



HEALTH & NUTRITION



**WeChat –
Medha Sawant**

ABOUT US



OUR VISION

“To nurture thought leaders and practitioners through inventive education”

CORE VALUES

Breakthrough Thinking and Breakthrough Execution

Result Oriented, Process Driven Work Ethic

We Link and Care

Passion

“The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.” - Alvin Toffler

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.

Emerging unarticulated needs and realities require a new approach both in terms of thought as well as action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind’s eye needs to be nurtured and differently so.

We school has chosen the ‘design thinking’ approach towards management education. All our efforts and manifestations as a result stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

MESSAGE FROM THE DIRECTOR

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off and our readers seem to be hooked onto our magazine. At WeSchool we try to acquire as much knowledge as we can and we try and share it with everyone.



Prof. Dr. Uday Salunkhe
Group Director

As we begin a new journey with 2018, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge that you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have really assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and to be unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students, but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the January Issue of SAMVAD for the year 2019!

SAMVAD is a platform for “*Inspiring Futuristic Ideas*” and we constantly strive to provide articles that are thought provoking and that add value to your management education.

With courses pertaining to all spheres of management at WeSchool, we too aspire to represent every industry by bringing you different themes every month. We have an audacious goal of becoming the most coveted business magazine for B-school students across the country. To help this dream become a reality we invite articles from all spheres of management giving a holistic view and bridge the gap between industry veterans and students through our WeChat section.

The response to SAMVAD has been overwhelming and the support and appreciation that we have received has truly encouraged and motivated us to work towards bringing out a better magazine every month. We bring to you the January Issue of SAMVAD which revolves around the theme of “**Health and Nutrition**”.

We hope you read, share and grow with us!

Hope you have a great time reading SAMVAD!

Best Wishes,



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Mrs. Medha Sawant

Nutritionist

Team SAMVAD

1. **Tell us about your journey in this field? What are the trends you have observed in the health and nutrition sector?**

Ans. I started practicing in 1994. Before that I used to do it out of hobby as I was very much inclined towards this subject. When people started seeing results from my diet plans, it was the people's praise and the positive response that motivated me to take this field as a full-time career.

Every five years, I see a change coming in. In this field there are lot of research results are coming out and accordingly the trend changes. When I started in this field, the trend was to eat very less and doing fasting. After that it changed to eating nutritionally good, but what was nutritionally good was not researched well. So, there was very limited food allowed for weight loss kind of diet or there was hardly any research during that time. So, for different type of ailments, what kind of food will help you was not available during earlier times. Research has started since last 5-7 years on many common diseases like diabetes and so on. Even during pregnancy, mother in law may not allow the child bearing mother to follow a diet program accordingly as they thought it could affect the growth of the child. The things have changed now and many mothers are taking appointments before pregnancy, during pregnancy and after pregnancy as well. Now people are convinced that nutrition helps a lot in our daily lifestyle.

2. **How has the view of consumers towards it changed?**

Ans. As I said earlier about pregnancy, people are now aware that overall nutrition is necessary to

live a healthy and active lifestyle. It is a very good change in the mindset of people.

3. **Major challenges that the sector is facing?**

Ans. Those who have not studied this subject. People do not know from whom to take a proper advice from. Even exercise trainers give them advices about diet plan which sounds like a very different stream for them and they are not qualified for that. People may get temporary results from the same and be happy but it affects in the long term. Everybody thinks that food is very casual thing to talk about. People also have their own opinions about what is healthy and what is not healthy and most of them may be misconceptions.

4. **How has the rural market reacted to health and nutrition when it comes to packaged food?**

Ans. They are not much aware about this subject. More awareness about the same is needed. I would not recommend packaged food as freshly cooked food by them is always nutritious. You can see our ancestors as well being active. The city culture of the packaged food items should not affect the rural markets.

5. **What advice do u have for students wanting to pursue this industry?**

Ans. There is continuous education in this field. Keep yourself updated throughout. The research in this fields are coming up sooner. You cannot practice having old knowledge. People need changes and so do you. You have to adapt to the

changing preferences of the market and accordingly even study what nutritional values you can extract from the food item and what modifications you can make with the ingredients and so on.

I started in 1994, I have to keep myself updated daily. You need to study every day in order to sustain in this field.

I am very happy to being able to practice this profession, helping people in a positive way by changing their lifestyles and health as well. This positive motivation gives me work satisfaction.

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OPERATIONS

Nutrition Monitoring Framework: Operational Guidance for tracking progress

Prakruti Soni, PGDM Healthcare - Prin. L.N. Welingkar Institute of Management Development & Research

Gillian Mc Keith's famous book *You Are What You Eat* influences millions of people to have a diet high in vegetables and fruits while avoiding processed as well as high-calorie foods to maintain a healthy lifestyle.

Contrary to the above statement millions of people suffer from diabetes, chronic heart diseases, and obesity-related illness. This provokes the thought that there is a need for a set of guidelines to measure and work on various health parameters such as BMI, Sodium and Statutory fats (in particular), vitamins, blood cell counts, carbohydrates etc. Although a blood test can monitor the nutrition in blood and check whether it is increased or not, and results can be monitored by fat % and the muscle gain, skin quality, and most importantly one needs to see if the client has adopted the healthy meals despite packed food.

Dietary guidelines and systems which helps in monitoring will play a huge influencer role in improving the nutrition intake of the population. For example, In the US there is the National Health and Nutrition Examination Survey (NHANES) which is a program designed to assess the health and nutritional status of adults and children. It aids the government in making an important decision such as national health programs, school meals etc. In India, the National Nutrition Monitoring Bureau conducts similar surveys through educational platforms such as Indian Institute of Nutrition which is managed by the Indian Council of Medical Research.

The shift from global targets to national ones need various factors to be considered such as nutrition profiles, risk factor trends, demographic changes, experience with developing and implementing nutrition policies, and health system development. WHO, in collaboration with UNICEF (United Nations International Children's Emergency Fund) and the EC (European Commission), developed the Tracking Tool to help countries set their national targets and monitor the progress. This tool allows users to explore scenarios taking into account the different rates of progress for the six targets and the time left to 2025. Accomplishments from the Tracking Tool will feed into the Global Monitoring Framework which in turn will help in developing Maternal, Infant and Young Child Nutrition, the Global Nutrition Report, along with reports from other global initiatives like the SUN Movement and the UN Secretary-General's Zero Hunger Challenge which will also contribute in forming a more reliable database as a part of Global Monitoring Framework. According to the World Health Organisation, a nutrition guideline can be any document (developed by WHO consisting of recommendations for clinical practice or public health policy relating to nutrition, produced by or presented in collaboration with the WHO Department of Nutrition for Health and Development.

A recommendation is defined as a set of information intended for the end-user of the guideline which states what he or she can or should do in specific situations to achieve the best possible health

outcome, individually or collectively. It offers a choice among various interventions or measures having an anticipated positive impact on health and implications for efficient use of resources available. It is based on the latest, scientific evidence. A food and nutrition surveillance system is primarily an instrument for the formulation, modification, and application of the food and nutrition policy of the country. For a successful implementation, three elements play a major role.

1. Assessment
2. Analyze
3. Action

For such a survey to be effective there must be proper planning of resources, vision and a multilayered approach to the food and nutrition problems. Monitoring the programme, identifying the underlying problems, forming structural adjustment policies and Stakeholders such as

1. Surveillance Coordinator
2. Information user
3. Data providers
4. Supporters

Play a very important role. One can use lead indicator tools such as dashboards and scorecards to track the progress. Convergence of technology and the stakeholders play an important role.

Also, along with this food security, food consumption, food production must be linked. Agricultural advances affect the health of the population.

Hence to conclude one can say them in order to improve the tracking one needs to focus on the following factors:

5. Availability
6. Dependability

7. Representatives
8. Simplicity
9. Cost

Nutritional surveillance can be conducted in a variety of target populations, including mothers and children, adults, and adolescents. The most extensive experience has been in surveillance of nutrition problems of mothers and children, including special systems for detection of cases of severe paediatric undernutrition (which is the most common form). However, growing awareness of the role of nutrition as a risk factor for chronic disease has stimulated increasing efforts to undertake nutrition surveillance in adult populations, a process requiring entirely different approaches and presenting new methodological challenges.

Some of the challenges are:

1. Data Collection
2. Data Management
3. Indicators
4. Interpretive Criteria
5. Data analysis and application

EXAMPLE

Cloud-Based Solution for Real-Time Tracking of Nutrition Program Between April 2012 and June 2015

The Liberia Agricultural Upgrading Nutrition and Child Health project collected programmatic and nutritional behavioural data using a web-based application through mobile phones in 6 districts in Bong and Nimba counties (geographical regions used for administrative purposes). Field-based workers are trained in this data collection tool, which consists of a cloud-based platform that stores data while off-line and transfers it to a cloud-based server once Wi-Fi is available. Program dashboards were built to display key nutrition indicators, allowing staff to monitor program performance and track participants' outcomes over time.

In addition to achieving efficiencies in data collection, the tool helped identify program activities that needed improvement.

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FINANCE

Is government spending on nutrition justified?

Anushree Bhattacharya, PGDM Rural- Prin. L.N. Welingkar Institute of Management Development & Research, Mumbai

India is emerging as the fastest growing major economy in the world and is expected to be one of the top three economic powers of the world over the next decade. India's GDP is expected to have increased 6.6 per cent in 2017-18 and is expected to grow 7.3 per cent in 2018-19. Despite India's impressive economic growth over the past decade, we remain a nutritional weakling. India, currently ranks 130 in the Human Development Index out of 189 countries. India's HDI value for 2017 is 0.640, which puts the country in the medium human development category only. India's place in the Global Hunger Index (GHI) compiled by the International Food Policy Research Institute (IFPRI) fell from 100 to 103 between 2017 and 2018. India ranks below many of the neighboring countries like Nepal, Myanmar, Sri Lanka and Bangladesh.

According to the National Family Health Survey 4 (NFHS 4), 38.4 percent of children in India are stunted and 21 percent wasted and at the same time India remains one of the highest-ranking countries in the world for the number of children suffering from malnutrition.

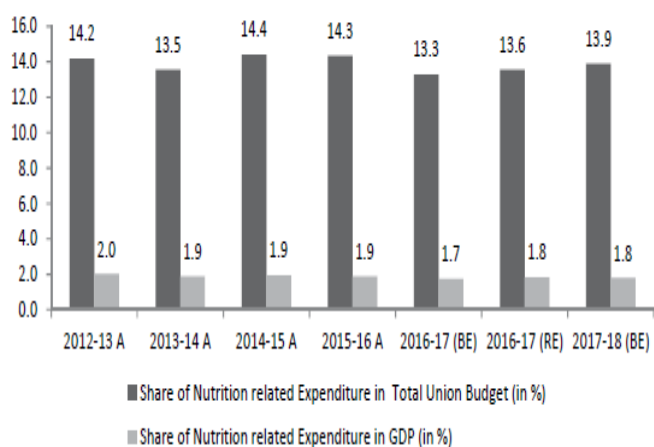
According to the World Bank, the prevalence of underweight children in India is almost double that of Sub-Saharan Africa. In fact, a child under the age of five is almost twice as likely to be chronically underweight in India as in Sub-Saharan Africa.

India has about 190 million undernourished people today, the highest in the world. About 47.5 million Indian children under-5 years are stunted—again, the most in the world. These figures indeed bring out the gap between

the economic and social growth of the country proving the need for public investment in nutrition as a key player to the sustainable growth of the country. There is a strong economic rationale for public investment in nutrition because the benefits of nutrition programmes—implemented to reduce mortality, medical costs, and increase productivity—far outweigh the fiscal costs of the nutrition programmes. On the other hand, the consequences of under nutrition are serious, irreversible, and lifelong.

But before we get to the potential gaps for nutrition programmes, it is important to understand what causes malnutrition? While inadequate dietary intake and disease are a major cause of malnutrition but, this is not all. Household inaccessibility to resources, inappropriate feeding and care practices, and poor household environment also affect the nutritional status of children. Some steps to improve the status of nutrition can be specific interventions such as complementary feeding, breastfeeding, micronutrient supplementation, and supplementary and therapeutic feeding during the '1000'-day window. The union budget of 2017-18 allocated about 13.9% of the total budget to nutrition while the expenditure on nutrition accounts for 1.8% of the GDP.

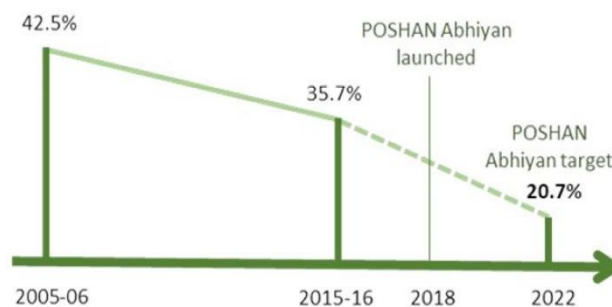
Chart: Share of Expenditure / Outlays for Schemes Related to Nutrition in Total Union Budget and GDP (in %)



Source: Centre for Budget and Governance Accountability, February 2017, <http://www.cbgaindia.org/wp-content/uploads/2017/02/Analysis-of-Union-Budget-2017-18-2.pdf>

It is important to note that the allocation for nutrition schemes in India is quite high in absolute terms. For instance, in 2017-18, the total allocation for the country's nutrition schemes is about INR 2,98,316 crore. India also has a number of nutrition intervention programmes under different government ministries like. The interim budget for the National Nutrition Mission that addresses under-nutrition, anemia and stunting increased by three times from Rs 950 crores in the 2017-18 budget to Rs 3,000 crores in the 2018-19 budget. Rs 600 crores was allotted for providing nutritional support to all the tuberculosis patients registered with the primary health centers. This scheme is expected to spend Rs 500 per month per patient for 10 months over the full duration of the treatment provided.

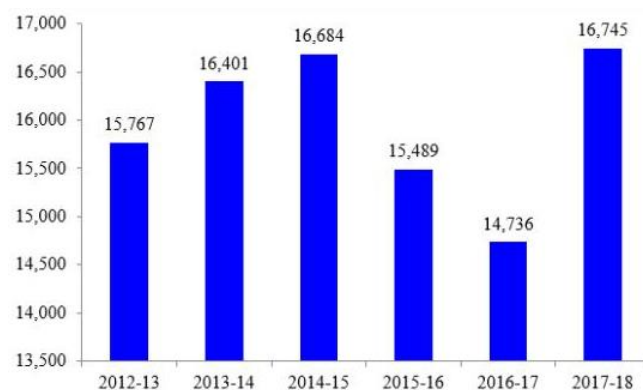
Underweight children in India: Status and road ahead



Source: Care India

However, within this total allocation, lies finer details missed out by most. The center's allocation for ICDS declined consistently from INR 16,684 crore in 2014-15 (AE) to INR 15,489 crore in 2015-16 (AE) and INR 14,736 crore in 2016-17 (BE). In 2017-18, the allocation for ICDS was increased to INR 16,745.2 crore but the allocation for ICDS in 2017-18 was only 0.5 percent higher than the actual expenditure in 2014-15. However, the scheme continues to be underfunded because the cost norms have not been revised according to current market prices. Instead, the National Nutrition Mission (NNM) has been set up with a three-year budget of Rs.9046.17 crore commencing from 2017-18, which aims to use technology to monitor the supplementary nutrition programme. Under the scheme, anganwadi workers are provided with electronic tablet devices and weighing scales linked to GPS to monitor the community's nutrition levels on a regular basis.

Chart: Union Budget expenditure and allocations for ICDS (in INR crore)



Source: Centre for Budget and Governance Accountability,
 February 2017, <http://www.cbgaindia.org/wp-content/uploads/2017/02/Analysis-of-Union-Budget-2017-18-2.pdf>

India is not just about one state or one district. The number of schemes for improving nutrition are high and ICDS is just one of those schemes. The true realization of the budgetary allocations occurs with the implementation of these schemes right to the bottom of the pyramid. If we exclude the food subsidy budget from the budget allocation for nutrition, the total budget for nutrition becomes less than 1%. As India aims for a higher demographic dividend, it is important to rethink in the line of Maslow's need hierarchy about the ranking of nutrition in our policy making.

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MARKETING

Influencer marketing trends in food industry

Tamanna Gupta – IIM Indore

According to The State of Influencer Marketing 2018 study by Linqia, 39 % of the marketers have strategized to expand their investment in Influencer Marketing in 2018. [1] As social media is becoming an integrated part of our daily lives, the Influencer marketing trend is surely going to break the wall between the customers and brands with personalized social media content. Social media has altered the way we devour food and Influencer is the marketing word of the year, notably in the food and beverage industry. Undoubtedly the 'eat and tweet' phenomenon has taken over the internet with hashtags like #food and #foodie with more than 320 million and 110 million posts on Instagram. Morgan Glucksman's research shows that the Influencer marketing has changed the way brands and customers interact by the influence marketing in lifestyle branding and that Influencer marketing works best when the social media influencers are authentic, confident and Interactive in their content. [2] Gluckman's research provides evidence for the promising and bright future of influential marketing in the food industry too.

A micro influencer with their much more closely packed and targeted follower base are social media influencers with followings of about 10,000-1,00,000. In the food industry, a micro influencer can be anyone from a Pop artist with up to date blog to a small restaurant chef with highly engaged followers. Micro influencers have led to the rise in healthy lifestyle and eating. Health experts, foodies, gymaholics and chefs posting recipes and experiences of various food and diets has facilitated an online healthy food community.

Micro influencers also enhanced the trend of 'instagrammable' food that has gone from creating attractive snaps to capturing lifestyle. According to Innova Market Insights, +14 percent CAGR has been reported in food and beverages from 2012-16 for supplementing with natural colour/extracts which shows the trend of instagrammable food with vibrant colours. [4] A study funded by the US Department of agriculture shared results that social media does promote healthy food choices. The personal interaction of followers with food bloggers like Paleo food blogger @thedomesticman with nearly 47 000 followers or Indian chef @Kirtibhoutika with nearly 60,000 followers in which they interact through comments and share advice and some valuable real-time information engages the audience and has created a vicious circle of awareness, involvement, and healthy eating. Companies like Ginny's, the houseware brand has leveraged the trust and credibility of food bloggers in increasing its revenue by many folds by engaging the food bloggers by challenging to use the cooking appliances in an uncommon way and food bloggers sharing their encounters through social media posts.

Influential marketing centred around personalization has helped companies double up their revenue with a mix of the latest digital marketing trends in the food industry like content marketing, ephemeral content, live video and voice control. The combination of the digital advancements with the engagement of influencers has been revolutionary.

Content is the king and nothing can beat a well-designed content and according to The State of Food Content Marketing Report, "How to cook that" is one of the top 10 searches on YouTube.[3] The reach of influential marketing along with great content is going to play a central role for marketers. Whole Food market excelled at using their social channels like Instagram and messengers chat box along with its YouTube channel with stories like "Stories from the field" was a campaign success with unexpected ROI. Another Success story of Meal kit delivery startup Gousto with investment in voice had released step by step recipe on Amazon Alexa making cooking easy for customers.

The future of influential marketing in the food industry seems to get affluent with companies transforming their relationship from transactional to a partnership with social media influencers. The changing nature of association of brands trying to ameliorate and enhance the association with influencers is evident in a comment mentioned by one of the prominent social media influencer Wengie, 'Brands have started to integrate social media with the overall campaign whereas earlier it was seen in a silo'. [5] The Federal Trade and Commission's new guidelines of conspicuously disclosing the relationship while endorsing also provide an overview that authenticity will gain increased surveillance in the future. The future consumer powerhouse generation Z has huge potential as target customers for influential marketing. The advancements in technology with the augmented reality and Virtual reality technology with its 360-degree camera view will increase the trust-based relationship with its appealing visual connect between the influencer and the followers. Moreover, Companies with the future plans to find the right influencer by deploying Artificial Intelligence problem-solving algorithms will lead to optimum utilisation of resources in all industries inclusive of food industry.

Machine Learning will also aid in ensuring the contextual relevance and conduct deep media analysis for finding the best-suited influencer and get companies the target followers.

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HUMAN RESOURCES

Role of HR in inculcating healthy eating habits at workplace

Gunjan Sadhwani- Retail, Prin. L.N. Welingkar Institute of Management Development & Research

Today, majority of the population falls under the working-age group. According to a survey, a working person spends 8-10 office hours on an average. This is the same group who most of their meals at a workplace. As the working condition varies from one sector to other, their jobs require different working patterns like standing in the same positions for longer durations or sitting and working on computers for hours. This leads to lifestyle issues.

For many of today's busy employees, they are lacking in the time and the motivation to give a second thought to healthy eating on top of all of their pressing work duties and responsibilities. Hence, the need for inculcating healthy lifestyle and habits at a workplace cannot be underrated. A nutritious diet plays a very important role in well-being and overall performance of the employees. Hence, today many companies feel the need to make it as a priority and ensuring it as a guarantee at their workplace.



Even today, most of us think that the role or function of a human resource manager is limited to hiring candidates, manage employee programs, evaluating training programs. But what we fail to understand is that a human resource manager works for the success of both the employer and the employees and making the workplace the best for them. HR plays a very important role in the success of a company. People in the HR department are also the employees of the companies and hence they understand the problems faced by other employees. Hence, HR will play a better role in representing the problems to the authorities of the company and can bring a change.

Since, a human resource manager has good relations with the employees and the authorities and can understand everyone's point of view and problems; he can only can play the best role in inculcating a nutritional and healthy lifestyle at the workplace. Also, many multi-national companies provide gym space and meditation or relaxation spaces at their workplaces and provide lunch and snacks to their employees. HR can help the company to decide the menu for meals which can be delicious as well as healthy for everyone.



With their busy schedules, employees do not get the time to go for physical activities and sitting at one place for hours can only make it difficult for them. Hence, HR department can also organize programs that include working out or meditating. Meditating frequently helps the employees to discharge stress and feel better. HR can also help the organization to store healthy snacks in the kitchen like fruits, juices, yogurt, granola bars, etc.

Healthy habits at workplace benefits employees and employers:

1. The main reason that why companies urge health as priority is to cut down absenteeism. Regular physical exercises and inculcating healthy food makes employees less vulnerable to illness and hence they can focus more on work.
2. When an employee is healthy, he can perform well at work and be more productive at work. This can lead to having a higher level of appreciation and job satisfaction.
3. Many companies consider healthcare provision. It is believed that employees who exercise daily help the company save a major cost incurred on medical provisions.
4. Healthy habits and exercise keep the employee more energetic, motivated and happy. A survey suggests that motivated and happy employees are more productive.
5. Having health and fitness benefits plan can be considered as one of the greatest perks by the employees. Employees can find it difficult to leave a workplace which is highly positive and has such perks, unless some serious problems are involved.
6. Social support plays a very important role during any exercise or when someone is trying to lose weight. When employees participate in the same program, they can boost each other's confidence.

Also, they get to know each other apart from their professional side. These factors can improve their team spirit when it comes to achieving targets and goals.

All these factors reflect a positive image of your company. Employers play a very important role in the lives of employees, by creating an atmosphere that makes the employees feel valued and appreciated. Inculcating fitness and healthy habits can have a big impact.

Hence, workplace fitness programs are more important than they ever were. Making it easier for the employees to find time to exercise and take nap or meditation will improve their health and well-being, this can have significance financial benefits for the business. A stress-free employee can be very creative and productive. Only HR can encourage such positive and healthy environment, will also help the employees to happily work every day and enjoy being a part of such organization. A win-win for both the employers and employees.

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GENERAL MANAGEMENT

Food marketing to children

Apoorva Pothula- IIM Indore

ABOUT OF THE MARKET

Marketers spend a whopping \$1.8 Billion annually on marketing products to children and adolescents (based on a review by the Federal Trade Commission). This is viewed to be a highly lucrative industry as it is very easy to entice young kids with sugary foods and colourful boxing. It is extremely important for these companies to rope in the children early, as they would become loyal lifetime customers. Children easily remember their favourite products and are very adamant of their choice. It is very difficult to convince children to move to an alternative. In direct contrast, it is much harder to get adults to remain this unconditionally loyal to offerings. Companies are the most to benefit from this loyalty, and hence spend excessively in promotions and marketing to ensure children are bombarded with their product through every available outlet.

ADVERTISING ON MULTIPLE PLATFORMS

Food companies go for promotions on numerous platforms so as to compete for attention from their customers (kids). Companies go for adverts, non-traditional marketing like appearing in movies, shows, and radio promotions. To further entice students, they go for cross-promotion, bundling and surprise gifts. These are great strategies to get them to try their products and convert customers. For example, the product Eggos from Kellogs gained significant increase in sales (as much as 14% rise in sales in a quarter) after appearing in the show,

Stranger Things. Fast-food and sugary cereals are the most heavily advertised foods on children's television.

Surprise/Hidden Gifts: This is one of the easiest ways to lure young buyers. Kids get very excited by the anticipation of gifts. Further, marketers' rope in customers through collect-it-all schemes.

Bundling: There are two types of bundles, similar and complementary bundles. Parents prefer them as it is more convenient to pick up the snack, and it also comes in a more economical offer.

Movies and kids' show: Such efforts are targeted at kids in age groups 6 and above generally. This is mainly because it is important for the kid to be able to recognize and recall the product from their shows. This is generally not so easily possible for younger kids. The ROI on such investments are very much dependent on the popularity of the show/movie.

Promotions: Giving trade discounts on such products can help win larger shelf space and make it available in more stores. But it does not essentially result in more sales. The same goes for retail discounts. Kids are not very sensitive to such promotions. While that is a benefit for the company producing the good, it is equally important to keep in mind that it is the parent that has to pay for the product, so the product does need to be reasonable priced as well.

School Lunches and kiddie meals: These are an excellent source for companies to bring in kids to try their offerings and convert them into lifetime loyal customers. The portion sizes are small and generally more mildly spiced to suit their palettes. Foods like pizzas, burgers, nuggets, tacos etc. are introduced in these



Fig. 1 Kid meal with complimentary gift [12]



Fig. 2 Kinder Joy with surprise gift [11]

HIDDEN SUGARS AND SALT

These foods sold by most of these companies contain a lot of sugar, salt and preservatives to increase their shelf-life and make them palatable. Not just that, they also contain many food colourings most of which are extremely harmful and not recommended for consumption by most health specialists.

These ingredients make the foods visually appealing to kids who generally find colourful objects more enticing. All these ingredients make the

food extremely unhealthy, but equally addictive. Often fried foods like chips are fried in hydrogenated oils that could lead to higher LDL cholesterol. Repeated use of frying oil can also make it carcinogenic



Fig. 3 Colourful cereal boxes with sugar intensive treats (Source: Google)



Fig. 4 The break-up of foods marketed mainly for kids

INCREASED RATES OF OBESITY AND DIABETES

Between 2001 and 2009 in 5 areas of the United States, the prevalence of both type 1 and type 2 diabetes among children and adolescents increased drastically.

The latest data from the National Health and Nutrition Examination Survey (NHANES) show that the national obesity rate among youth ages 2 to 19 is 18.5%. From these statistics it is clear that the health of the kids has been seriously affected and has led to bad eating habits.

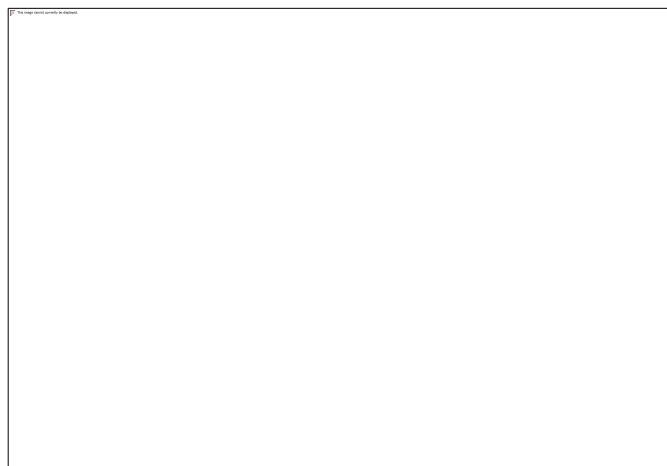


Fig. 5 Increasing trend of diabetes amongst kids [9]

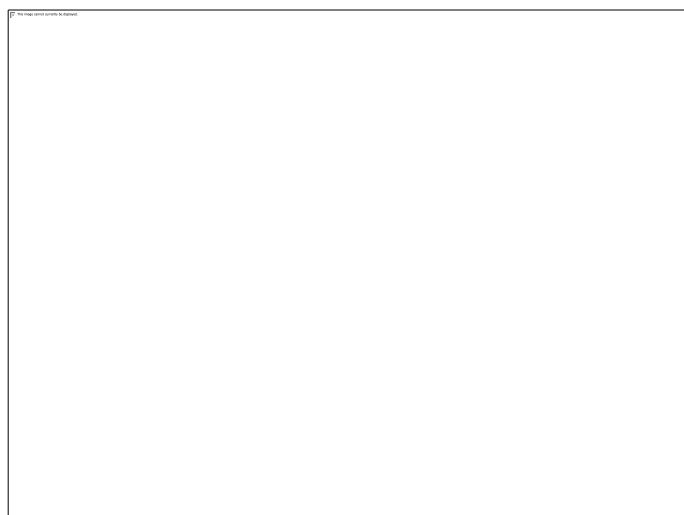


Fig. 6 Increased incidents of obesity in kids [10]

SELF-REGULATION

Self-regulation on the part of food companies creates a huge conflict of interest as these players are in the market to maximize their sales. Sugary foods with colourful boxing attract the attention of little children, it would be gravely counter-intuitive for these companies to work towards making their offerings less appealing to their customers (the children). These children are very young to identify and differentiate what is better for their dietary requirements.

It would be in the interest of all parties if the onus of regulating the food industry is placed in the hands of

we school S.P. MANDALI'S a different regulating body that can place
Welingkar Education

grave penalties on companies that don't adhere to guidelines. Additionally, such regulating bodies are very critical for the future health of the nation and hence lobbying against them should also not be allowed.

WHAT CAN BE DONE

There have been institutions like the CFBAI (Children's Food and Beverage Advertising Initiative) that have been appointed to precisely avoid the conflicts of interest faced by these companies. The main idea is to ensure companies feel more responsible when selling foods for kids, be it the foods they prepare or the way that they are marketed. Not only does the ingredients used need to be of the highest quality, but the actual foods prepared need to be healthier and nutritious. The goal of these companies should not be to simply cut costs and maximize profits, but to provide better organic food and snacks to kids and promote healthier eating habits. More power should be given for institutions like CFBAI to slap fines and regulate advertisements.

REFERENCES

- [1] Paper by Kathryn Mueller on Seattle Children's titled, Marketing Food and Beverages to Children is Big Business; Is it Bad for Your Kids?
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- [3] Article by CNN, Americans aren't binge-watching Netflix's "Stranger Things" right now. That means they're not bingeing on Eggo waffles
- [4] Food Marketing to Children, Center for Science in the Public Interest

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CALL FOR ARTICLES

We invite articles for the February 2019 Issue of SAMVAD.

The Theme for February month- **“Budget-2019”**

The articles can be from Finance, Marketing, Human Resources, Operations or General Management domains.

You may also refer to sub-themes on Dare2Compete.

Submission Guidelines:

1. Word limit: 1000 words or a maximum of 4 pages with relevant images.
2. Cover page should include your name, institute name, course details & contact no.
3. The references for the images used in the article should be mentioned clearly and explicitly below the images.
4. Send in your article in .doc or .docx format, Font size: 12, Font: Constantia, Line spacing: 1.05' to **samvad.we@gmail.com**. **Deadline for submission of articles: 30th February, 2019**
5. Please name your file as: <Your Name>_<title>_<section name e.g. Marketing/Finance>
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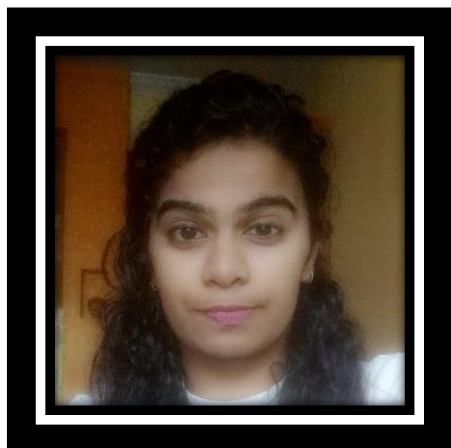


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