

# Adopt a School Programme, India 2011



**“One Store- One school”**  
**Support for MCD School kids**



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*Initiative Designed, Implemented &  
Managed by Good Works*

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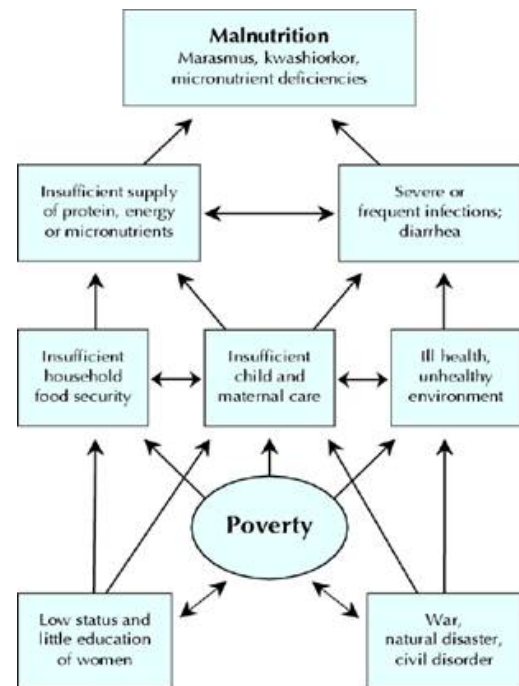
**Carrefour Background- its commitment to communities**

Over the past 40 years, the Carrefour group has grown to become one of the world's leading distribution groups. The world's second-largest retailer and the largest in Europe, the group currently operates four main grocery store formats: hypermarkets, supermarkets, hard discount & convenience stores. The Carrefour group currently has over 15,000 stores, either company-operated or franchises.

Wherever, it has presence, Carrefour is actively committed to promoting local economic development. The company works closely with all its stakeholders: producers, suppliers, employees, customers to ensure a mutually beneficial long term partnership.

### Carrefour's association with school children through "One Store- One School" programme

This CSR intervention programme of Carrefour- "One Store- One School" aims to improve the nutritional & hygiene status of the children aged between 5 to 11 years of MCD schools by exposing them to enhanced knowledge about healthy eating & living. Children need to be made aware about healthy eating habits and living lifestyle because this is the age group at which there is rapid physical growth. With the absence of proper nutritional status, the children's growth becomes retarded and they become underweight. A large percentage of students studying in MCD schools hail from families which live under



*UNICEF has pictorially depicted the relation between poverty, diet intake & malnutrition.*

poverty line, reducing their nutritional status naturally. *According to ICMR, “Due to poor eating habits, children particularly school going children aged between 5 to 12 years, are more easily prone to deficiencies like protein energy malnutrition, anemia & vitamin A deficiency”.*

Other than malnutrition, non maintenance of hygiene is another critical factor which makes the children vulnerable to diseases. Unhygienic living conditions & lifestyle is an acute factor for malnourished children resulting in mental dullness, headache, drowsiness and weakness. Therefore, it becomes very important to address the issue of hygiene to these children so that they can adopt it in their lives & remain safe from diseases. Teaching them about hygiene naturally becomes important, because with the absence of hygiene, the health automatically diminishes.

It was thus thought imperative by Carrefour to start a programme with the school going children. For the pilot study, Seelampur area, New Delhi, India was chosen where Carrefour’s first cash & carry store in India has been opened & is now fully operational. .

The specific objectives of the pilot phase conducted in Seelampur area of Delhi were:

1. To promote “Healthy Eating & Living” among the students of primary section (aged 5 to 11 years) in MCD schools.
2. To improve the nutritional status of MCD students by making them aware about “Hygiene & Sanitation” and “Nutritionally Adequate Diets & Eating Habits”

## **SUPPORT TO MCD SCHOOL KIDS: THE METHODOLOGY**

The complete project will be completed in three phases:

### **Phase I- Enrolling the students- Providing information**

This phase would consist of multiple fun filled activities with the children to expose them to the concept of healthy eating habits, hygiene in the lifestyle, importance of vegetables in the diet, ill effects of eating unhealthy. A trained dietitian will be roped in the project to disseminate key messages related to health & hygiene to kids. The children will be addressed class by class in smaller groups. The children of same age group will be addressed together for better facilitation of the intervention.

### **Phase II- Sustaining the campaign- Taking the children for excursions**

The students of each class will be taken on excursion trips to farm lands to see how vegetables & fruits are grown. The children will be taken along with teachers to “See & Learn”. Here, the children will understand how vegetables such as cabbage, cauliflower, carrot etc are grown and why are they important for our health. They will be taught about the food supply chain from farm to fork.

### **Phase III- Post Campaign-Assessing the knowledge**

Quizzes, painting competitions will be organized class wise to see the knowledge gain. Prizes and small gifts of appreciation will also be distributed. The winners will also be taken to the Carrefour stores and interact with the consumers to disseminate interesting knowledge about food items.

Carrefour will network with various institutes & professionals for this programme. Carrefour will also ensure a monthly supply of stationery, school books, uniforms & food items for the school students.

**PHASE 1- PILOT STUDY IN SEELAMPUR AREA ON 5<sup>th</sup> May, Thursday**

Carrefour Group India has been very active & supportive towards information dissemination of health & hygiene to school kids in Seelampur area, Delhi.

### **PROCESS/ STRATEGY**

Good Works did a site analysis of Seelampur area where Carrefour's first cash & carry store has been open in India. It identified the major MCD schools running in the area & did a profiling of the schools in the parameters of students attending, the income group they belong to, etc.

Discussions were held with the concerned authorities to discuss the pilot project and its objectives. **MC Primary co-ed School, Awasiya Parisar, Seelampur** was shortlisted for the pilot study.

The Principal & the concerned teachers were met & the knowledge & hygiene level of the children were understood. The suitable time for the workshop was also decided.

Post the confirmation, necessary audio visual aids were identified & prepared to suit the pilot study. Play activities like dart boards, a video clip, songs & skit were scripted and developed to be used as aids during the sessions.

Practicing nutritionist Ms Ragini Khandelwal was approached and the study with its expected objectives was discussed with her. She was asked to prepare sessions suited for the students of MCD schools keeping in mind their learning & comprehension skills. The school was visited to ascertain the venue and the number of children. On insert date the workshop was held with 200 children as audience.

### **AUDIO VISUAL AIDS DEVLEOPLED FOR THE PILOT STUDY-**

- a) **Video-** A short 5 minute clip was prepared on the importance of washing hands. The children enjoyed the video a lot & sang with clip.
- b) **Dart Game-** The color wheel of fruits & vegetables was prepared in the form of dart game. All the food items (fruits, cereals, vegetables, milk products) have been divided into group of five colors- **Red Green Blue Orange Yellow**. This is known as the color wheel. Each child was given a chance to throw a dart. The child had to in return name one food item which falls in that colored category.
- c) **Skit-** An 8 minute skit was scripted to keep the children engaged & disseminate the information. The skit was an exchange of dialogues over hygiene & health issues between a healthy & an ill child. The children enjoyed the skit a lot and were found to be redoing it among themselves after the workshop.

#### Workshop Synopsis

1. **Introduction:** The workshop started with an introduction of the students to the nutritionist.
2. **Presentation:** The Nutritionist started with the workshop and the presentation on nutritious value of fruits and vegetables. The practical demonstration of raw vegetables and fruits was done so that students could relate to what was being taught.
3. **Dart Game:** A dart game was played with the students where they could hit on a color and had to guess the vegetable from that color.
4. **Skit:** A skit was performed to stress on personal hygiene in which the performers showed experiment with glitters and magnifying glass to show how germs spread.
5. **Drawing competition:** Students of class 4<sup>th</sup> and 5<sup>th</sup> were rated on the drawing and clay making competition. Prizes were given to the best three drawings and clay products. The subject of the competition was Health and Hygiene.
6. **Video:** Personal Hygiene cartoon video was played towards the finale that summarized the entire session.

#### **OUTCOMES-**

- a) 200 children benefited from the Carrefour's "One school- one store" programme.
- b) 15 teachers of MC primary School, Awasiya Parisar have learnt the way of interactive teaching with children on Nutrition & Healthy Eating and Hygiene.
- c) The MCD officials & relevant administration perceive Carrefour as a child friendly responsible company & are ready to partner for projects in future.
- d) Carrefours' network has widened itself to include school authorities, nutritionists & teachers.

### **WHAT PEOPLE HAD TO SAY ABOUT THE WORKSHOP**

"The Health and Hygiene workshop helps to fill the gap in the children education as it uplifts the health and hygiene standards of the children which is lacking in day to day classroom teaching. Such workshops should become a part of the school curriculum"- *Mrs. Kalpana Bodra, School Principal.*

"As such juvenile age, these children need information in the form of entertainment. My experience with children has been wonderful as they were very attentive and responsive to the workshop"- *Ms. Ragini Khandelwal, Nutritionist.*

"I enjoyed the dart board game a lot. It was very interesting and I immediately answered the quiz and got a chocolate"- *Eshaan, student, V-B*

"I loved the cartoon video on personal hygiene that was being played at the workshop. I was singing and clapping to the tunes of the song"- *Sandhya, student, IV-A.*

### **Photo Gallery**





Students at the workshop



Dart Game



Display of clay products



Student answering question on health





Magnifying glass experiment



Winners of Drawing Competition