

News monitored for: Frito Lay - Brands

Take a pledge to feed a child this festive season

It's the festive season and we're all busy with the festivities involved – food, family, friends and parties. But there are children around us who aren't as fortunate. The World Bank estimates that India is one of the highest-ranking countries in the world in terms of the number of children suffering from malnutrition. This formed the context of Quaker India's initiative – Quaker Feed A Child.

Celebrity Chef **Vikas Khanna** and actress **Saiyami Kher** sat down for a special brunch with more than 200 children at which Vikas served Quaker Oats-based pink beetroot *idlis*, pizzas, burgers, spaghetti and cookies to the kids.

Deepika Warrior, vice president – Nutrition Category, PepsiCo India, says, "We believe that 'Ek Muthi Quak-



Saiyami Kher and Vikas Khanna join children for a brunch as part of the #QuakerFeedAChild initiative



er' has the power to make a difference in people's lives. This campaign 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." Vikas adds, "The problem of hunger and malnutrition in India cannot be solved in a day, and certainly 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." Follow the conversations online using #QuakerFeedAChild and take a pledge yourself to be part of it.