

PRESS RELEASE

Nestlé Healthy Kids and Zindagi Trust join hands to tackle Malnutrition

Karachi, August 24, 2017: Nestlé' Healthy Kids (NHK) programme in collaboration with Zindagi Trust conducted a 4 day training for 42 teachers who will further reach out to 3,200 children between the ages of 4-18 years covering the essentials of nutrition and healthy living. Through their teachers, children and adolescents learnt the basics of nutrition, how to develop a positive approach to food, and received practical advice on improving eating and drinking habits.

Today, Pakistan is still reeling from alarming levels of childhood malnutrition. Interventions such as the NHK programme are the need of the hour. According to the National Nutrition Survey 2011, one-third of all children are underweight, nearly 44pc are stunted, 15pc are wasted and half of them are anemic. According to a maternal and child nutrition study group published by Lancet in 2013 these rates have seen little improvement.

NHK Programme is Nestlé's Global CSV (Creating Shared Value) initiative, launched in Pakistan in 2010. To date, the programme has educated more than 100,000 children, trained over 400 teachers on nutrition and has 10 partners nationwide. The programme aims to reach an additional 40,000 kids by the end of 2017.

Applauding the joint effort of Zindagi Trust and NHK programme, Waqar Ahmad, Head of Corporate Affairs, Nestlé Pakistan commented, "As world leader in Nutrition, Health and Wellness, Nestlé is committed to help reduce the double burden of malnutrition through micronutrient fortification of affordable, nutritious foods and beverages. The NHK initiative is also part of our commitment to UN Sustainable Development Goal (SDG) 3 of Good Health and Well-Being".

"A good school cannot make a meaningful impact on its students without ensuring good nutrition," said Shehzad Roy, Founder and President of Zindagi Trust. "This is why we start the school day with free breakfast at our adopted government schools, so I am pleased to see the launch of Nestlé's Healthy Kids Programme – a great initiative to promote nutritional awareness where it is most needed".



About Nestlé Pakistan

Nestlé is the world's largest food and beverage company. It is present in 191 countries around the world, and its 328,000 employees are committed to Nestlé's purpose of enhancing quality of life and contributing to a healthier future. Nestlé offers a wide portfolio of products and services for people and their pets throughout their lives. Its more than 2000 brands include local favorites like NESTLÉ MILKPAK, NESTLÉ PURELIFE and NESTLÉ FRUITA VITALS. Company performance is driven by its Nutrition, Health and Wellness strategy. Nestlé is based in the Swiss town of Vevey where it was founded more than 150 years ago.

About Zindagi Trust

Zindagi Trust is a non-governmental, non-profit organization that strives to improve the quality of education available to the average Pakistani. Its areas of work include reforming public schools, educating working children and lobbying the government to improve education policy.

The trust is currently educating over 3200 children in government schools and another 1150 students in non-formal primary schools across Pakistan. The core focus of its work is to transform government schools into models of modern, friendly and effective learning through interventions in infrastructure, governance, academics, teacher development, parental engagement, co-curricular and extra-curricular programmes.