



ITC FOODS DIVISION CSR PROGRAMS

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Corporate Social Responsibility (CSR) is an initiative undertaken by private organisations wherein they can address environmental and social concerns through philanthropic, charitable, active engagement activities.

India is the first ever country to make CSR mandatory under the companies act 2013. CSR helps brand integrate social, environmental and community health concerns as a part of their business operations.

At ITC, we believe in the betterment of communities and engage in various initiatives that helps address the challenges and needs of the vulnerable populations and rural districts. The core of ITC's CSR policy places a special focus on nutrition and wellbeing of the community. It also highlights sustainable agriculture & livelihood, women empowerment, Sanitation & Hygiene etc. All of the company's programs fall within the purview of Schedule VII of the provisions of Section 135 of the Companies Act, 2013 and the Companies (Corporate Social Responsibility Policy) Rules, 2014.

PROJECT SAMPOSHAN



India faces a major health concern of Prevalence of Anaemia among all age groups. Considering the high prevalence of anemia in the country, the government of India launched the *Anemia Mukta Bharat* program in 2018. To contribute towards the government's efforts and help achieve the goals of UN SDG 2030 Goal 2 – Zero Hunger, ITC has initiated '*Project Samposhan*' under its CSR Initiatives. The project was envisioned to be carried out in 2 phases.

This project has been initiated in collaboration with MAMTA Health institute and partner agency CII, with extended support from the Bahraich medical college, BHU ethical Committee, village leaders and anganwaadi workers and an expert advisory committee

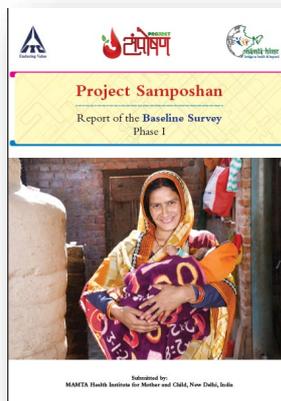
Phase 1

The Primary Objective of phase 1 was the Development of holistic Nutrition & Health Education Modules (NHEM) & assessment of a baseline survey to analyse the KAP level

amongst 10-60 yr. old females. It was conducted in U.P in Tejwapur block of Bahraich, which is an aspirational district with high prevalence of anemia. A total of 24 villages were selected for the baseline survey and the study was carried out with the help of Department of Community Medicine, Bahraich medical college, Heads of the villages and local members of anganwadis. Phase 1 was successfully completed by March'22.

Key Outcomes

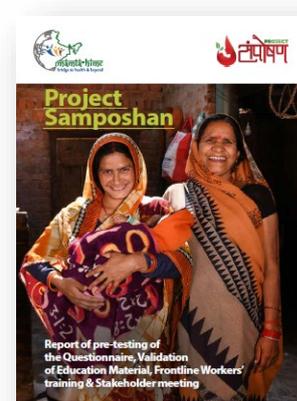
- Qualitative assessment of maternal nutrition through Focus group discussion
- Insights and understanding on locally available foods of the study location through market mapping survey
- Development of Scientifically validated IEC nutritional material to use for malnutrition management projects, especially anemia.
- Baseline study conducted to gain perspective on the knowledge, attitude and practices of anemia amongst ~1200 women and adolescent girls



Baseline survey report



Qualitative Interview report



Validation and Pre-testing report

The IEC materials have been developed in written and Audi-visual formats, they include:

- Flipbook for community education that includes 6 chapters on specific health & nutrition parameters (*Anemia, Prevention & Management of anemia, Adolescent development & nutrition, Food fortification, Hygiene & Sanitation, Maternal care & Infant feeding*)

- 6 Pamphlets for dissemination of information (Anemia, Malnutrition, Adolescent nutrition, Physical activity, Balanced diet and Sanitation & Hygiene)
- Comic Book on Anaemia Prevalence and management
- 2 Informative videos on Anemia and Food fortification



Data repository of the baseline assessment of 1000+ women will help gain understanding on the root-cause of anemia prevalence and can also serve as a benchmark for future studies and interventions for anemia management.

Phase 2

The Primary Objectives of Phase 2 were to conduct a Community trial of DFS amongst anaemic adolescent girls and sensory test in Bahraich and conduct Nutrition education intervention for women and adolescent girls to improve knowledge, attitude and practices of anaemia management in Bahraich

Key Outcomes

- Sensory acceptability testing of **Double Fortified Salt (DFS)** in Bahraich among adolescent girls and women
- Nutrition Education intervention in Bahraich among ~1600 adolescent girls, women and pregnant & lactating women and in Chandauli in amongst 600 anaemic adolescent girls. The IEC materials developed during phase 1 were utilized to conduct the sessions.
- Nutrient intervention with DFS in 27 villages of Chandauli district U.P, amongst 600 anaemic adolescent girls.



PROJECT SAMARTHYA

Project Samarthya is about creating sustainable livelihood opportunities for papad rolling women in Bikaner and empower them through entrepreneurial training for independent career opportunities. The project is being executed through SEWA Bharat as the implementing agency. Total number of 55 women are enrolled for the first phase of the project.

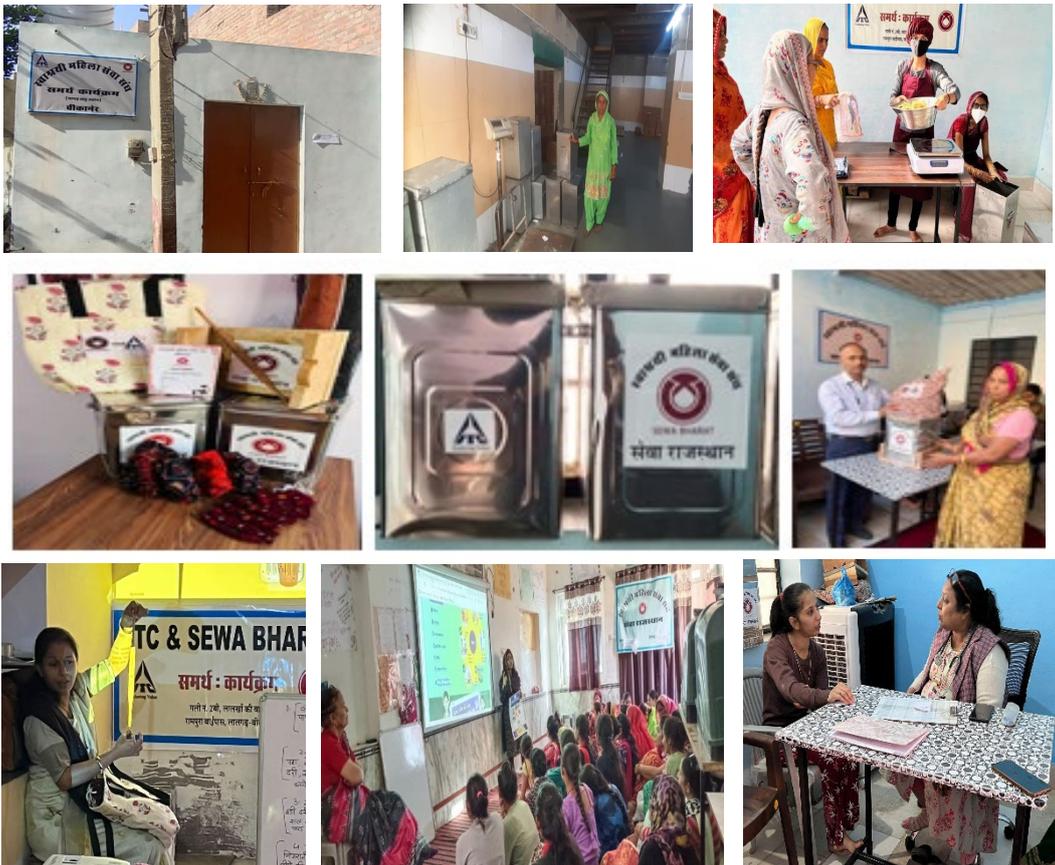
The primary objective of the project is to build a cadre of papad rolling ben and organize them into small groups for training and handholding and deliver training sessions on capacity building, financial literacy, accountancy and quality & hygiene.

Key Outcomes

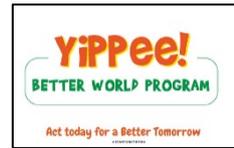
- Baseline survey conducted for initial understanding assessment of financial and professional conditions of papad rolling women. It was conducted for ~200 participants and covered the components of hygiene, finance, working conditions etc.
- Identification and selection of 55 women for the first stage, basis need, locality and willingness.
- To help the papad rolling women achieve a sustainable livelihood, a physical centre for Project Samarthya has been set up for ease of dough & papad collection, regular meetings and sessions
- Distribution of papad rolling kits and purchase of assets such as tractor for mobilising the dough and papad collection is facilitated.

- Introductory 1st level training on quality and hygiene, financial literacy and entrepreneurship training.
- Expert training sessions by FICCSI on Food quality, financial literacy and entrepreneurship along with certification of FSSAI food safety supervisor.
- Health and nutrition support was provided to the women and their children (Adolescent girls) through nutrition education session that focused on healthy lifestyle, anemia management and hygiene and a Health Camp by Gynaecologist.

One of the biggest achievements, of this programme is that, for the first time in Bikaner, women experienced independence in their role as Aagewan ben and have themselves started going to the factory for the collection dough and papad delivery.



YiPPee! Better World Program



Plastic has become one of the most pressing environmental issues today. Plastic is incredibly useful in modern life, but the production and disposal of plastic generates greenhouse gasses and hazardous waste. Plastics and the chemicals they emit, build up on land, oceans, lakes, rivers and the air, causing damage to human and ecological health.

India generates about 3.5 million tonnes of plastic waste annually, and the per capita plastic waste generation has almost doubled over the last five years. Plastic pollution threatens ocean health, the health of marine species, food safety and quality, human health and adversely impacts climate. Hence, the urgency to action on plastic waste management and ways to reduce, reuse and recycle.

With the aim of supporting the National Commitments towards a cleaner, greener and healthier tomorrow (as outlined in United Nations Sustainable Development Goals, especially SDG 12 (Responsible consumption and production), a unique program “YiPPee! Better World” was launched by ITC. We partnered with NGO Way for life to create awareness on plastic waste, it’s impact on health & environment and bring behavioural change in school



children around Plastic usage and disposal through various awareness sessions. We aim to instill awareness on sustainable waste management and create an active community of Sustainability Enthusiasts. This program has created awareness in 2.5 lakh students & will include deployment of 1000 recycled desks & benches.

The project started with Baseline Survey to understand the level of awareness among school children and the need for school infrastructure. It was observed that more than 50% students were not aware about ways to recycle or reuse plastic.



This was followed by awareness sessions on plastic waste, it's

impact & ways to reduce, reuse & recycle. Children were introduced to responsible ways of waste disposal and encouraged to collect plastic waste from their homes and deposit them in designated collection areas inside the school campus. Post sessions, plastic waste was collected and moved to recycling centres to create Recycled Benches. These benches are being deployed in schools in need of adequate infrastructure.



Swasthya Bengal Program

Spices play an integral part of Indian cuisine by enhancing flavor and taste. These are high value products and with the increase in demand especially for exports, they have become prone to adulteration for unlawful monetary gains. The chances of adulteration are increased especially when spices are sold loose and are not manufactured as per the FSSAI norms.



Ground spices may be adulterated with artificial colors, chalk powder, starch, etc. to increase their weight and enhance appearance while whole spices may be adulterated with products with similar appearance like papaya seeds adulteration in black pepper. Consuming adulterated spices can cause various diseases like skin allergies, ulcer, liver disorder, stomach and intestinal disorders, kidney stones, eye disease, food poisoning,

neurotoxicity and others. Adulteration in spices is difficult to identify by only visual and sensory inputs. Hence awareness and sensitization are of utmost importance.

Keeping in mind the above critical aspects & impact on health & wellness of society we launched the along with Knowledge Partner, FICSI and NGO partner READS.

Through this program we are educating and creating awareness amongst Homemakers / Decision makers of households, Retailers, Whole sellers, Consumers, Students about adulteration in spices and its ill effects, ways to address it, and other food safety & health



aspects related to it. The program includes baseline survey to understand the awareness on food adulteration, followed by physical sensitization meetings, awareness sessions, nukkad nataks, talk by local leaders on food safety, adulteration in spices & it's ill effects. The sessions also cover the food safety aspects that are complied by packaged & licensed food sellers.

It was observed that Only 12.3% of the people were aware about home test for adulteration and only 36% buyers purchased packaged food with FSSAI logo. Hence affirming the lack of knowledge in people about labelled products and methods to test food adulterations at home.



The program has extensively covered facilitation of physical on-spot quick tests for detection of food adulterants and distribution of educational material like FSSAI DART books, labelling mandatories by FSSAI, common adulterants in foods etc. The program also facilitated health camps for participants. The camp provided assessment on Weight, Height, Blood oxygen level and blood pressure along with



consultation and guidance on management of diet related disorders and general health. With the help of district municipal corporation, under the supervision of local health officer general medicines, ORS etc., were provided.

As part of Swasthya Bengal program, we have also started a School contact initiative to inspire & train School students to be peer educators and spread awareness on food safety & adulteration in the society. In this program, we are conducting awareness workshops with school students on food safety and adulteration. In order to create larger impact and awareness



in society, we will also be facilitating science fairs in the schools, where students will be showcasing creative science projects on food safety & food adulteration home tests to parents, teachers and local community. We have directly reached approx. 12000 people (including students) through the program and many more through radio jingles, IEC material and Swasthya Bengal pledge sign offs.

PROJECT BALPOSHAN



Education Intervention for Improving Nutritional Status of under 5 children in Valsad district of Gujarat, India 2022-2023

Malnutrition is a broad term that includes both undernutrition and over nutrition.

According to India's National Family Health Survey 5, 32% of children under the age of 5 are underweight, 19% are wasted, and 32% are stunted. The high prevalence of malnutrition among children under the age of 5 in the nation is caused by a number of factors. These include the low educational status of mothers of children under the age of five and their families, poverty, a lack of awareness/knowledge of healthy eating habits among mothers and their families, etc. The concerns over Malnutrition are rising globally and nationally. In Gujarat, the prevalence of stunting among under 5 children is 39%, wasting is 25%, and underweight is 40%. The decline in health and nutrition status still remains as a central media topic with various experts, government bodies and industries leading the conversations. Education interventions targeting mothers of under5 is highly crucial. Keeping the above factors in mind, a community-based project on community-based management of acute malnutrition in a district of Gujarat has been initiated.

Project Balposhan is an initiative to create awareness on Child malnutrition (wasting, stunting & undernutrition) in children below 5 years, very crucial within the 1st 1000 days of life (1000 U-5 children and their mothers, 600 Pregnant & lactating women), through behaviour change communication and development of relevant IEC materials, currently under-going in Valsad district of Gujarat. This project was done in partnership with MAMTA Health Institute. The aim of the project is to improve the nutritional status of under 5 in Valsad district of Gujarat.

Key outcomes include:

1. Assessment of the nutrition status, intakes, and practices of under 5 children and their mothers
2. Development of supplementary food recipes (based on local dietary habits and food availability)
3. Acceptability testing of the food recipe with the local population
4. Development of the education material for education on infant and young child feeding practices.

