

Supplementary Table 1 Socio-economic, personal and farm specific characteristics of sampled households

Particulars	Proportion of mean households	
	NSV	Non-NSV
Family size		
Small (2 to 5 HH members)	55.87	62.57
Medium (6 to 7 HH members)	28.49	22.99
Large (Above 7 HH members)	15.64	14.44
Mean household size	5.73	5.57
Caste		
Dwelling Structure		
Kaccha	21.23	13.90
Semi-pucca	45.25	51.87
Pucca	33.52	34.22
Gender of household head		
Male	92.74	92.52
Female	7.26	7.48
Age (household head)		
Young (<41 yrs.)	43.58	57.75
Middle (>=40 to <=57 yrs)	39.66	25.67
Old (> 57 yrs.)	16.76	16.58
Mean age	44.34	43.24
Education (household head)		
Illiterate	6.15	5.35
Primary	47.49	45.45
High School	34.64	36.90
Intermediate	7.26	6.42
Graduate	3.35	4.81
Postgraduate	1.12	1.07
Occupation		
Aganwadi worker	0.00	0.53
Animal Husbandry	1.12	1.60
Business	0.00	0.53
Contractor	0.56	0.00
Daily wager	14.61	33.16
Farming	80.34	59.89
Government job	1.12	1.60
Private job	1.12	1.07
Unorganized sector	1.69	1.60
Land holding size (ha)		
Landless	5.03	25.67

Particulars	Proportion of mean households	
	NSV	Non-NSV
Marginal (<1 ha)	52.51	49.73
Small (≥ 1 to ≤ 2 ha)	22.35	13.37
Medium (> 2 to ≤ 4 ha)	17.32	6.95
Large (> 4 ha)	2.79	4.28
Mean	1.22	1.05
Group membership		
No	53.63	72.73
Yes	46.36	27.27
Distance to market agency (Km)		
Short (upto 6.1 Km)	50.28	60.96
Medium (> 6.1 to 15.4 Km)	34.08	29.95
Long (Above 15.4 Km)	15.64	9.09
Mean	8.58	8.05

Supplementary Table 2 Eigen values, per cent variance and cumulative variability of traditional and packed food items for 2 to 5 years old children

PC	NSV			Non-NSV		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
PC1	3.422	31.107	31.107	4.324	39.306	39.306
PC2	1.627	14.787	45.895	1.410	12.816	52.121
PC3	1.372	12.475	58.370	1.336	12.147	64.268
PC4	1.151	10.461	68.830	1.050	9.544	73.811
PC5	1.037	9.428	78.258	0.935	8.497	82.309
PC6	0.803	7.297	85.555	0.730	6.635	88.944
PC7	0.609	5.539	91.094	0.676	6.148	95.091
PC8	0.488	4.438	95.532	0.257	2.334	97.425
PC9	0.342	3.113	98.645	0.135	1.228	98.653
PC10	0.110	1.004	99.649	0.100	0.908	99.562
PC11	0.039	0.351	100.000	0.048	0.438	100.000

Supplementary Table 3 Eigen values, per cent variance and cumulative variability of traditional and packed food items for 6 to 14 years old children

PC	NSV			Non-NSV		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
PC1	3.411	26.235	26.235	3.859	29.684	29.684
PC2	2.586	19.895	46.131	1.750	13.464	43.148
PC3	1.512	11.631	57.762	1.646	12.661	55.808
PC4	1.252	9.629	67.390	1.482	11.399	67.208
PC5	1.050	8.081	75.471	1.026	7.890	75.098
PC6	0.851	6.547	82.018	0.823	6.331	81.429
PC7	0.794	6.107	88.125	0.556	4.281	85.710
PC8	0.472	3.628	91.753	0.519	3.990	89.700
PC9	0.348	2.673	94.426	0.476	3.661	93.361
PC10	0.294	2.262	96.688	0.360	2.768	96.129

PC11	0.165	1.269	97.958	0.248	1.906	98.035
PC12	0.159	1.221	99.179	0.176	1.358	99.393
PC13	0.107	0.821	100.000	0.079	0.607	100.000

Supplementary Table 4 Consumption pattern of traditional and packed food items among children

Principal component	2 to 5 year old children				6 to 14 year old children			
	NSV	Variance explained (%)	Non NSV	Variance explained (%)	NSV	Variance explained (%)	Non NSV	Variance explained (%)
PC1	Packed food items (biscuit, Toffee/lollipop/chocolate, chips and kurkure)	31.10	Packed food items (biscuit, toffee/lollipop/chocolate, toast/bread/cake, chips and kurkure)	39.30	Cereal+pulses based and packed food item (toast/bread/cake)	26.23	Packed food items (biscuit, namkeen/mixture, noodles/pasta, kurkure and toffee/chocolate)	29.68
PC2	Pulse based and oilseed based	14.78	Cereal based and packed food items (maggie)	12.81	Packed food items (biscuit and kurkure)	19.89	Packed food items (chips and toast/bread/cake)	13.46
PC3	Cereal based and packed food items (Maggie)	12.47	Pulses based and packed food items (namkeen/mixture)	12.14	Packed food items (maggie and toffee/chocolate)	11.63	Cereal and pulse based	12.66
PC4	Cereal+ pulses based and packed food items (toast/bread/cake)	10.46	Oilseed based	9.54	Cereal, pulse based and packed food items (namkeen/mixture)	9.62	Packed food items (maggie and cold drinks)	11.39
PC5	Packed food item (namkeen/mixture)	9.42			Oilseed based and packed food items (cold drinks)	8.08	Oilseed and Cereal+pulses based	7.89