



HUNGER FREE WORLD
A MISSION BY MALABAR GROUP

**The Walk for
Hunger Free World
Campaign
is a 3-month long initiative
working towards making
the world hunger-free.**

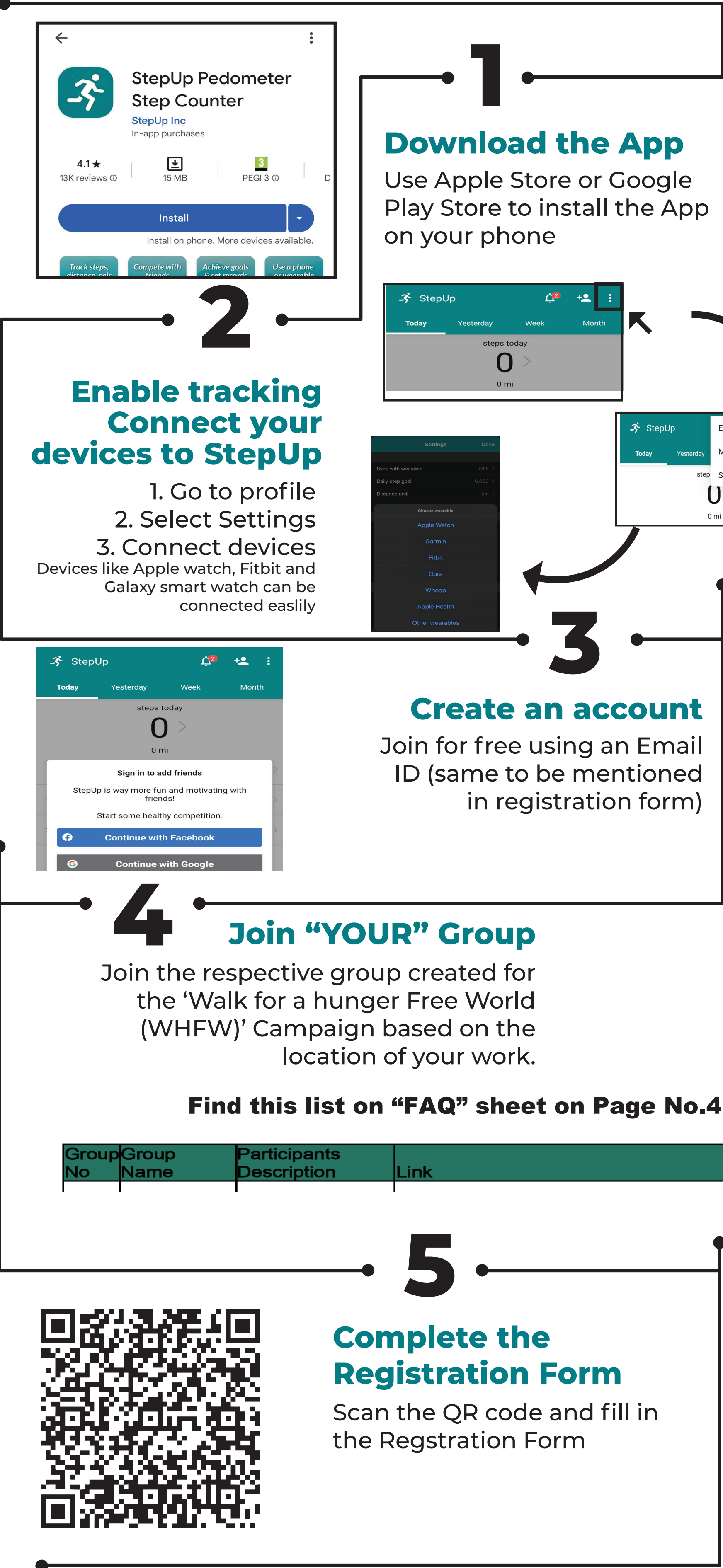
**One meal will be
donated by
Malabar Gold & Diamonds,
for every 10 kilometers
walked by you.**

**To Participate, please note
the following steps:**

HOW TO TRACK STEPS ON STEPUP?



A Step by Step Guide



StepUp Pedometer Registration Guide

Step 1:

**Download StepUp Pedometer App –
Install StepUp pedometer app from
Apple Store or Google Play Store.**

Step 2:

**Enable Tracking with your phone/
smart watch –
Allow the app to track your steps by
syncing with your fitness
app/wearable: Go to Settings -> Sync
with wearable -> Choose wearable.**

Step 3:

**Sign in using your Gmail account or
Facebook account.**

Step 4:

**Join the group on StepUp -
Join the respective group created for the
‘Walk for a Hunger Free World (WHFW)’
campaign based on the location of
your work, as given below.**

Final Step:

**Fill in the [registration form](#) to complete
participation.**

Group No	Group Name	Participants Description	Link
1	MHQ, MIH, MNH - WHFW	All members working in Malabar's Head Offices	https://join.thestepupapp.com/G3ds
2	Retail GCC - WHFW	All retail team members in the GCC Countries	https://join.thestepupapp.com/n4oN
3	Retail Intl - Other Regions	All retail team members in other international regions	https://join.thestepupapp.com/KeHi
4	Retail - Kerala	All retail team members in Kerala	https://join.thestepupapp.com/EZ5A
5	Retail - West India	All retail team members in West India Region	https://join.thestepupapp.com/FJoS
6	Retail - East India	All retail team members in East India Region	https://join.thestepupapp.com/JKng
7	Retail - North India	All retail team members in North India Region	https://join.thestepupapp.com/ja8p
8	Retail - Karnataka	All retail team members in Karnataka	https://join.thestepupapp.com/6fBZ
9	Retail – AP & T S	All retail team members in AP& TS	https://join.thestepupapp.com/a8gN
10	Retail – Tamil Nadu	All retail team members in Tamil Nadu	https://join.thestepupapp.com/t9Qo
11	Family Members - Kerala	Family members of employees working in Kerala	https://join.thestepupapp.com/us4u
12	Family Members - India	Family members of employees working in other states of India (except Kerala)	https://join.thestepupapp.com/jfqd
13	Family Members - GCC	Family members of employees working in GCC	https://join.thestepupapp.com/pJLQ
14	Family Members – Other International regions except GCC	Family members of employees working in other International Regions	https://join.thestepupapp.com/gpGt

Frequently Asked Questions (FAQ's)

1. What is the Hunger Free World Program?

An initiative by Malabar Gold & Diamonds started in 2022 to eliminate hunger and malnutrition from the world. 18.6 million meals have been served so far across 82 cities in India and Zambia. The program aims to provide access to nutritious food to all.

2. Who can join?

All team members of Malabar Gold and Diamonds, and their immediate family members (spouse, parents, children, or siblings). Children above the age of 14 are allowed to take part in the campaign.

3. How are kilometers calculated?

14,000 steps are considered as 10 KM (1 KM = 1,400 steps). One meal will be provided on behalf of you for every 14,000 steps walked.

- **Steps to KM:** 14,000 steps = 10 km.
- **Tracking:** Use StepUp to record activities. Sync your fitness tracker with StepUp (e.g., Fitbit, Apple Watch) or StepUp built-in tracker.

4. What rewards can I earn?

You will be rewarded during the campaign with appreciation posts and badges as you achieve various milestones.

- **Meal Sponsorship:** 1 meal donated for every 10 km you complete.

• A Healthy lifestyle

- **Online Certificate for participation** based on total km covered by you in three months.

- Gold Category – 600+ kilometers in total
- Platinum Category – 400+ kilometers in total
- Silver Category – 200+ kilometers in total

Gifts:

For categories like:

- Top Performer (most distance covered).
- Most Consistent Participant (5km walked everyday)
- Young Achiever (Most meals contributed by participants between 14–17-year-olds)
- Senior Star (60+ year olds contributing more than 25 meals by the end of campaign), and many more.

5. How do team challenges work?

Leaderboards: Weekly updates on top performers and teams.

Team Quests: Compete with other teams/offices/regions.

6. Can my family participate?

Yes! Immediate family members (spouse, parents, siblings, children) can join. Register them using the same process.

7. How are winners selected?

Winners are determined by:

- Total distance covered.
- Consistency (daily participation).
- Category-specific achievements (e.g., age, gender, family teams).

8. What if I don't have a fitness tracker?

Use StepUp's in-app tracker to record walks/runs directly.

9. When and where will my contributions go?

All meals contributed by a team member will be served to school children in either Zambia or Malawi, through our Hunger Free World initiative in the next academic year.

10. How can I view my progress?

- You can view your daily progress on the home screen on StepUp.
- The leaderboard of active participants will be visible in the group.
- Social media highlights and internal updates will feature campaign progress.
- Daily updates and achievements will be shared on the WhatsApp group.

"T&C apply in case of multiple winners"