

“FOOD FOR THOUGHT” NUTRITION AWARENESS SESSION AT ELAPULLY PANCHAYAT

18 JULY 2025

In the quiet village of Poolakkad nestled within Elappully Panchayat, a spark was lit—one that ignited awareness, curiosity, and mindful eating among its children. Under the inspiring initiative ‘**Food for Thought**’, Oleevia Foundation reached out once again to sow the seeds of nutrition literacy among young minds. With laughter in the air and eyes wide with wonder, the session turned into an experience of transformation. Women were not just passive listeners—they **became detectives of food labels, explorers of hidden ingredients, and champions of healthier choices.**



A VISIONARY BEHIND THE MISSION

Behind every meaningful social movement stands a visionary who dares to dream beyond the ordinary. The ‘Food for Thought’ initiative owes its momentum and direction to **Shri Krishnakumar K T, Chairman and Managing Director of Oleevia Group.** Recognizing the silent crisis of poor nutrition and packaged food addiction creeping into rural communities, he envisioned a project that doesn't just educate but transforms perspectives—especially among the most impressionable minds: our children.

WHAT THEY LEARNED:

- The truth behind flashy food packets like chips, colas, and processed drinks.
- How to decode nutritional labels and understand what goes into their bodies.
- The connection between mental wellness and nutrition—how food affects moods, energy, and focus.
- Eye-opening insights into marketing tricks, sugar overloads, and harmful additives hidden in everyday favorites like Maggi, Tang, Rasna, and packaged juices.

THE ROAD AHEAD: A MOVEMENT FOR CONSCIOUS LIVING

‘**Food for Thought**’ has begun its journey, but its vision stretches far and wide. In every Panchayat, every Anganwadi, and every school we visit, we see the potential to create a ripple effect of change—from one child to an entire family, from one teacher to an entire village. As participants go back home and share what they’ve learned about harmful food ingredients, mental health links with nutrition, and food label literacy, a quiet revolution begins.

This is not just about changing what’s on a child’s plate. It’s about **changing mindsets, fighting misinformation, reclaiming India’s traditional wisdom on food**, and inspiring lifelong habits that promote well-being.