

lifestyle habits that show up in those at heart risk. We encourage our consumers to visit our online tool, 'Heart Ka Baam', which has been launched to help people understand how their lifestyle choices could be impacting their heart health and learn simple interventions to espouse a healthier lifestyle.

Safe and Nutritious Health: Children are most susceptible to food-borne diseases due to their lack of awareness. Experimenting with diet while at school and elsewhere also contribute to them being primary victims of such ailments.

'Safe and Nutritious Food at School (SNF@School)' is a nation-wide campaign, initiated by the Food Safety and Standards Authority of India (FSSAI), to help school children inculcate the habit of eating safe and eating right. The programme is driven on a three-pronged approach, at the school, state and national levels. The culture of food safety and nutrition is promoted through Health and Wellness Coordinators and Health Teams.

We actively support the 'SNF@School' initiative. Through Saffalalife, we distributed around 25,000 Pink Books (Safe and Nutritious Food at Home) and Yellow Books (Safe and Nutritious Food at School) among students and teachers as part of the school activation programme. We have covered over 200 schools pan-India. 42 per cent of schools have reduced junk food consumption among children.

Eat Right India: Launched by PSSAI (under the Ministry of Health and Family Welfare), the Eat Right Movement is a collective effort by Corporates and citizens focusing on public health. Our association with Swasth Bharat Yatra, a pan-India cyclathon, positively impacted over 25,000 people. We also partnered with the Eat Right Mela conducted by PSSAI in Delhi, reaching out to 20,000 people.

Health and Hygiene of Women and Children: Understanding the pressing need for feminine hygiene practices in the country, we conducted awareness camps alongside consultation drives in the areas surrounding our Guwahati factory. Through these

initiatives, we have been able to educate more than 415 women and adolescent girls on the importance of feminine hygiene. We also distributed first aid kits, feminine hygiene products such as sanitary pads while educating them about healthy practices for their hygiene. To address the issue through interactive means, we also arranged a documentary show followed by a general consultation and discussion with a senior gynaecologist for the women of the area. Most importantly, though the initiatives were undertaken as part of this awareness-raising programme, practices that have had adverse effects on women, which are still prevalent in the society, were finally rooted out and replaced with healthy hygiene practices, along with the tool enabling them to take their feminine health seriously through correct means.

Further, while conducting another need assessment drive near our Guwahati facility, we found that children in the area were addicted to the consumption of betel nut, which is a popular intoxicant in Assam. To combat this issue, we conducted health check-up drives at various Government schools in the area, reaching over 289 children and their parents to educate them about the problems surrounding the consumption of betel nut.

Sustainability Initiatives

Farmer Community: Over the years, we have relentlessly worked towards the upliftment of various communities, including farmers. Our groundbreaking socio-economic development model has been instrumental in transforming the lives of farmers in the country. To support them beyond traditional agricultural practices, we train them in the gamut of agricultural management and educate coconut cultivators in increased productivity and higher yields.

Parachute Kalpavriksha: Our initiative to support coconut farmers,

