

Malnutrition in Keonjhar

- Keonjhar district has a high prevalence of wasting (23.8%), stunting (36.2%), and underweight (37.1%) among children under 5 years of age, all of which are higher than the national average.



- The prevalence of severe anaemia among children aged 6–59 months is 64.6%.

Rainbow Diet Campaign

- The Rainbow Diet Campaign**– A value chain development strategy for large-scale production and distribution of rainbow foods developed specifically for the malnourished children (6-9 years old) and adolescents (10-19 years old), for combating malnutrition in a natural way.
- A scaling up model for rainbow foods through malnutrition assessment, seed system development, large-scale production of nutritious crops, and processing them into foods customised for local consumption

Rainbow Foods

- Rainbow food is a customized food product designed to provide balanced nutrition to children, based on their current levels of deficiencies or malnutrition, dietary intake, and food preferences.
- Developed from mix of nutritionally enhanced foods like biofortified crop varieties, nutritious vegetables and fruits, with attractive natural colours.



- Developed to ensure sustainable nutritional support without compromising children's food choices and preferences.

Rainbow Diet Campaign for Odisha Project

The Rainbow Diet Campaign Odisha project aims to combat malnutrition among tribal children and adolescents through customised Rainbow Foods, produced through an unique local production centre - “Satellite Incubation Centre”. The rainbow foods will be optimised for taste preferences of tribal children and will provide customised nutrition for combating malnutrition in the district.



Of the people, by the people, for the people approach

- Rainbow foods will be designed and produced at the Satellite Incubation Centre located in Keonjhar town and will be consumed by tribal children in the district.
- All raw materials required for producing rainbow foods will be sourced from within Keonjhar district, under the supervision of scientists, and the final products will be prepared at the Satellite Incubation Centre.
- The entire value chain - ranging from cultivation to processing-of the crops used in the large-scale production of rainbow diet foods will be managed by Farmer Producer Organisations (FPOs) based in Keonjhar district.

The flowchart illustrates the process of identifying clusters of children based on food-related factors. At the top, a group of stylized human figures represents the initial population. This population is divided into several categories: Food accessibility, Dietary Diversity, Food Preferences, Nutritional status, and Food Availability. These categories are further refined through a process labeled RDA (Recommended Dietary Allowance). The final output is four distinct clusters of children, each represented by a different color and associated with a specific food item: purple for cookies, black for a cupcake, red for a bowl of spaghetti, and green for a bowl of oranges.