Gmail YouTube Maps Ajay Chaturvedi - A... Royalty Free Backg... Free Stock Video Fo... (35) Rita Phogat U...

Eat Right SCHOOL School Regulations Learning Material Success Stories Gallery School Matrix Contact Us Register Sign In

fssai FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA
Empowering Food, Ensuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India

The "Eat Right School" programme was launched in September, 2016 as Safe and Nutritious Food (SNF) at School programme, with the objective to create awareness about 'Eating Healthy', 'Eating Safe', and 'Eating Sustainably' among school children and through them in the community at large. The school will run the programme through Health and Wellness Ambassadors and teams who will conduct both curricular and co-curricular activities.

An Eat Right Matrix has been developed for the schools to be certified as Eat Right School. The school should promote a culture of food safety & nutrition, based on the [Eat Right Matrix](#).

How to get started, click [Eat Right Implementation Approach](#) [How to use the portal](#)

What's New Workshop for Implementation of Food Safety and Standards | Safe Food and Healthy Diets for School Children | Regulations, 2019 | 4 MANTRAS to

52,724 Schools Registered

5,012 Health and Wellness Ambassadors Registered

47,262 School Activities Completed

Join Us!
[Register](#)

Learning Material [View All](#)

दोस्तों, खाओ और खेलो (Doston, Khao Aur Khelo) [View | Download](#)

Yellow Book 1 [View | Download](#)

Yellow Book 2 [View | Download](#)

माँ हैसल्ला बुक 1 (Ma Hai Salla Book 1) [View | Download](#)

माँ हैसल्ला बुक 2 (Ma Hai Salla Book 2) [View | Download](#)

2nd MILESTONE

Trained & Certified : 68 HWC Coordinators

**Training & capacity building of Health & Wellness Coordinators Training _ 2 hrs/ online certification _ 30 mins /
Role of HWC _ 1 hr _ Method one on one Personal training to the HWC through online medium**

- ✔ HWC will be the driving force for promoting a culture of safe and nutritious food in schools. FSSAI would encourage and facilitate the creation of a Health and Wellness coordinator and a Health and Wellness team in each school.

The salient features of the initiative are:

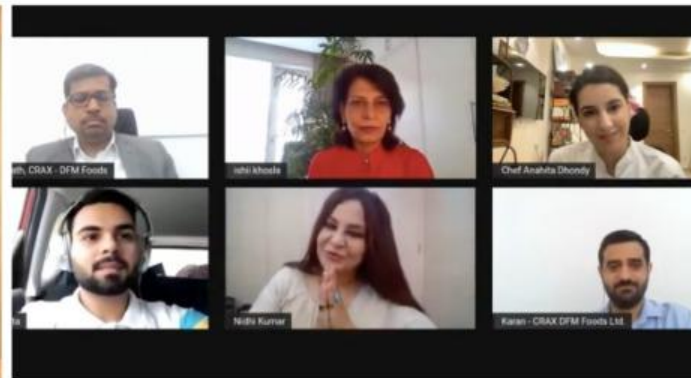
- ✔ Training to teachers and/or senior students as Health and Wellness Coordinators.
- ✔ Training and capacity building content developed by domain experts.
- ✔ Content sharing through classroom programs and an online portal FOSTAC [Food Safety Training and Certification).
- ✔ Master Trainers empanelled by FSSAI to deliver the training to trainers/ Health and Wellness coordinators.
- ✔ The Health and Wellness Coordinators /Health and Wellness teams would carry the message of safe and nutritious food to their school and drive various safe food initiatives.



3rd MILESTONE

📍 **Dissemination of Content through IEC material & Virtual sessions for students**
Incorporate The Training Material In The School Curriculum In An Appropriate Manner.

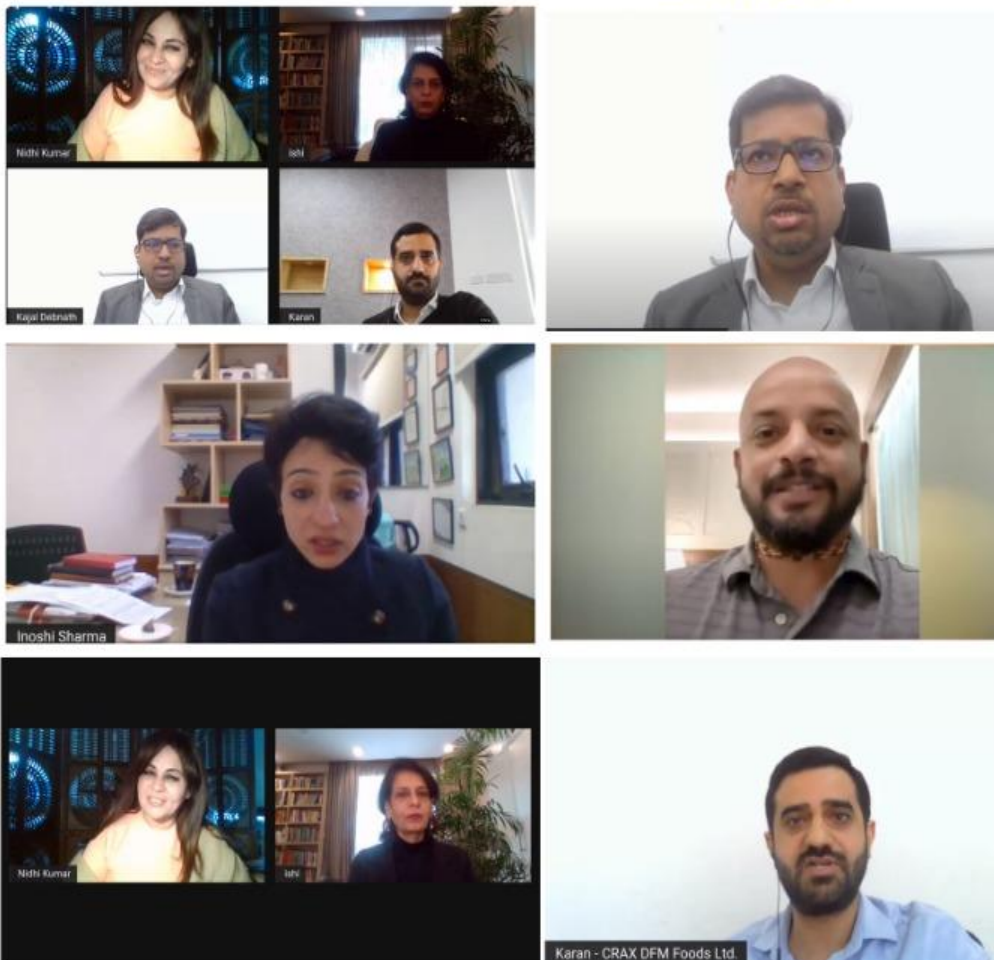
- ✔ Add Food Safety Training Into Teacher Training Curriculum.
- ✔ Introduce concepts from Yellow Book 1, 2 & 3.
- ✔ Giving a set of yellow books in all schools.
- ✔ Online session for students to share few concepts from the yellow books & demonstrate the use of YB to the school authorities.
- ✔ Go grow glow foods
- ✔ Glitter activity



4th MILESTONE

Webinars

To bring the positive change
Mass Mobilization Program on **EAT RIGHT**



Resources Used for the Project

Master & Miss
**SEHAT
MASCOTS**

Webinars
Virtual
Engagement

MAGIC BOX

**PINK
BOOK**

Virtual
Session
for
Students

PORTAL

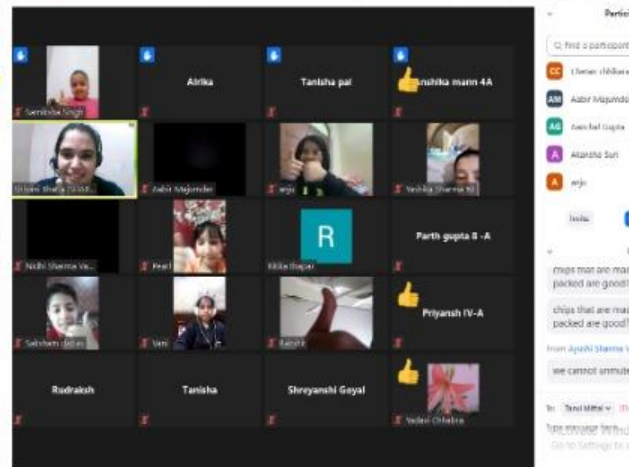
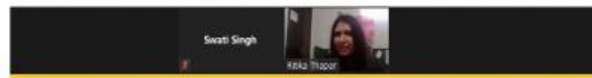
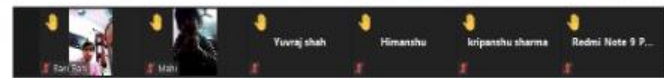
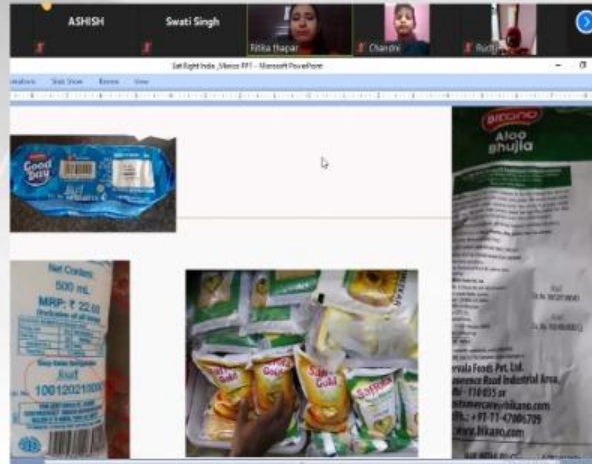
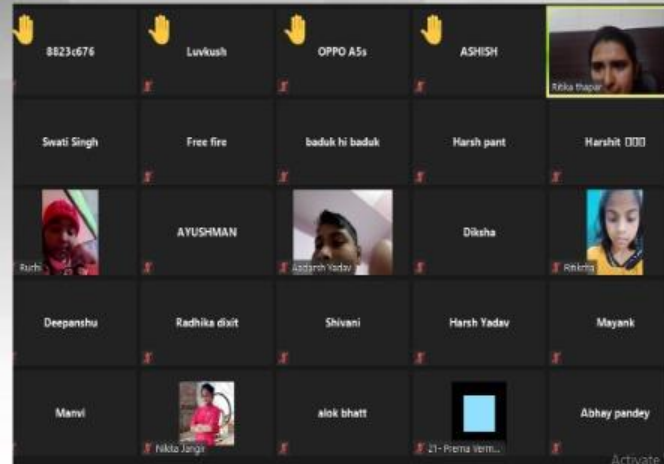
**IEC
Training
Material**

**YELLOW
BOOK**

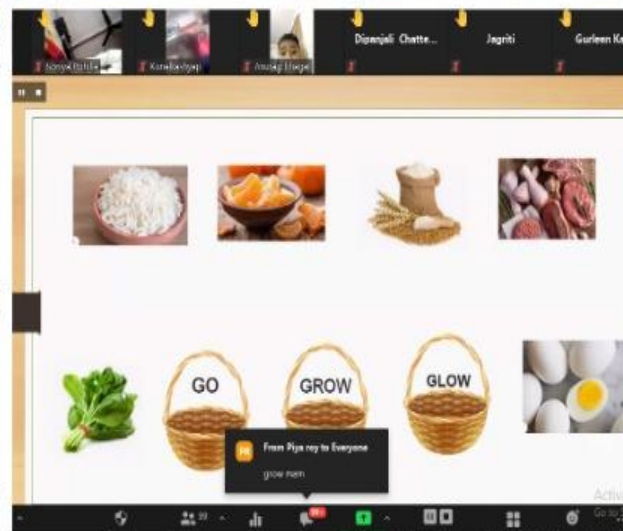
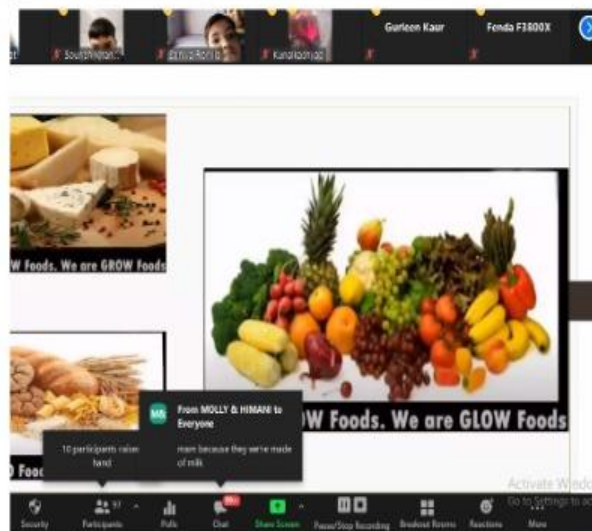
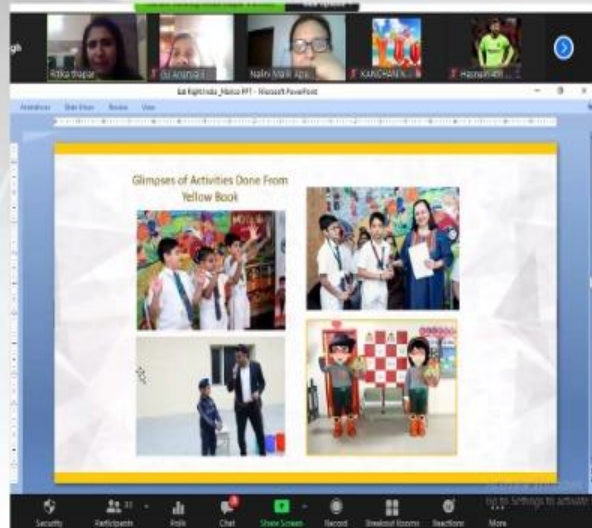
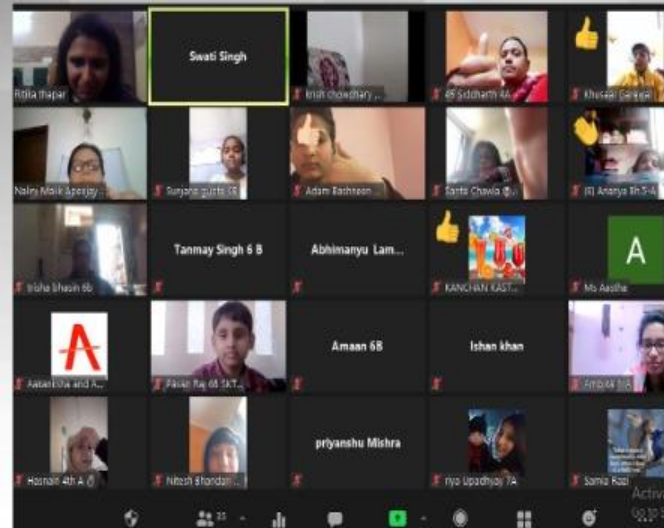
**Videos
from FSSAI**



GALLERY



GALLERY





Thankyou

The Journey Continues