Can data-driven price-discount policies help in reducing malnutrition?

Models and experimental evidence from Indian groceries

London Business School

Wheeler Institute for Business and Development

The challenge

Malnutrition, in all its forms, is one of the most pressing challenges in the world, accounting for more than half of all deaths of children under five years old and costing the global economy nearly $5.5 trillion per year.

This research seeks to better understand and find effective algorithmic approaches to alleviate malnutrition in emerging markets.

The intervention

This study develops a framework that designs nutrition-targeted, price-discount programmes that can effectively and efficiently improve nutrition.

The research strategy involves combining data-driven methods with a randomised controlled trial.

The impact

It is important for policymakers to better understand the food choices of the poor in developing countries and how they react to price changes.

The goal in this research is to achieve better nutritional outcomes through price-discount-based nutrition programmes (e.g. government food subsidies) with the same food budget allocated per household.

India

Co-authors

○ **Ali Aouad**, Assistant Professor of Management Science and Operations, London Business School

○ **Kamalini Ramdas**, Professor of Management Science and Operations, London Business School

Alp Sungu

PhD student, Management Science and Operations, graduating class 2022 at London Business School
Supervisor: Kamalini Ramdas, Professor of Management Science and Operations
Academic focus: In his research, Alp is interested in understanding operational restrictions in resource-limited environments, with the aim to improve the delivery of services targeting the poor. Alp's research examines mobile data usage of the poor and nutrition challenges in urban slums.