



Pavillion theme

Driving sustainable food distribution systems and consumption behaviour

Session

Driving sustainable consumer behaviour shift: nutrition, environment and livelihood

Day 2 - 16th Oct '24

Partner



11:00 AM - 12:30 PM
90 minutes

The session will discuss multi-stakeholder views on driving the 'interest' of consumers in general towards 'intent' and finally nudging them towards 'actions' to make healthy sustainable choices.

Overview speaker:

Vivek Arora, Senior Advisor Asia, Access to Nutrition Initiative (ATNI)

Driving consumer behaviour towards healthier diets – a market approach

Speakers:

1. Chef Thomas Zacharias, Culinary Expert, Locavore
The Millet Revival project

2. Yash Maheshwari, Two Brothers Organic Farms
Creating sustainable demand for conscious food

3. Meghana Narayan, Co-Founder, Wholsum Foods Pvt Ltd
Growth Proved by purpose: Nutrition packed product innovation