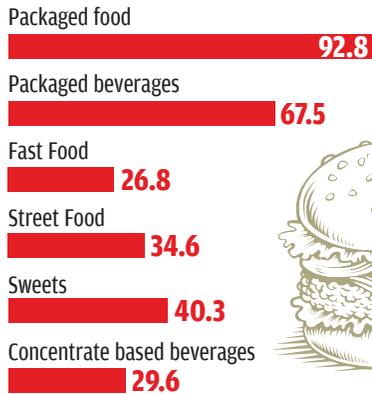


# 1 High on packaged food items

Those consuming more than once a week on an average (%)

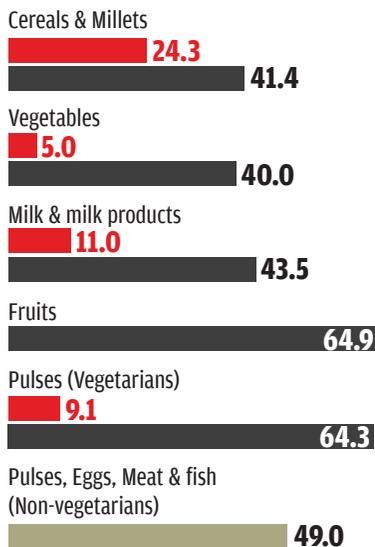


Note: (i) Packaged Food: Chips, instant noodles, chocolates and ice-creams; (ii) Packaged Beverages: Carbonated beverages (soft drinks), Juice-based packaged beverages & Milk-based packaged beverages like sweet lassi; (iii) Fast Food: Fries, pizzas, etc. from fast food outlets; (iv) Street Food: Chaat, samosa, etc; (v) Sweets: Cake, pastry, mithai, etc; (vi) Concentrate-based beverages: sherbats, squash, etc

# 2 Balanced diet takes a hit

Respondents (%)

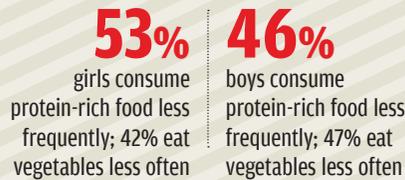
- 6-7 days/ week but less times
- Less than 6 days/week
- Average < 2 times/day



Note: Less times means: (i) Cereals 1-2 times/day; (ii) Vegetables and Milk & milk products: 1 time/day; (iii) Pulses (for vegetarians) : 1 time/day  
Limitation: For non-vegetarians, data does not capture the spread of the intake of pulses, eggs, meat & fish and only relies on average no. of times per day

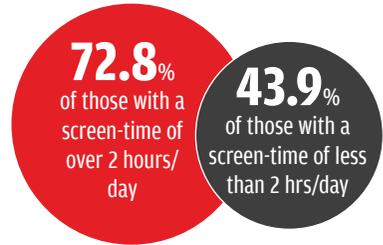
# Fact of the FAD

The recent online survey by the Centre for Science and Environment shows that schoolchildren are increasingly consuming packaged food products, high in fat, salt or sugar



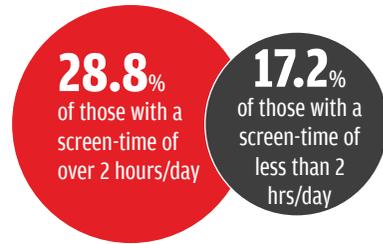
# 4 High the screen time, higher the unhealthy diet

Children who consume fast food & packaged food at least once a day



# 5 High the screen time, lesser the physical activity

Children who have sedentary lifestyle

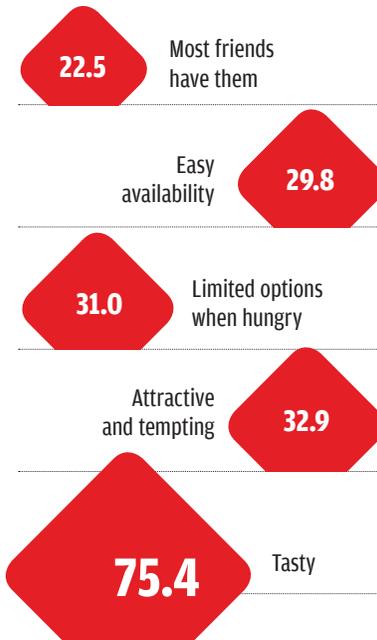


Note for 4 & 5: Screen-time is time spent in (i) watching television; (ii) browsing the internet for recreation



# 3 Peer pressure, compelling ads, lead to a change in habit

Respondents (%)



# 6 When school serves junk

% of children who have packaged food & beverages over twice a week consume at school, or buy from or near school

