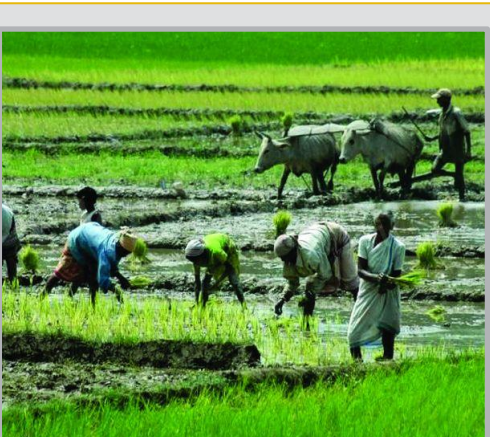


DELIVERING LOCAL NUTRITIOUS FOOD BASKETS IN INDIA

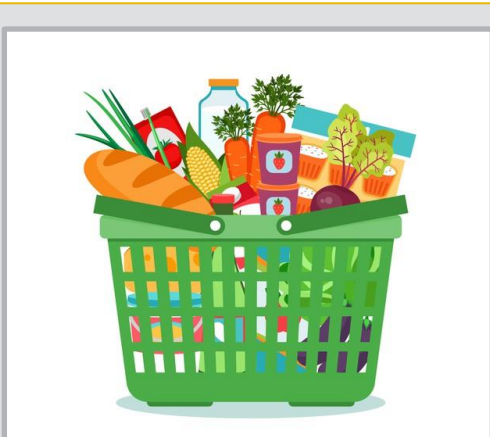
Student: Sanchita Das, SCM 2021
 Advisors: Dr. Christopher Mejia and
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January 2021 Poster Session

Motivation / Background



Local Farm Produce



Food Basket

- 68.2% of the total under-5 deaths in India was due to **malnutrition**. 54.4% of women have anaemia.
- Public Distribution System enables **affordable** access to rice and wheat.
- For healthy diet, Eat Lancet report suggests higher intake of diverse **plant-based** protein sources.
- Recommends **legumes (protein source)** should consist 17% of total caloric intake. (current – only 4 to 5%)



Diet Diversity



Efficient Distribution

Key Question / Hypothesis

- Design of affordable, **locally sourced nutritious food baskets** for Indian households;
- Exploration of **supply chain strategies** for affordable, large-scale distribution of proposed food baskets

Relevant Literature

EATHealthy D. (2019). *Food in The Anthropocene: the EAT-Lancet Commission on Diets From Sustainable Food Systems*. Lancet.

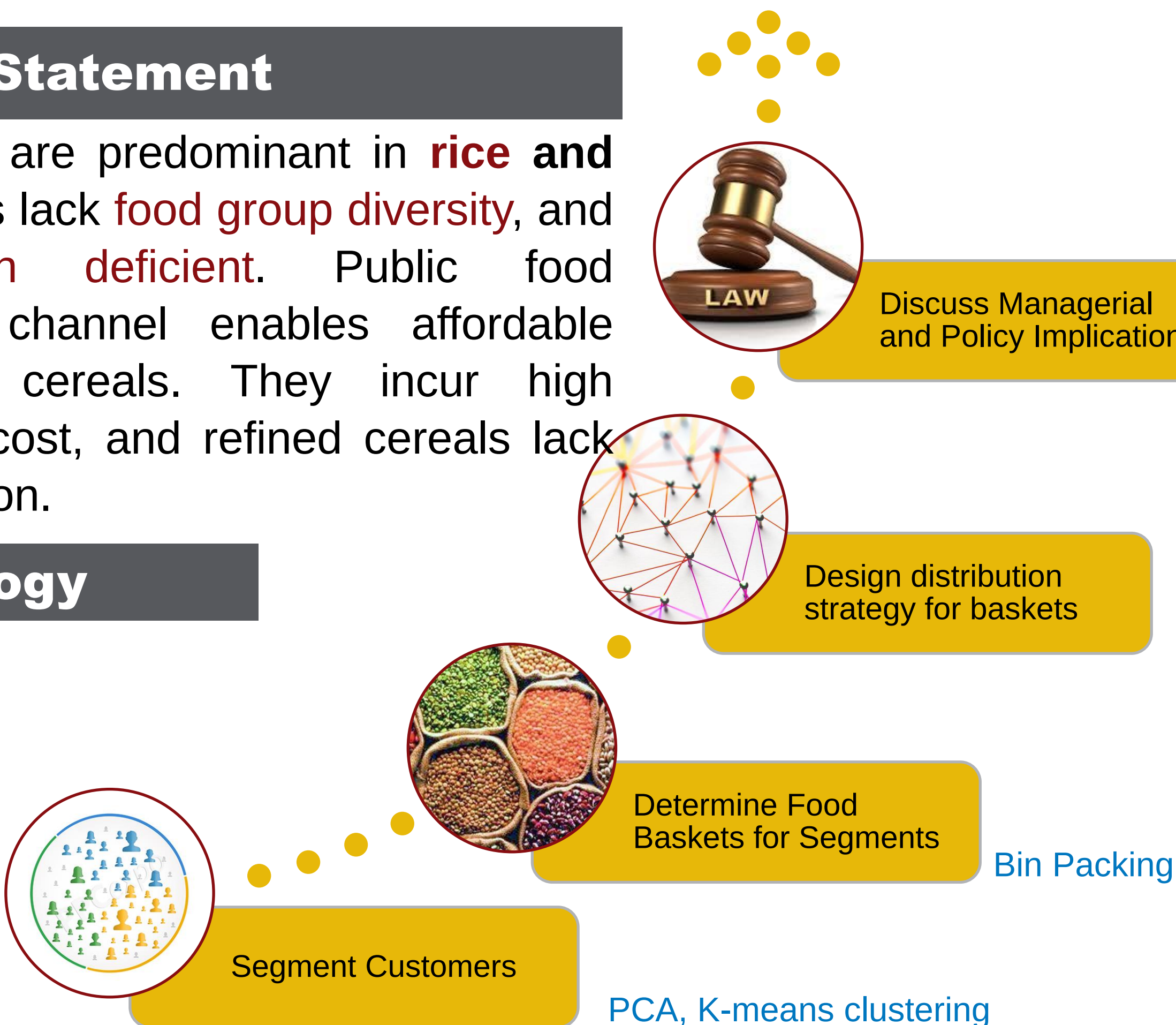
Crespo, P.X., Ferreira, I., Naranjo, K.P. (2020). *Increasing Consumer Awareness of Nutritious Food in Emerging Markets*. GCLOG Capstone Project Manuscript, MIT Center for Transportation Logistics.



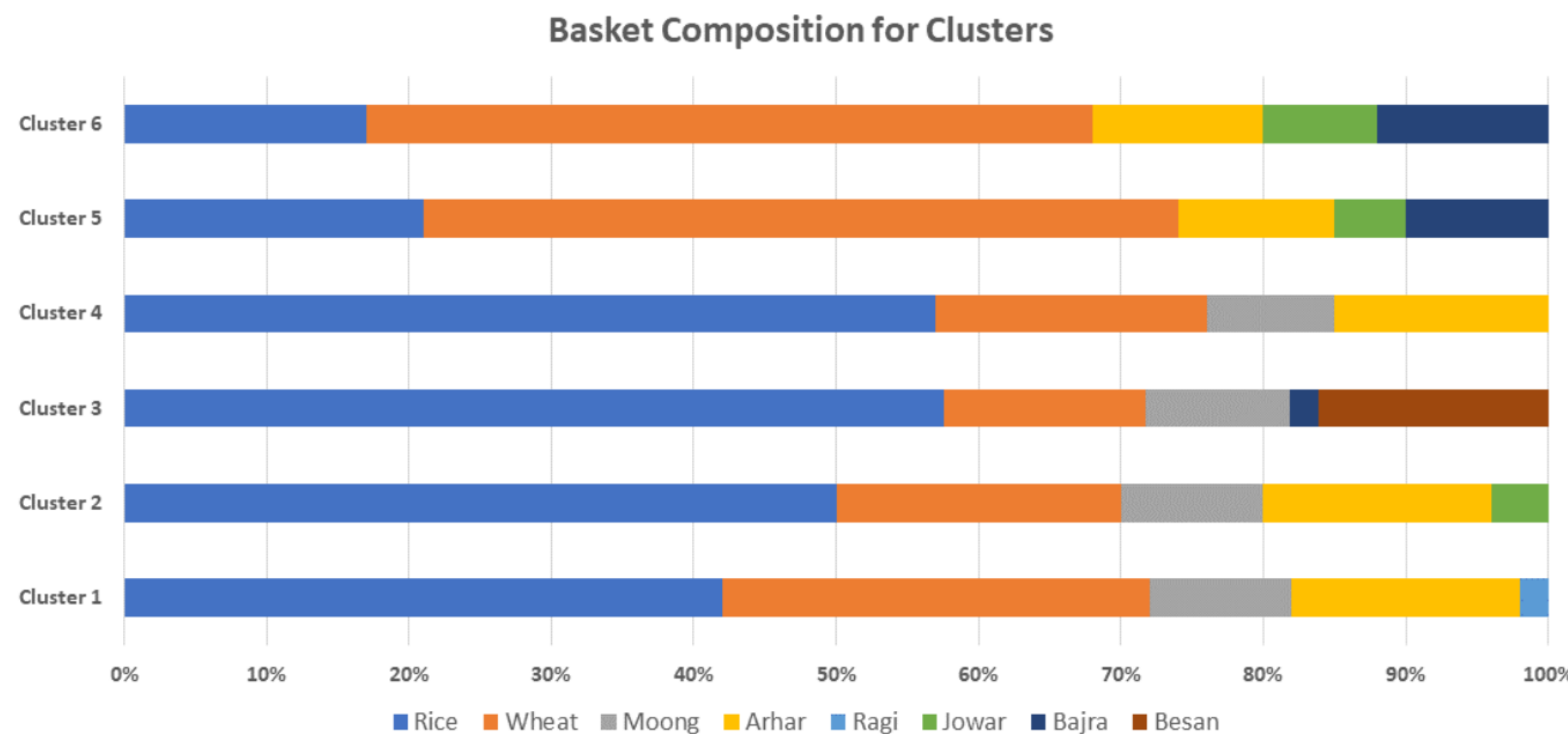
Problem Statement

Indian diets are predominant in **rice** and **wheat**. Diets lack **food group diversity**, and are **protein deficient**. Public food **distribution** channel enables affordable access to cereals. They incur high distribution cost, and refined cereals lack whole nutrition.

Methodology



Initial Results



Expected Contribution

- Customized food basket** for each customer cluster, that is in harmony with local cultural taste preferences. Enhanced plant based protein (legumes) in diets.
- Short local supply chains** to serve customer clusters through local production – cost efficient and retaining freshness of produce.
- Distribution strategy** of food baskets through public and private channels to retail outlets.

