

“FOOD FOR THOUGHT”: NURTURING HEALTHIER MINDS AT ERATTAYAL

29 JULY 2025

On a seemingly ordinary day, the children and youth of the community gathered not for a typical classroom session, but to explore something far more vital—the truth about what they eat. **The Food for Thought** session, a health literacy initiative by the **Oleevia Foundation**, offered an eye-opening experience where participants decoded the **hidden dangers in packaged foods**, **learned how to read nutrition labels**, and understood the profound connection between food and mental well-being. This session wasn't just about food—it was about **empowerment through awareness**.



THE POWER OF READING LABELS

One of the session's most impactful segments was the Label Literacy Activity. Children eagerly examined empty packets of familiar products and learned how to spot harmful ingredients, misleading marketing tactics, and nutritional red flags.

By the end, even the youngest participants could decode food packets with clarity—an essential life skill rarely taught in schools.

UNPACKING THE INVISIBLE: WHAT'S REALLY IN YOUR SNACKS?

With striking visuals and real-life examples, participants discovered the alarming reality behind popular snacks like Maggi, Kurkure, Oreo, Lays, and sugary drinks like Rasna and Tang. What many saw as harmless treats were revealed to be loaded with additives, preservatives, MSG, artificial colors, and excessive sugar and sodium. From E-numbered chemicals to misleading “health” labels, the session taught attendees how to become conscious consumers rather than passive eaters.

THE ROAD AHEAD: A MOVEMENT FOR CONSCIOUS LIVING

This initiative is carried forward under the visionary leadership of **Shri Krishnakumar K T, CMD of Oleevia Group**, whose passion for community health, youth empowerment, and preventive education has shaped the foundation's projects with compassion and purpose. His unwavering belief that “true social transformation begins at the dinner plate” drives this movement forward. His leadership empowers the Foundation to reach even the remotest corners with structured awareness and impactful interventions.

The success of the Erattayal session has reaffirmed our belief: small interventions can spark big change. Together, we are not just talking about food—**we are rewriting the future of health for an entire generation.**