



How one corporate found the right partners to tackle India's malnutrition problems at scale

THE CHALLENGE

Nearly 70% of school-going children in India are undernourished and dispersed efforts are not having the needed impact.

THE SOLUTION

A network of partners with complementary technical and financial expertise will deliver a scalable and concerted effort to tackle morning hunger.

WHO IS INVOLVED

The Bright Start initiative includes:

Kellogg • Sesame Workshop • The Breakfast Revolution • Annapoorna

IDENTIFYING THE PROBLEM

"There is too much competition for funding between NGOs who're working in the same space", says Rebecca Boustead, Kellogg.

Is there a way to break away from the traditional funder-fundee relationship?

How have different players been working in silos?

- **Kellogg** is identifying opportunities to broaden efforts in providing nutritious breakfasts
- **The Breakfast Revolution** implements holistic nutrition programmes in anganwadis,
- **Sesame Workshop India** is identifying effective approaches to address malnutrition through broadcasted content
- **Annapoorna** uses local produce and nutrition experts to provide balanced breakfasts for underprivileged children

FORGING PARTNERSHIPS

"No organisation can tackle such big problems alone - collaboration amplifies the skills of each partner to maximise impact" - Rubita Gidwani, Sesame Workshop India

A MEETING OF MINDS AT AVPN

By convening those with a vested interest in this space, AVPN provided the right environment to build on existing work being done on the ground.

At AVPN Conference 2018 in Singapore:

- Kellogg and Breakfast Revolution spoke on the same panel around nutrition investment opportunities
- Kellogg and Sesame Workshop identified synergies for collaboration

At Kellogg-AVPN Summit in India:

- Annapoorna jumped at the chance to be part of the collaborative

DEVELOPING THE SOLUTION

Bright Start is a network of implementation partners, funders, content and advocacy leaders who share the goal to end morning hunger. - Led by Kellogg, supported by AVPN

How have different players been working together?

- **Kellogg** will provide nutritious and low-cost food products
- **The Breakfast Revolution** will channel food products to hundreds of schools, anganwadis, hospitals, and gov't in its networks
- **Sesame Workshop India** will develop engaging educational content for communities that highlights the value of good nutrition
- **Annapoorna** use their network of schools, local authorities, local vendors, cooks, and nutritionists to provide expertise at the grass root level