

Quaker feed a child initiative launched to make festivals meaningful for thousands of children in India

Written by Administrator

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Quaker hosts a long table brunch on World Food Day with oats based dishes created by celebrity Chef Vikas Khanna, marking the launch of the program #QuakerFeedaChild.

Mumbai. On the occasion of World Food Day, Quaker India announced the launch of Quaker Feed a Child program to bring a fistful of nutrition to thousands of underprivileged children in India during this festive season. To mark the launch, Quaker India, along with celebrity Chef and PepsiCo's Nutrition Ambassador, Vikas Khanna, hosted a long table brunch with oats-based dishes for children from Smile Foundation.

Speaking about the initiative, Deepika Warrior, Vice President – Nutrition Category, PepsiCo India, said; “We believe that ‘Ek Muthi Quaker’ has the power to make a difference in people’s lives. Quaker Feed a Child is a social extension of what ‘Ek Muthi’ can do. This initiative is based on a powerful thought that urges us all to make every festival more meaningful by simply pledging a fistful to feed a child.”

For every pack of Quaker Oats purchased on BigBasket.com this festive season – between World Food Day, 16th October to Children’s Day, 14th November 2016 – Quaker will provide a meal to an underprivileged child in India, through Smile Foundation. Quaker has pledged to provide a minimum of 2,00,000 meals to children in India through Quaker Feed a Child during this period.

Talking about the initiative and the special brunch prepared for the kids, Chef Vikas Khanna, said; “The problem of hunger and malnutrition in India cannot be solved in a day, and certainly

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cannot be solved by one person or entity. If we all make an effort to bring a smile to even one child, I think we'll get the true blessings we yearn for in the festivities. That's the core of Quaker Feed a Child and I am happy to be a part of it. The brunch today marks the beginning of the initiative, and aptly so on World Food Day. To make this a special brunch for the kids, we have created healthy Quaker Oats based pink beetroot idlis, pizzas, burgers, spaghetti and cookies. What better way to celebrate the festive season than by feeding a nutritious meal to kids."

The World Bank estimates that India is one of the highest ranking countries in the world for the number of children suffering from malnutrition. Earlier this year, the Quaker Gift a Meal initiative successfully helped provide 2,00,000 nutritious meals to around 4000 children across 12 states in India.

Ek Muthi Quaker, or a fistful of Quaker oats added to the everyday meal can increase its nutrition quotient while retaining the taste, and help people do more. Ek Muthi Quaker Oats is equated to approximately 16gms, that is, one-third of a person's daily whole grain requirement.