



**Foodshaala
Foundation**
Healthy food for all



2024-2025

Impact Report





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The Year at a Glance



Impact in Numbers 2024-25

Total people reached

663
PEOPLE

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

617
4 SCHOOLS (DELHI & BIHAR)

Nutrition awareness sessions

80+
SESSIONS

Overall improvement in Knowledge and Behaviour scores of children

36%
IMPROVEMENT



94%

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

42%

Children are consuming more leafy
vegetables

63%

Increase in children reading food
labels before buying/ consuming
packed food

61%

Children reduce intake of junk
food



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

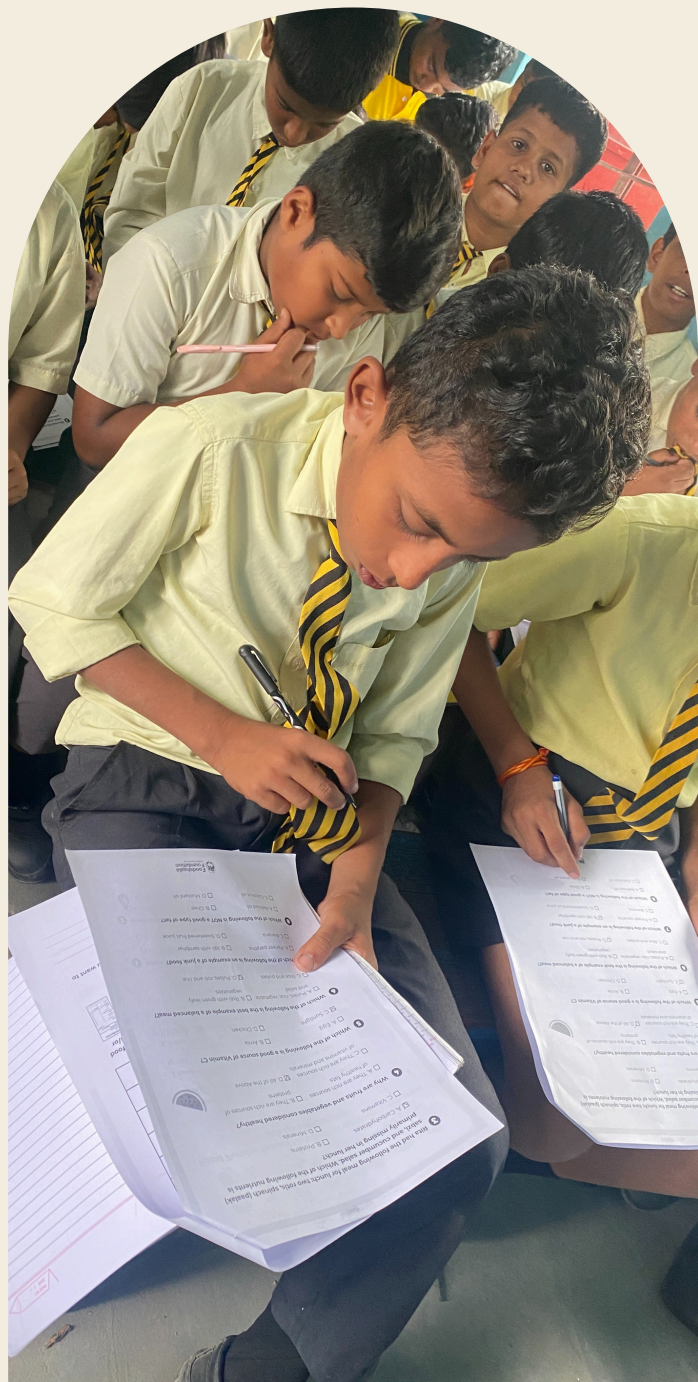


The Big Picture

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

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

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



10%

Pre-diabetic

5%

Over-weight

5%

Suffering from
blood pressure

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

Underprivileged children are increasingly suffering from overnutrition.

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

Unhealthy diet is a leading cause of poor nutrition.

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

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

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

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





Our Solution



What we Do

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

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

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

Empowering people

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

Ensuring sustainability

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



Our Work

Our primary activities include the following:

Behaviour Change among Children

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

Community Nutrition Awareness

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

Food & Nutrition Advisory Work

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

Food Distribution & Relief Initiatives

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



Theory of Change



Theory of Change

Problem: Poor nutritional status caused by unhealthy diets

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

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



Programs in 2024-25



Our Activities in 2024-25

Our primary activities included the following:

School Nutrition Awareness Program (SNAP)

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

Community Nutrition Awareness Initiatives

We engaged with parents to spread nutrition literacy and promote shifting towards healthier cooking and eating practices within households.





School Nutrition Awareness Program (SNAP)



Overview

Under SNAP, we conducted our flagship Food Funda course, where students go through a structured curriculum to learn about food and nutrition in a fun and practical way.

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. This year, we also reached schools in rural areas in Bihar, reaching children of farmers and labourers in Bihar.



4-8

Grades

9-15 yrs

Age

Locations:
Delhi & Bihar



Workshops

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

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

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

21-Day Tummy Tracker Challenge

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

Week 2 Target Score 18

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

Table A	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1. Did you eat anything from the food group "Legumes, Pulses and Non-Veg" today? (e.g. dal, rajma, chhole, besan, soya, egg, chicken)	0	0	0	0	1	0	1
2. Did you eat any "Leafy Vegetables" today? (e.g. palak, methi, cabbage, dhaniya, paneer)	1	0	1	1	1	1	1
3. Did you eat any "Other Vegetables" today? (e.g. ladyfinger, brinjal, cauliflower, tinda, tori, baughya, mator, kaddu, cucumber, carrot)	1	0	1	0	0	1	1
4. Did you eat any "Fruit" today?	1	0	0	0	0	0	1
5. Did you have "Milk or Milk Products" today? (e.g. milk, paneer, curd, cheese, chhaas, lassi)	1	0	1	0	1	1	1
6. Did you eat any "Nuts or Oilseeds" today? (e.g. peanuts, badam, kaju, walnuts, til seeds, alu)	1	1	1	0	1	0	0
7. Did you drink at least 7 glasses (around 2 litres) of water today?	0	0	0	0	0	1	0
Total (A)	5	2	4	3	4	4	5

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

Table B	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Did you consume Junk Food 1 today?	1	1	1	0	0	1	1
Did you consume Junk Food 2 today?	0	1	1	1	1	1	1
Total (B)	1	2	2	1	1	2	2
Total (A) - Total (B)	4	2	2	1	3	2	3
Grand Total Score (Week 2)	18						



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



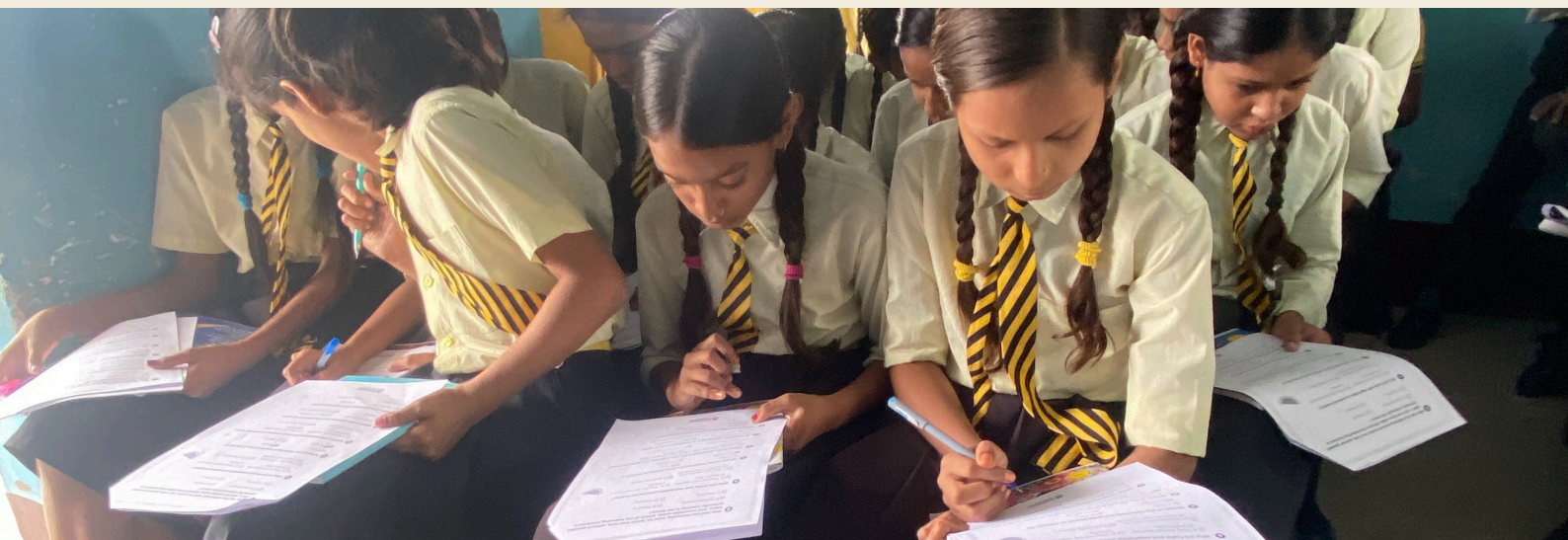
5

Qualitative feedback
from students &
teachers



6

21-Day Tummy
Tracker Challenge



Course Results

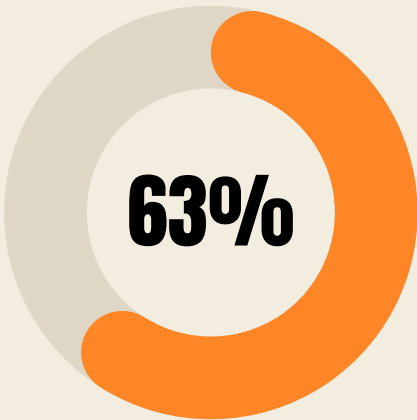
Coverage



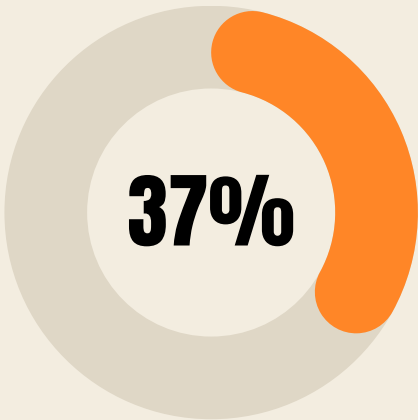
No of Schools



No of Children



Boys



Girls



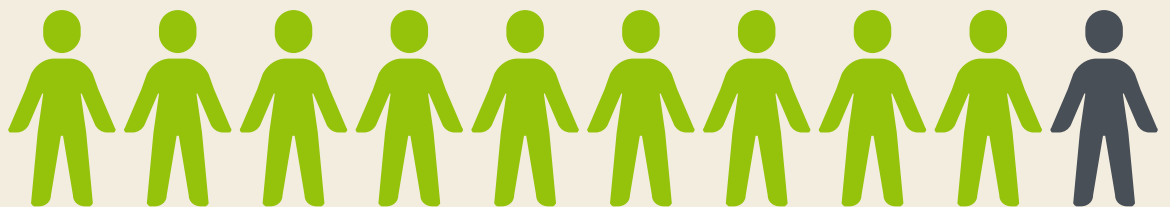
Overall Improvement

Overall improvement in
Knowledge and
Behaviour scores:

36%



88% children showed
improvement in overall scores



94% children showed improvement in at
least one parameter (Knowledge/ Behaviour)

(These results are based on data from 63% of total students, who filled both Pre-Test and Post-Test.)

Improvement in Knowledge



88% children showed improvement in Knowledge scores after the course

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

Improvement in Behaviour



64% children showed improvement in Behaviour scores after the course

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

Children identifying nutrients in meals

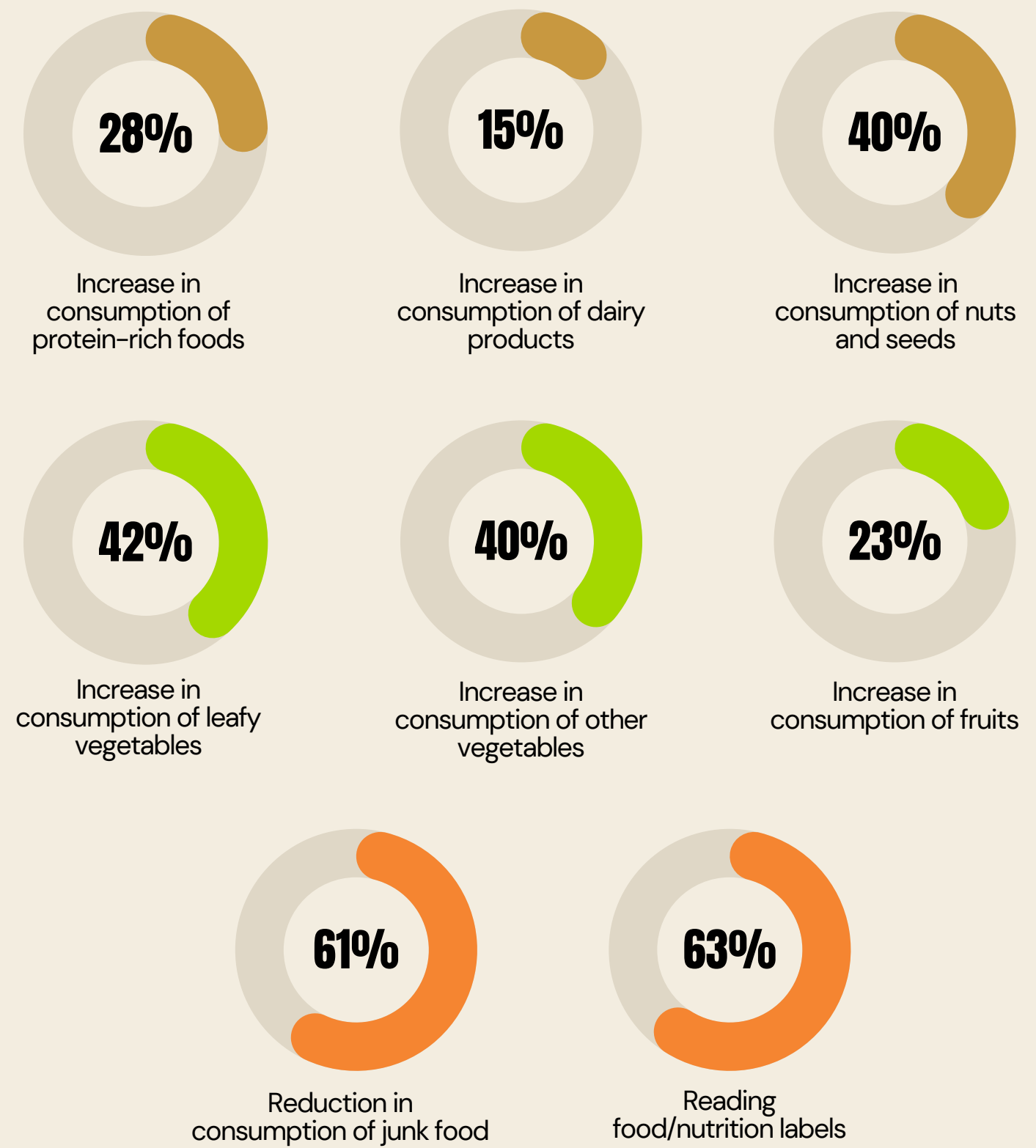


Children eating healthier meals at home



(These results are based on data from 63% of total students, who filled both Pre-Test and Post-Test.)

Percentage of children who reported:



(These results are based on data from 63% 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

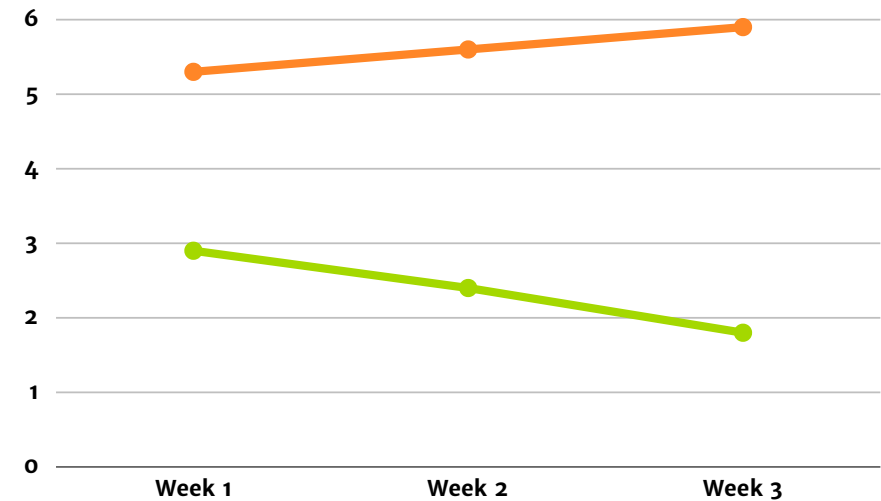
Children picked any 2 of their favourite junk foods and tracked their consumption over 21 days. Commonly chosen foods include chocolates, chips, momos, biscuits and ice-cream.

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. dal, rajma, chhole, besan, soya, egg, chicken)	1	1	1	1	1	1	1
2. Did you eat any "Leafy Vegetables" today? (e.g. palak, methi, cabbage, dhaniya, pudina)	1	1	1	1	0	0	1
3. Did you eat any "Other Vegetables" today? (e.g. ladyfinger, brinjal, cauliflower, tinda, tori, 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	1
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



10%

improvement in diet diversity score

38%

reduction in junk food consumption

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

Ratings and Feedback



Sachit Prasad
11-years-old

I used to eat junk food 2-3 times a week before this course. I eat junk food less often after the course. I am avoiding more salty and oily food, because I want to change my eating habits.

4.3/5

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



Mrs. Sonali
TGT, New Kalindi
Public School, Delhi

An outstanding session by Foodshaala! It was engaging, informative, and interactive. Students thoroughly enjoyed learning about healthy eating habits. This high-quality course is essential for enhancing our studies. Thank you for inspiring our students. We look forward to more such sessions!

4.4/5

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

Arshika's Impact Story

When I read the ingredients of junk food, I got shocked



Arshika Pal is an 11-year-old girl studying in Class 6th in Hari Vidhya Bhawan, Sangam Vihar, New Delhi.

After the Food Funda course workshops, she opted to take up the 21-day Tummy Tracker challenge.

She notes that before the course, she used to eat maida-based foods and a lot of junk food. But now she knows that she should not eat junk food.

She also learnt to read the ingredients of food products. She says, "when I read it, I also got shocked, since then I have stopped eating junk food."

Share your story of change!

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

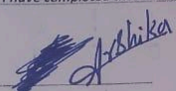
Before: ~~yes, I changed~~
I eat maida food and junk food.

After: yes, I change:-
Before, I eat much junk food
Now I know that we should not eat junk food

Why: Because, in the foodshaala session, we were told that we should read the ingredients of every single thing, and when I read it, I also got shocked, since then I have stopped eating junk food.

I have completed the challenge with full honesty and sincerity.

I have completed the challenge with full honesty and sincerity.


Signature



Community Nutrition Awareness Initiatives



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

We organized a nutrition awareness session for parents in one of our partner schools. Around 18 parents and guardians interacted with us, and learnt about balanced meals for kids, healthy recipes, and simple cooking tips to maintain the nutritional value of food.

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





Media and Awards



Coverage in *The Better India*

Foodshaala's work in empowering children and families with nutrition knowledge and healthy eating habits was recently featured in a story by The Better India. The coverage underlined Foodshaala's efforts in teaching kids, parents, and teachers to read food labels, reduce junk food consumption, and make affordable, healthy food choices — reaching thousands of children across multiple cities. Read the full story [here](#).

Times Now Amazing Indians Awards 2024 Nomination

Our founder was nominated for the Times Now Amazing Indians Awards 2024 in the Food Management & Nutrition category. The nomination highlighted our work on empowering underprivileged children, families, and communities with practical nutrition education, particularly through initiatives that help them make informed, healthy food choices. Being shortlisted alongside leading changemakers — including Olympians and innovators across sectors like health, agriculture, sports, education, and environment — further validated Foodshaala's role in strengthening India's nutrition ecosystem and advancing nutrition literacy as a core component of food security in India.



Acknowledgements

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





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help us reach our goal**

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