

Crax Awareness Drive on Nutrition and Sustainability (CANS)

Report submitted to FSSAI By DFM FOODS LTD

FY 2025-2026











Index

EXECUTIVE SUMMARY

- 1. ABOUT
 - 1.1 PARTICIPATION RATE
 - 1.2 DRIVING AWARENESS TO RESPONSIBLE ACTION
 - 1.3 TRANSFORMING HABITS
- 2. CANS OVERVIEW
- 3. OBJECTIVES AND KEY TAKEAWAYS
- 4. ASSIGNMENTS AND EVALUATION
 - 4.1 SAMPLE ASSIGNMENTS
 - 4.2 POSTER MAKING COMPETITION ACTIVITY
- 5. AWARD CEREMONY
- 6. LEARNING OUTCOMES
- 7. PROJECT DETAILS
- 8. CANS WE DID!
- 9. PARTICIPATING SCHOOLS
- 10. TESTIMONIALS FROM SCHOOL
- 11. OUTCOMES AND IMPACTS
- 12. CONCLUSION







MESSAGES



Vipul PrakashManaging Director
& CEO

DFM Foods is committed in building social value by promoting sustainable development in society at large. As part of this mission, we have actively engaged with school children in Agra through awareness sessions focused on balanced nutrition and plastic waste management.

I extend my heartfelt appreciation to all stakeholders who have contributed to this initiative. Their efforts are instrumental in driving meaningful behavioural change in children that can positively impact society. We remain pledged in spreading the message of 'Nutrition for Life and Sustainability for Living' as we move forward."







MESSAGES



Kajal DebnathChief Regulatory Officer

Crax Awareness Drive on Nutrition and Sustainability (CANS) Program, conducted among 10 schools in Agra, aims to empower students with essential knowledge about healthy eating and environmental responsibility. Through interactive workshops and hands-on activities, children learn the importance of balanced nutrition, minimizing food waste, responsible disposal of Plastic waste and making sustainable choices. By engaging students early, we nurture a generation that values both personal health and environmental stewardship.







EXECUTIVE SUMMARY

In a meaningful collaboration, DFM Foods partnered with the Foundation for Climate Protection (FCP) to launch a school-based awareness campaign focused on nutrition, food safety, and sustainability in Agra. This initiative aimed to positively influence the dietary habits and health awareness of school children through engaging, informative programs delivered during the 2025-2026 fiscal year.

FCP, with its strong presence in community engagement, waste management and environmental education, conducted a series of interactive sessions across schools, encouraging students to adopt safe, nutritious, and sustainable food practices. The campaign promoted the idea of responsible indulgence, guiding students on how to enjoy snacks mindfully while maintaining a balanced diet.

The initiative was aligned with the Food Safety and Standards Authority of India's (FSSAI) "Eat Right India" movement, integrating its core health concepts into student learning. Through classroom activities, discussions, and hands-on materials, students were introduced to the importance of healthy eating and environmental sustainability.

By aligning with DFM Foods' commitment to promoting responsible, healthy eating, his initiative effectively raised awareness and motivated positive behavioral changes among young learners in Agra, setting the stage for a healthier and more sustainable future.

Additionally, the initiative aimed to inspire schools to actively participate in the CRAX Awareness Drive on nutrition and Sustainability (CANS) campaign to promote the core message of "Eating Responsibly, Eating Safely, and Eating Sustainably." By encouraging widespread participation, the campaign sought to amplify the reach of these vital messages and raise awareness about responsible indulgence among a broader audience. The overall goal was to make a meaningful impact in the lives of school children and contribute to a healthier, more conscious community.







1. About

CRAXAwareness Drive on Nutrition and Sustainability (CANS)

1.1 Participation Rate



Maharani Avanti Bai Girls inter college

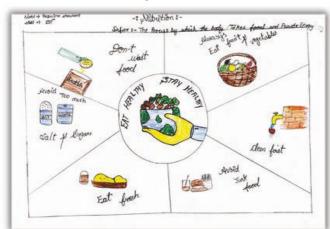
10 schools from various sectors of Agra actively took part in the CANS program. The primary objective of this activity-based learning was to promote "responsible indulgence" by encouraging students to make safe, nutritious, and healthy food choices, alongside fostering active waste management practices. This initiative was closely aligned with the FSSAI's Eat Right movement, aiming to promote healthier lifestyles and sustainable practices.

1.2 Driving Awareness for Responsible Action

Several schools across Agra were approached, and 10 of them successfully enrolled and registered for CANS, promoting healthy and nutritious eating habits while also encouraging waste management practices among students, teachers, and parents.

Raj Vidya Mandir Shiksha Samiti

1.3 Transforming Habits



Akhil Brijwasi Vidhyalaya

The CANS program had a transformative effect on students, parents, teachers, leading to notable improvements in their eating habits and behaviors. Students have made a positive impact in their food choices and practices. The program also motivated students about active waste management and the benefits of throwing waste in dustbins and the need for a sustainable future.







The awareness session was interactive and engaging and covered following topics:

What is Nutrition?

What are different types of Nutrients?

Ways to achieve balanced diet

Benefits of having Rainbow diet

Healthy Snacks options

What is food waste?

Waste and its types?

Five R's of waste management

Healthy vs Junk Food

Carry Your Own Bag

Eat the Rainbow

Types of Waste – Wet, Dry, and Hazardous

Plastic in Rivers and Oceans

Eating Fruits and Vegetables Daily







2. CANS Overview

The project CANS which stands for Crax Awareness Drive on Nutrition and Sustainability (CANS) was started in Agra in the month of April, 2025 that covered a total of 10 schools. All the schools were provided a specific time in which students were made aware the day before to bring their stationary for an engaging poster making activity. Each day, the DFM and FCP teams conducted engaging sessions on nutrition, waste management, and sustainability. Students interacted actively, asking questions to better understand their surroundings. Those needing extra help received individual attention during the same period. The awareness sessions lasted 40–50 minutes, followed by 40 minutes of postermaking to reflect their learning. Schools, impressed by the program, requested return visits to the team.







Naitik ratan Higher Secondary School







3. Objectives and Key Takeaways







Gyan Singh inter college

Children play a pivotal role as change-makers in promoting responsible, safe, and sustainable food choices. Through the Crax Awareness Drive on Nutrition & Sustainability (CANS), students not only embraced these principles but also became ambassadors of change, spreading the message from their schools to their homes and communities, making a significant impact on society.

As part of the CANS initiative, students were educated on crucial topics such as nutrition, balanced diets, the distinction between healthy and junk food, and the importance of creating a sustainable future. They learned about the dangers of plastic in daily life, the importance of waste management, and how their choices impact the environment. These lessons empowered them to make informed decisions and adopt healthier lifestyles.



Radha Ballabh Public School



Akhil Brijwasi Vidhyalaya







4. Assignments and Evaluation

Assignments are essential for learning as they reinforce understanding, assess comprehension, and encourage critical thinking. When students work on tasks like written assignments, projects, or problem-solving exercises, they actively engage with the content, which boosts their retention and grasp of the material. One assignment involved a puzzle where students matched fruits and vegetables to their function in human body. Another assignment focused on segregating waste into wet and dry categories. The jury members evaluated the assignments immediately.

Promoting Learning: Following the awareness sessions, engaging assignments were provided to the students in the form of worksheets. These assignments enabled students to broaden their knowledge and express their vision for a healthy, waste-free world, encouraging both critical thinking and creative expression.

4.1 Sample Assignments

1. A quick puzzle to identify the food items and the nutrition in them

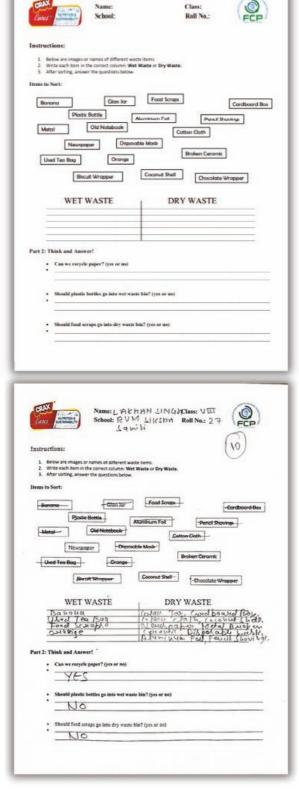








2. A quick sorting game to identify and segregate dry and wet waste correctly.

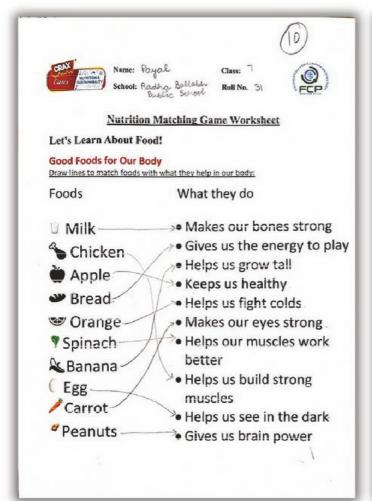


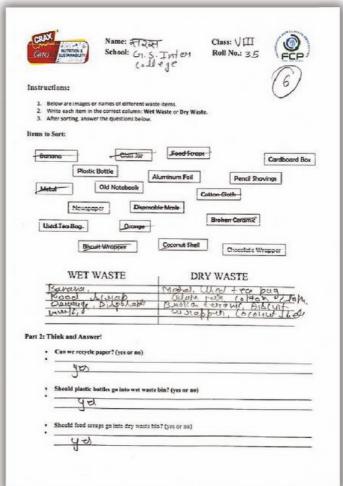
Raj Vidya Mandir Shiksha Samiti











Radha Ballabh Public School

G.S Inter College

Assessment: Evaluations were carried out simultaneously to offer real-time feedback and identify top performers. Immediate assessments allow students to receive feedback while the material is still fresh, enabling them to address any misunderstandings or errors quickly. This timely feedback facilitates prompt corrections and enhances overall learning outcomes.

The responses in the assignments provided valuable insights into the students' thinking patterns and their ability to retain information on awareness session. The assignments effectively helped convey the concepts of healthy eating and nutrition to the students. Both the teachers and students expressed great satisfaction with the assignments.

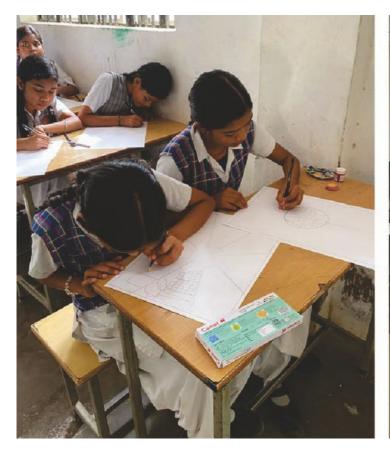




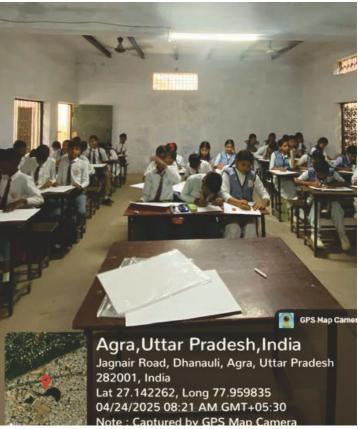


4.2 POSTER MAKING COMPETITION ACTIVITY

The poster-making activity let students creatively express what they learned during the awareness session, spreading messages of balance diet, environmental care, hygiene, and waste management. It reinforced their understanding, built communication skills, and encouraged positive change. Posters were judged on creativity, relevance, and clarity, with team members appreciating the students' efforts.







Maharani Avanti Bai Girls inter college



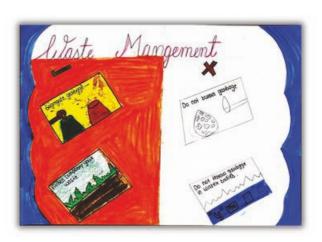




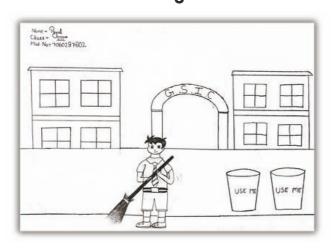
POSTERS ON WASTE MANAGEMENT



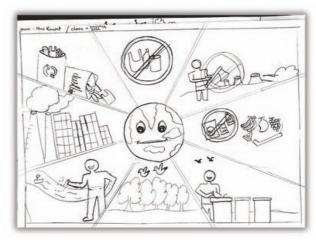
De cambridge school



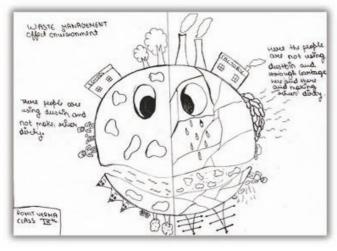
Raj Vidya Mandir Shiksha Samiti



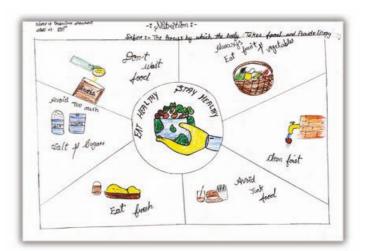
Gyan Singh inter college



Akhil Brijwasi Vidhyalaya



Radha Ballabh Public School



Raj Vidya Mandir Shiksha Samiti



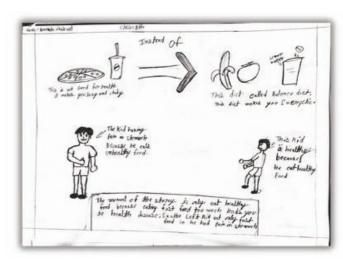




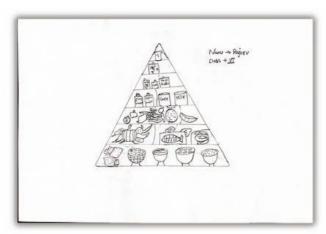
POSTERS ON NUTRITION



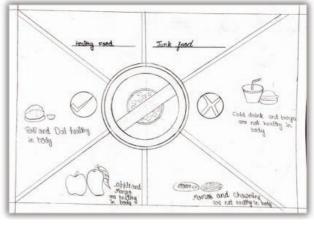
Radha Ballabh Public School



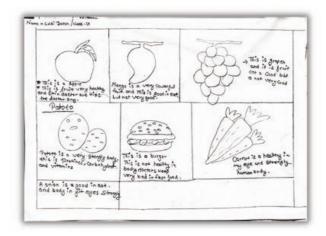
Naitik ratan Higher Secondary School



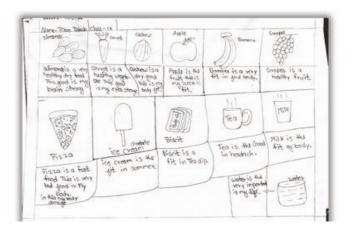
V.D. Public school



Maharani Avanti Bai Girls inter college



Maharani Avanti Bai Girls inter college



Radha Ballabh Public School







5. Award Ceremony

Top-performing students from each school were recognized and celebrated with certificates and trophies, acknowledging their efforts and encouraging continued engagement.

This recognition instilled a sense of pride and accomplishment among the students, motivating them to further their learning and take positive action toward a healthier and more sustainable future.



Total schools covered = 10 Award Award ceremony in Schools = 10 Total

Total Certificates distributed = 60

Total Trophies distributed = 30







Certificates and trophies distributed to the students in the CANS Program









Sant Itwari lal memorial public Junior High school



Gyan Singh inter college



Radha Ballabh Public School, Shahganj



Raj Vidya Mandir Shiksha Samiti



V.D. Public school



Akhil Brijwasi Vidhyalaya







6. LEARNING OUTCOMES

i)Understandingof Balanced Nutrition



As part of the CANS program, children developed a strong understanding of the principles of balanced nutrition. They were introduced to the importance of macro-nutrients such as carbohydrates, proteins, and fats, along with micro-nutrients like vitamins and minerals, which are essential for growth, energy, and overall well-being. Through engaging activities and discussions, students learned to identify healthy food options, understand portion sizes, and recognize the role of a diverse and balanced diet in maintaining good health. This knowledge empowered them to make healthier food choices and advocate for better eating habits within their families and communities

ii) Awareness of the Impact of Unhealthy Food



The program placed significant focus on educating children about the negative health impacts of regularly consuming High Fat, Sugar and salt and junk foods. Students learned how Such foods causes obesity, heart disease, high blood pressure, and digestive problems. They were encouraged to critically assess their food choices, limit the intake of unhealthy food, and opt for fresher, home-cooked alternatives. This understanding empowered children to make healthier decisions in their daily lives and to advocate for reduced consumption of junk food among their friends and family members.

iii) Promotion of Sustainable Food Practices



The program placed significant focus on educating children about the negative health impacts of regularly consuming oily and junk foods. Students learned how foods high in unhealthy fats, salt, and preservatives can contribute to serious health issues such as obesity, heart disease, high blood pressure, and digestive problems. They were encouraged to critically assess their food choices, limit the intake of fried and highly processed foods, and opt for fresher, home-cooked alternatives. This understanding empowered children to make healthier decisions in their daily lives and to advocate for reduced consumption of junk food among their friends and family members.







iv) Waste Management and Environmental Responsibility



Waste management was another critical component of the CANS program. Children were taught the importance of minimizing food waste, recycling where possible, and properly segregating waste materials. Through interactive workshops and projects, students experienced firsthand how small changes in daily practices can lead to significant environmental benefits. They were encouraged to implement "reduce, reuse, recycle" principles at home and in school, becoming active participants in building cleaner, greener communities.

v) Understanding Climate Change and the Need for Sustainability



Children explored the impact of food production and consumption patterns on climate change. They learned how choices related to food, waste, and resource use directly affect the environment, contributing to issues like global warming, deforestation, and water scarcity. By understanding these linkages, students developed a sense of urgency and responsibility towards adopting sustainable practices. The program inspired them to think critically about everyday actions and the long-term effects on the planet.

vi) Leadership and Community Engagement



Beyond personal knowledge, the CANS program encouraged children to become leaders and change makers in their communities. Students actively participated in spreading awareness through skits, poster-making, discussions, and other project-based activities. They learned effective communication strategies to share their learnings with peers, families, and neighbors, inspiring broader community action. This fostered a sense of ownership, leadership, and civic responsibility, building confidence in their ability to drive positive change.







vii)Waste Management and Environmental Responsibility



Waste management was another critical component of the CANS program. Children were taught the importance of minimizing food waste, recycling where possible, and properly segregating waste materials. Through interactive workshops and projects, students experienced firsthand how small changes in daily practices can lead to significant environmental benefits. They were encouraged to implement "reduce, reuse, recycle" principles at home and in school, becoming active participants in building cleaner, greener communities.



Maharani Avanti Bai Girls inter college



Radha Ballabh Public School



Akhil Brijwasi Vidhyalaya



De cambridge school







7. Project Details

Specially designed activities were created for children, focusing on key topics such as nutrition and waste management, with a particular emphasis on waste segregation. These activities aimed to enhance awareness about environmental and health-related issues and the long-term impact they can have on individuals and the planet. Through active participation, students developed a deeper understanding of their surroundings and began cultivating habits that contribute to a more sustainable future.

The poster-making competition let students creatively express their understanding of nutrition, sustainability, and waste management, showcasing their ability to communicate important messages visually.

The competition encouraged children to think critically about building a healthier, sustainable world, using art to express ideas like balanced diets, waste segregation, less plastic use, and caring for nature.

The activity sparked creativity and deepened students' understanding of real-world issues, showing they can be thoughtful and effective advocates for change when guided.

Total students educated in CANS = 5000+







8. CANS We Did!

As part of the program, an engaging project activity was conducted where students were encouraged to create posters on various important themes. The topics included nutrition, healthy eating habits, healthy food versus junk food, waste management, the importance of the 3Rs (Reduce, Reuse, Recycle), and proper waste segregation.

The initiative encouraged kids to creatively express their awareness of healthy eating, junk food risks, sustainable waste practices, and personal responsibility in protecting the environment.

The activity not only enhanced their learning but also fostered creativity, critical thinking, and a sense of ownership towards health and environmental issues.

Total schools covered = 10

Award ceremony in Schools = 10

Total Certificates distributed = 60

Total Trophies distributed = 30



Raj Vidya Mandir Shiksha Samiti



Akhil Brijwasi Vidhyalaya







9. Participating schools

Thefollowing schoolsfrom Agraparticipated in the CANS program conducted by DFM Foods Ltd. in partnership with Foundation for Climate Protection Team handled the complete coordination, operations, event management, and distribution of rewards to students who performed well in the assessments conducted at the schools.

| S. No. | School Name | Area in Agra |
|--------|---|--------------|
| 1 | Radha Ballabh Public School | Dayalbagh |
| 2 | Radha Ballabh Public School | Shahganj |
| 3 | Raj Vidya Mandir Shiksha Samiti | Arjun Nagar |
| 4 | Naitik Ratan Higher secondry school | Azizpur |
| 5 | Maharani Avanti Bai Girls inter college | Dhanoli |
| 6 | Gyan Singh inter college | Jagnair road |
| 7 | Sant Itwari lal memorial public Junior High school | Azizpur |
| 8 | Akhil Brijwasi Vidhyalaya | Arjun Nagar |
| 9 | De Cambridge school | Kheria Mod |
| 10 | V.D. Public school | Kheria Mod |







10. Testimonials from Schools

The program's success relied on careful planning and close coordination with schools, covering everything from scheduling to assessments and reward distribution. Schools praised the interactive sessions, engaging activities, and smooth execution.

Many even issued formal appreciation letters, recognizing the program's positive impact on student behavior and learning. This strong feedback reinforces its effectiveness and paves the way for future partnerships promoting responsible, eco-conscious students.

The true impact of DFM Foods' CSR initiative is captured in testimonials from principals, teachers, and students, showcasing increased awareness, healthier habits, and greater environmental responsibility. Their feedback highlights the program's meaningful and lasting influence.







Naitik Ratan Higher Secondary School

Letter of Appreciation . (प्रशंसा पत्र)

तारीख: 21 अप्रैल 2025

प्रिय डीएफएम फूड्स और फाउन्डेशन फार क्लाइमेट प्रोटेक्शन टीम,

CANS कार्यक्रम ने हमारे छात्रों को पोषण और अपिशष्ट प्रबंधन के महत्व को सीखने में मदद की। हमारे स्कूल के छात्रों ने कार्यक्रम में भाग तिया और अद्भुत परियोजनाएँ बनाई पोषण और अपिशष्ट प्रबंधन की अवधारणाओं के इर्द-गिर्द आयोजित जागरूकता सब बहुत शिक्षाप्रद और विचारोत्तेजक था। हमारे छात्रों को कैक्स टीम द्वारा प्रदान की गई पहेंसियों और वर्ग पहेली हल करने में मज़ा आया। हम छात्रों के बीच स्वस्थ भारता और पुरस्कार वितरित करने के लिए ब्रेक्स टीम को धन्यवाद देते हैं।

हम भविष्य में ऐसी ही गतिविधियों में आग लेने के लिए खुश होंगे।

सादर, धन्यवाद

विद्यालय के प्राचार के क्यां प्रधानाचार्य नैतिक रतन उ०मा० विद्यालय नई बस्ती अजीजपुर, आगरा

V.D Public School

Letter of Appreciation

(प्रशंसा पत्र)

तारीख: 25 अप्रैल 2025

प्रिय डीएफएम फूड्स और फाउन्डेशन फार क्लाइमेट प्रोटेक्शन टीम,

CANS कार्यक्रम ने हमारे छात्रों को पोषण और अपशिष्ट प्रबंधन के महत्व को सीखने में मदद की। हमारे स्कूल के छात्रों ने कार्यक्रम में भाग लिया और अद्भुत परियोजनाएँ बनाई पोषण और अपशिष्ट प्रबंधन की अवधारणाओं के इर्द-गिर्द आयोजित जागरूकता सब बहुत शिक्षाप्रद और विचारोत्तेजक था। हमारे छात्रों को केक्स टीम द्वारा प्रदान की गई पहेलियों और वर्ग पहेली हल करने में मज़ा आया। हम छात्रों के बीच स्वस्थ भारता और पुरस्कार वितरित करने के लिए ब्रेक्स टीम को धन्यवाद देते हैं।

हम भविष्य में ऐसी ही गतिविधियों में आग लेने के लिए खुश होंगे।

सादर, धन्यवाद,

विद्यालय के प्राचार्य

V.D. Public Junior High School Adarsh Nagar Kheria Mod, Agr.







Akhil Brijwasi Vidhyalaya

Letter of Appreciation
(प्रशंसा पत्र)

तारीख: 25 अप्रैल 2025

प्रिय डीएफएम फूड्स और फाउन्डेशन फार क्लाइमेट प्रोटेक्शन टीम,

CANS कार्यक्रम ने हमारे छात्रों को पोषण और अपिशष्ट प्रबंधन के महत्व को सीखने में मदद की। हमारे स्कूल के छात्रों ने कार्यक्रम में भाग लिया और अद्भुत परियोजनाएँ बनाई पोषण और अपिशष्ट प्रबंधन की अवधारणाओं के इर्द-गिर्द आयोजित जागरूकता सब बहुत शिक्षाप्रद और विचारोत्तेजक था। हमारे छात्रों को कैक्स टीम द्वारा प्रदान की गई पहेलियों और वर्ग पहेली हल करने में मज़ा आया। हम छात्रों के बीच स्वस्थ भारता और पुरस्कार वितरित करने के लिए ब्रेक्स टीम को धन्यवाद देते हैं।

हम भविष्य में ऐसी ही गतिविधियों में आग लेने के लिए खुश होंगे।

सादर, धन्यवाद,

विद्यालय के प्राचार्य प्रामुख्य यक्ष श्रीमुख्य कृतियासी विद्यालय महावीर नगर जगनेर रोड, आगरा

De Cambridge Public School

Letter of Appreciation

(प्रशंसा पत्र)

तारीख: 25 अप्रैल 2025

प्रिय डीएफएम फूड्स और फाउन्डेशन फार क्लाइमेट प्रोटेक्शन टीम,

CANS कार्यक्रम ने हमारे छात्रों को पोषण और अपशिष्ट प्रबंधन के महत्व को सीखने में मदद की। हमारे स्कूल के छात्रों ने कार्यक्रम में भाग लिया और अद्भुत परियोजनाएँ बनाई पोषण और अपशिष्ट प्रबंधन की अवधारणाओं के इर्द-गिर्द आयोजित जागरूकता सब बहुत शिक्षाप्रद और विचारोत्तेजक था। हमारे छात्रों को कैक्स टीम द्वारा प्रदान की गई पहेलियों और वर्ग पहेली हल करने में मज़ा आया। हम छात्रों के बीच स्वस्थ भारता और पुरस्कार वितरित करने के लिए ब्रेक्स टीम को धन्यवाद देते हैं।

हम भविष्य में ऐसी ही गतिविधियों में आग लेने के लिए खुश होंगे।

सादर, धन्यवाद,









11. Outcomes and Impacts

i) Knowledge Enhancement and Awareness Building

- Students developed an understanding of balanced diets, essential nutrients, and making informed food choices.
- Students developed an understanding of what is right for them and what is what is wrong for them in terms of heath and what is going to benefit them in the long run.
- Students gained knowledge of waste management practices, including waste segregation, recycling, composting, and the 3Rs (Reduce, Reuse, Recycle).

ii) Skill Development and Practical Application

- Students learned to create balanced, nutritional friendly meals and learned to differentiate between healthy and junk food.
- Students developed skills to implement waste segregation and apply the 3Rs effectively at school and home.

iii) Behavior Change and Long-Term Impact

- Students started adopting healthier eating habits, making better snack and meal choices.
- Students began practicing responsible waste management by reducing, segregating, and recycling waste.

iv) Community Engagement and Promotion of Sustainable Mindset

- Students became advocates for healthy eating and sustainable waste practices within their schools and communities.
- Students developed a sense of environmental responsibility and a long-term commitment to sustainable living.







v) Creativity and Critical Thinking

- Students showcased their understanding through creative postermaking on topics like nutrition and waste management.
- Students applied critical thinking to propose innovative ideas for reducing waste at school and in their homes.

vi) Environmental Impact and School Initiatives

- Several schools initiated basic waste segregation systems inspired by student participation.
- Awareness materials like posters, displays and creative charts were introduced in school premises.

vii) Family and Community Awareness

- Students influenced their families by promoting healthy eating and proper waste disposal practices at home.
- The ripple effect created by students' learning contributed to wider community conversations on sustainability.



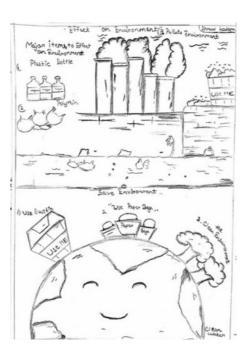


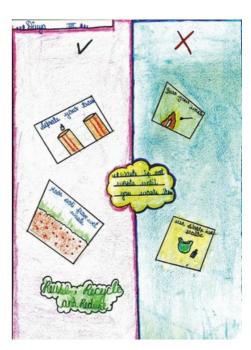


12. Conclusion

CAN's onboarding of 10 schools across Agra marks a major step in promoting healthy eating, nutrition, and sustainability among children. The program aims to instill lifelong habits that benefit both personal health and the environment. By encouraging eco-friendly choices and community collaboration, it fosters a generation that values both well- being and environmental responsibility—laying the foundation for a more sustainable future.







Raj Vidya Mandir Shiksha Samiti

Radha Ballabh Public School

Naitik Ratan Higher Secondary School









Akhil Brijwasi Vidyalaya



De Cambridge School



Radha Ballabh Public school



Radha Ballabh Public School, Shahganj



V.D Public School



Raj Vidya Mandir Shiksha Samiti



Gyan Singh Inter College



Naitik Ratan Higher Secondary School













DFM Foods Ltd.

1401-1411, 14th Floor, Logix City Center Noida Sector-32, Uttar Pradesh-201301



+91-120-6013232 dfm.regulatory@dfmfoods.com





