

Amway India's Power of 5 goes to school, empowering with nutrition literacy

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Amway India, a leading company supporting health and well-being needs, in collaboration with Nourishing Schools Foundation, announces the launch of the School Nutrition Education Program under its flagship "Power of 5 (Po5)" project in the Capital today. The program partners with 12 Government and NGO-run schools across Delhi and Chennai. The initiative is expected to benefit more than 12,000 people, including 3,000 school-going children, in its first year. The launch event coincided with National Nutrition Week and aligned with the theme "Eat Right for a Better Life", highlighting the importance of nutrition literacy and healthy habits from an early age.

Speaking on this, Rajneesh Chopra, Managing Director, Amway India, stated, "School-age is a decisive stage to shape lifelong habits, and nutrition is at the heart of that journey. According to the Comprehensive National Nutrition Survey (CNNS), every second adolescent faces poor nutrition, with widespread deficiencies in iron, vitamin A, and zinc. By investing in early, preventive action, we are not just teaching children about healthy diets; we are empowering them to become agents of change in their communities. This partnership with the Nourishing Schools Foundation is an extension of our commitment to help transform 5 million lives in India through an inclusive, community-driven approach. It reflects our broader social impact philosophy, integrating health and wellbeing into everything we do, building need-based, evidence-led interventions, and

working hand-in-hand with grassroots organisations, government, and global agencies.â”

The initiative brings together multiple stakeholders from corporate to Non-Profit organisations and the Delhi education department, to promote integrated approaches to improving nutrition education among school-going children. It reinforces Amwayâ”s mission to help build a healthier, well-nourished India. Through a combination of student-led showcases, thought-provoking discussions, and the unveiling of the School Nutrition Education Program Toolkit, the launch event underscored the role of schools as powerful platforms for driving behaviour change, building food literacy, and empowering children to become advocates for community health.

Amwayâ”s Po5 School Nutrition Education program is a 12-month intervention that aims to improve the health, nutrition, and learning outcomes of schoolchildren by integrating nutrition education into daily school activities. Central to the program is a specially designed nutrition toolkit featuring games, educational materials, and visual aids that make learning about nutrition interactive, engaging, and fun for children. It focuses on key areas: boosting nutrition awareness to encouraging healthy habits, training teachers, tracking progress, engaging volunteers, and empowering children to take charge of their wellbeing.