



Combating malnutrition among women and children through food products

Technology background

- The prevalence of malnutrition in India is one of the highest in the world.
- According to UN reports (2007), malnutrition assessed by the proportion of underweight children below the age of five was 43% and 36% in the hard working women in India, higher than in sub-Saharan Africa (28%) and South Asia (42%)
- Malnutrition contributes to 60% of the 10 Million deaths globally that occur every year among children under five years of age, while in India it is ~2.1 Million child deaths before the age of five every year

Advantages of the product /technology

Health and nutrition: Combat iron deficiency problem.

Economic (Cost-benefit analysis): Development of low cost affordable technology.

Employment generation: Various local peoples, Society, NGO and SHG will be trained.

Social benefits: Upliftment of socio-economic status of the communities, availability of nutritious food for women and children's.

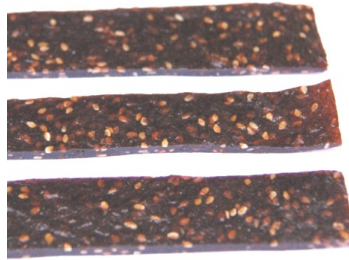
Fruit Bar – Nutritionally enriched

- Rich in iron, vitamin c and antioxidants
- Shelf life up to six months

Nutri Mix Powder

- Product prepared from locally bioresource
- Low in fat content and Rich in calcium & vitamin A

The developed product distributed for consumption by the women and children to improve their health in Adampur (UP). The indicative results found that participants gain their weight, appetite and improve immunity level and relevant data was recorded.



Mango Bar

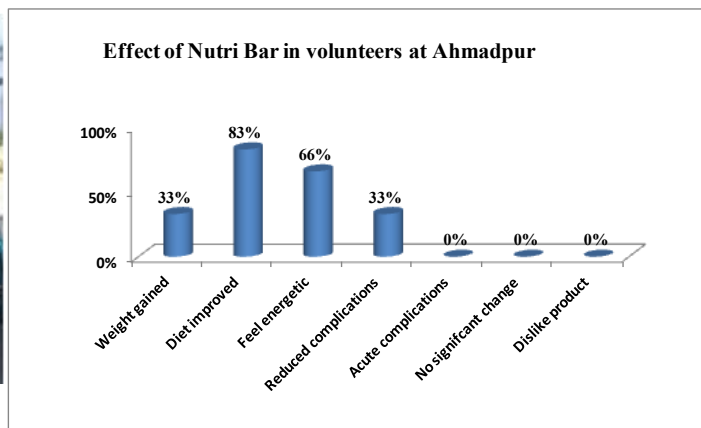


Nutri Mix

These products meets 40% of iron and calcium requirement according to recommended daily allowances (RDA)



Product distributing in Ahmadpur (UP)



Contact:

Director
CSIR-Institute of Himalayan Bioresource Technology
PO Box 6, Palampur-176061(HP)
Tel: +91-1894-230411; Fax: +91-1894-230433; E-mail:director@ihbt.res.in
Website: <http://www.ihbt.res.in/>