

Amway India Expands School Nutrition Education Programme to Promote Nutrition Literacy Among Children

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Amway India has launched Phase II of its School Nutrition Education Programme under its flagship Power of 5 (Po5) nutrition initiative, expanding efforts to improve nutrition literacy among schoolchildren and promote healthier lifestyles through schools and communities.

Launched in New Delhi, the second phase builds on the outcomes of the programme's first phase and aims to make nutrition education an integral part of everyday learning by combining classroom-based modules, technology-enabled learning, and community-led initiatives. The programme seeks to instil healthy eating habits among children from an early age while extending its impact to families and local communities.

Implemented in partnership with ChildFund India, the initiative will be rolled out across 10 government and government-aided schools in South Delhi during FY 2026-27. It is expected to benefit nearly 15,000 individuals, including around 2,500 students from Grades 1 to 8, along with teachers, parents, and members of the wider school community.

According to Amway India, the first phase of the programme reached more than 40,000 individuals, including 10,000 children, and resulted in measurable behavioural improvements, including healthier food choices, better hygiene practices, and increased awareness of nutrition.

Announcing the expansion, Rajneesh Chopra, Managing Director, Amway India, said the initiative goes beyond raising awareness by empowering children to make informed food choices and develop lifelong healthy habits.

"Our Power of 5 School Nutrition Education Programme is about equipping children with the knowledge and confidence to make healthier choices every day. Phase II strengthens our commitment by embedding nutrition literacy and technology-enabled learning into school ecosystems while extending its benefits to families and communities," Chopra said.

The programme was inaugurated at Shaheed Hemu Kalani Sarvodaya Bal Vidyalaya in Lajpat Nagar, South Delhi, in the presence of Manisha Taneja, State Nodal Officer, Education & Literacy, Government of NCT of Delhi; Rajneesh Chopra, Managing Director, Amway India; and Anand Vishwakarma, Executive Director, ChildFund India. The launch featured volunteer-led activities such as nutrition-themed kitchen gardens, interactive sports sessions, and the distribution of nutritious meals to students.

The year-long intervention is structured around four key pillars: nutrition education for children, teacher capacity building, technology-enabled learning, and parent and community engagement. Students will participate in interactive sessions on balanced diets, hygiene, healthy eating, and locally available nutritious foods, while a Nutrition Ambassador programme will encourage peer learning. Teachers will receive training as Nutrition Champions to integrate nutrition concepts into classroom activities through storytelling, games, and role-play.

The initiative also incorporates digital learning platforms and smart health monitoring kiosks to support nutrition awareness and behavioural change. Families and local communities will be engaged through outreach activities to reinforce healthy nutrition practices beyond the classroom.

The programme's impact will be measured through baseline and endline assessments evaluating nutrition knowledge, dietary behaviour, body mass index (BMI), and other health indicators using Knowledge, Attitude and Practice (KAP) assessments. Amway India aims for at least 70% of participating students to achieve a minimum 30 per cent improvement in nutrition knowledge and nutritional status, while strengthening teachers' capacity to sustain nutrition education in schools.

The initiative aligns with the United Nations Sustainable Development Goals (SDGs) 2 (Zero Hunger) and 3 (Good Health and Well-being) and complements national programmes such as Poshan Abhiyaan and the School Health & Wellness Programme under Ayushman Bharat, supporting broader efforts to improve child nutrition and public health in India.