



AWARENESS, KNOWLEDGE AND INTEREST OF PREBIOTICS AND PROBIOTICS TOWARDS END USERS IN INDIA.

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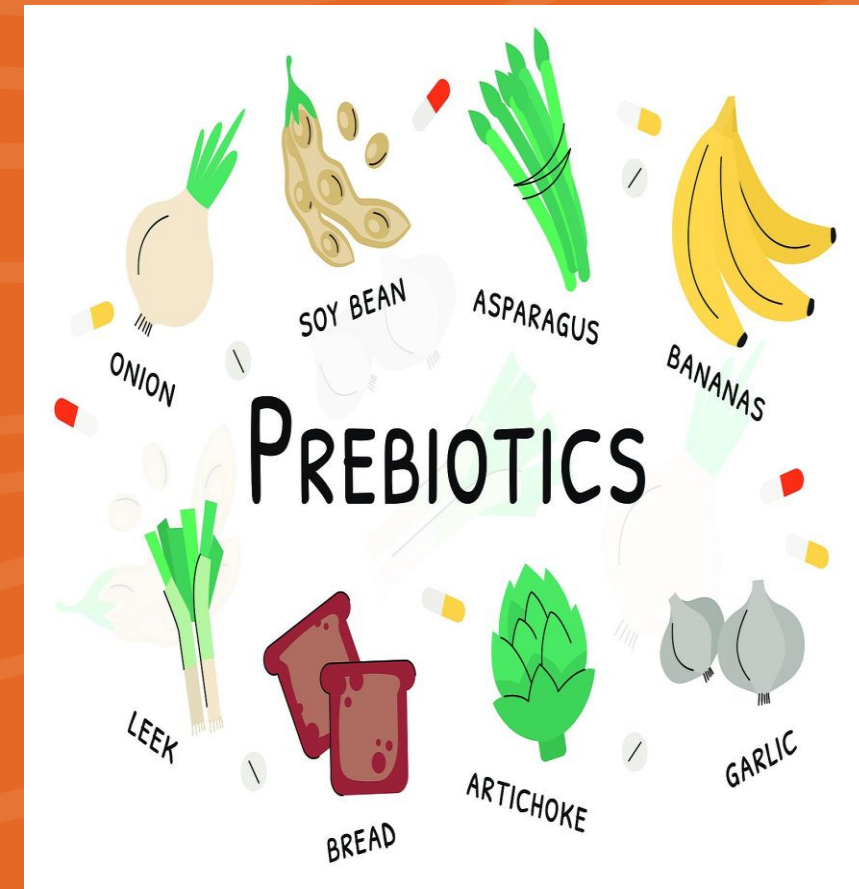
Introduction

- Understanding and concern in prebiotics and probiotics have been gradually rising in India over the years.
- This is mostly because of the increasing perception of the essentials of gut health and its effect on total well-being.
- In India, some traditional fermented food products such as yogurt, buttermilk and pickles have long been an important part of culinary culture.
- With the increasing significance and awareness in health and wellness, there has been an incline in the usage of commercial probiotics products as probiotic yoghurts, drinks and supplements.



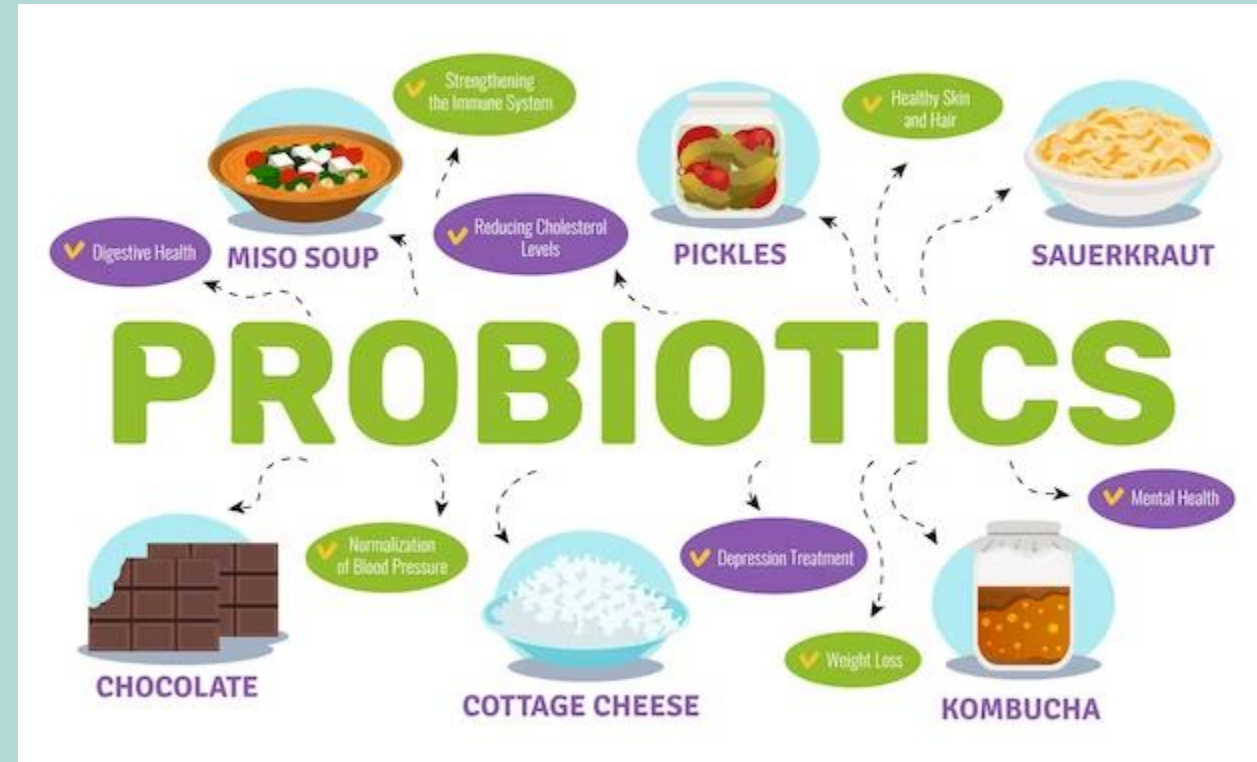
Prebiotics

- Non-digestible fibres which usually serve as food for helpful microbes in the gut.
- Boost a strong Gut Microbiota.
- Encourage the overall growth and activity of important bacteria called as bifidobacteria and lactobacilli, whereas inhibiting or stopping the growth of dangerous bacteria.
- By the intake of pre biotics, one carefully support the overall growth of a healthy and diverse gut microbiota, that is very crucial for the health of gut and also for the overall wellbeing.
- They have its significant role in many health issues like- Irritable Bowel Syndrome , Colorectal Cancer and Boosting Immune System

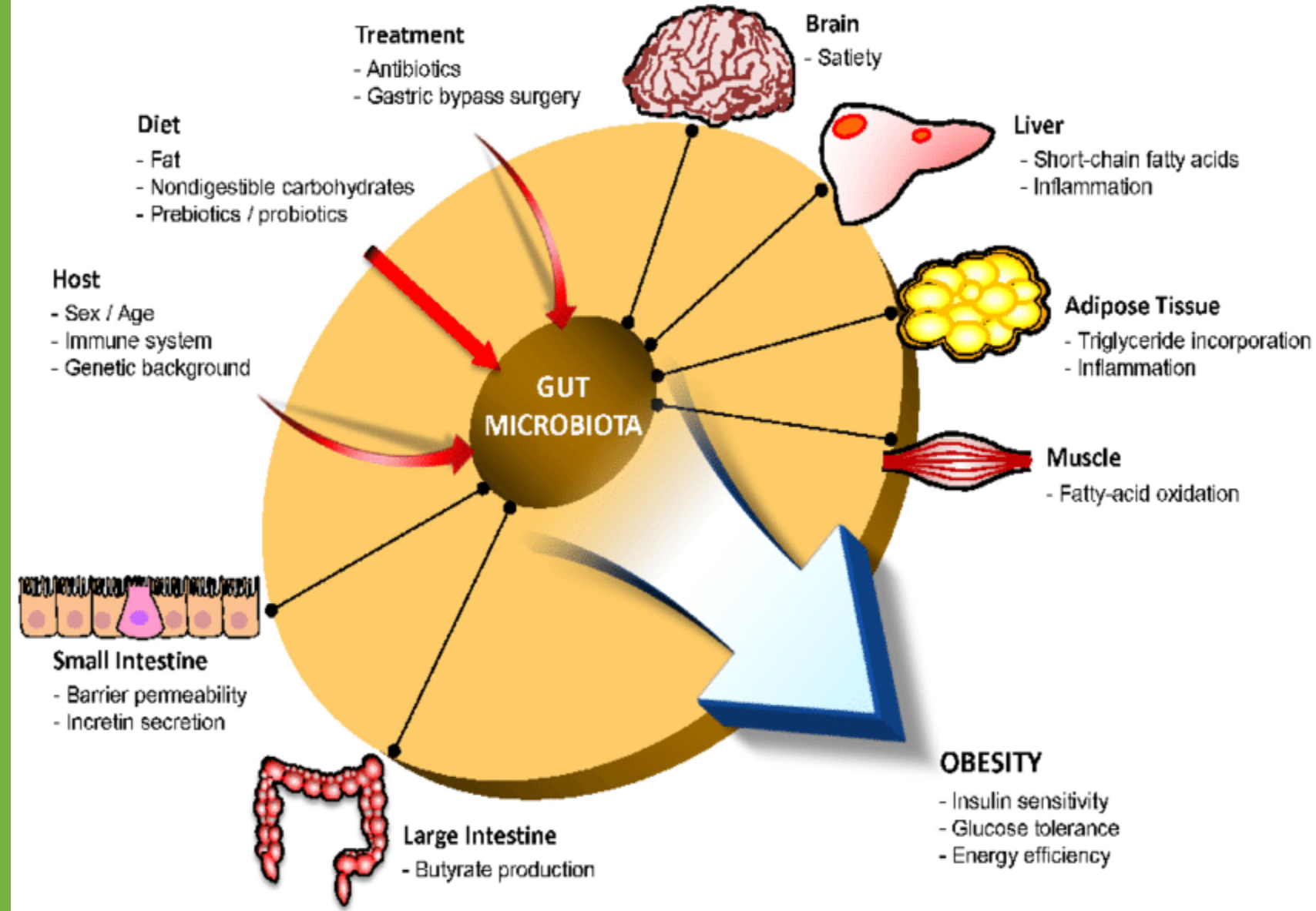


Probiotics

- Probiotics are live bacteria or yeasts that, when consumed, provide health benefits.
- They can help restore and maintain a healthy gut microbiota by introducing beneficial strains of bacteria.
- Benefit of boost in the digestion and ameliorate the immune system.
- Helps in health conditions like- **Irritable bowel syndrome, Diarrhoea and Inflammatory bowel disease** .



Functions of human gut microbiota





Objectives

- 1) To recognise the knowledge of the Indian population towards the details of prebiotics and probiotics.
- 2) To look out whether the audience is well aware about the food types that is natural sources of prebiotics and probiotics,
- 3) To find out what amount of the audience uses prebiotics and probiotics in their daily lifestyle.

Research Methodology

RESEARCH QUESTION

1. To discover the awareness of the population regarding prebiotics and probiotics.
2. To find out the consumption rate of the population regarding prebiotics and probiotics.

ONLINE SURVEY

Indian residents were the participants and were asked to fill out an online questionnaire relating to the knowledge, use, and perception of prebiotics and probiotics.

Tool Data will be collected via Google form with the help of using questionnaire

Data source The data is collected by primary and secondary research methods.

Duration 3 months

Sample size 51

Study area Pan India

Survey Design

As a survey method, two-part form was constructed comprising 16 questions .

The participants residing in India was asked questions that gave the insight about the knowledge and awareness about the prebiotic and probiotic .

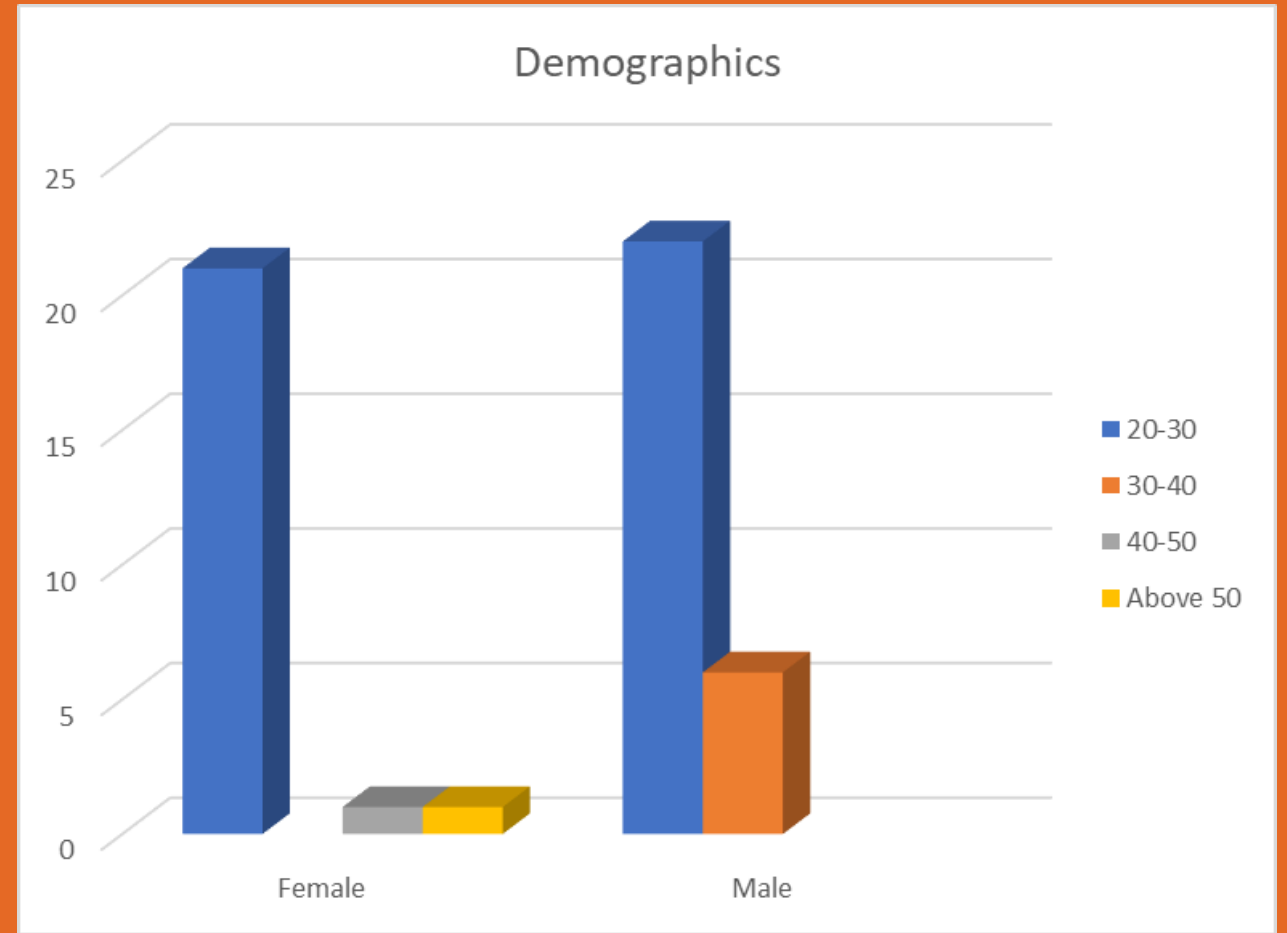
Data Analysis



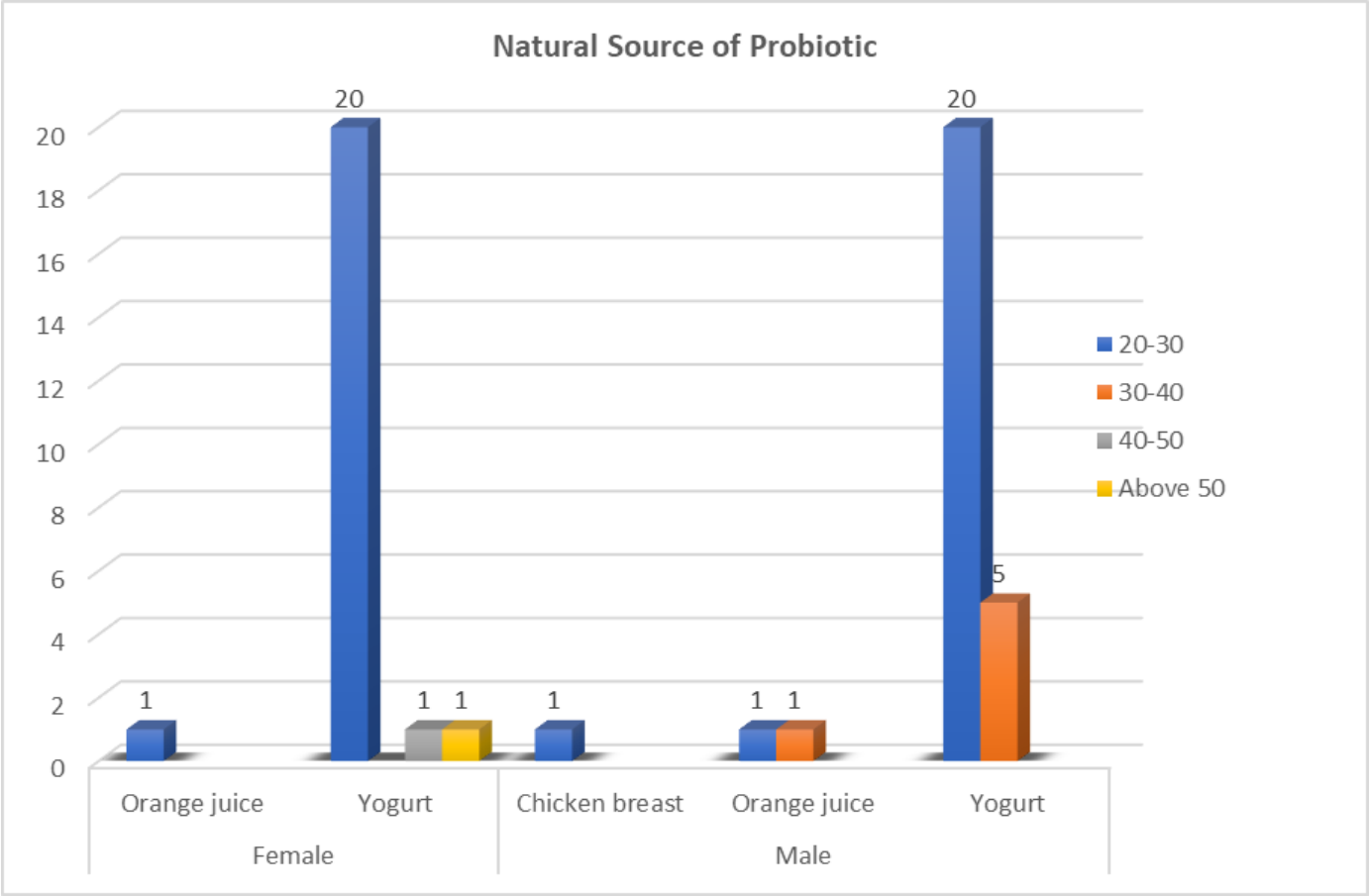
1) Demographics

The demographics of our audience, the sample set of our audience was 51 including 28 male and 23 female.

The maximum age group was 20-30 years i.e., 21 from age group 20-30 female and 22 from male.



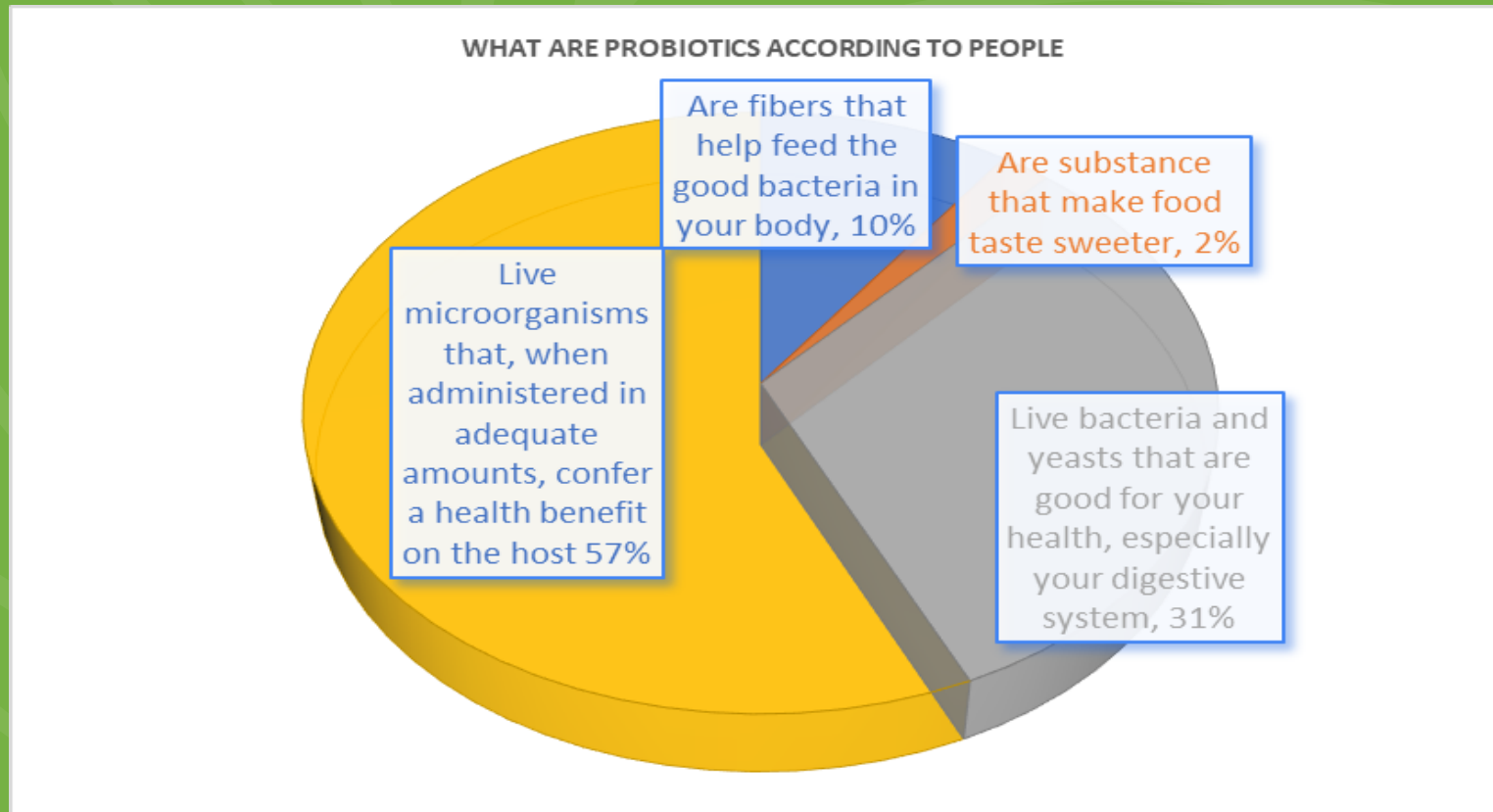
2) Natural Source of Probiotics



The audience preferred Yoghurt as the natural souce of probiotic which is the correct answer.

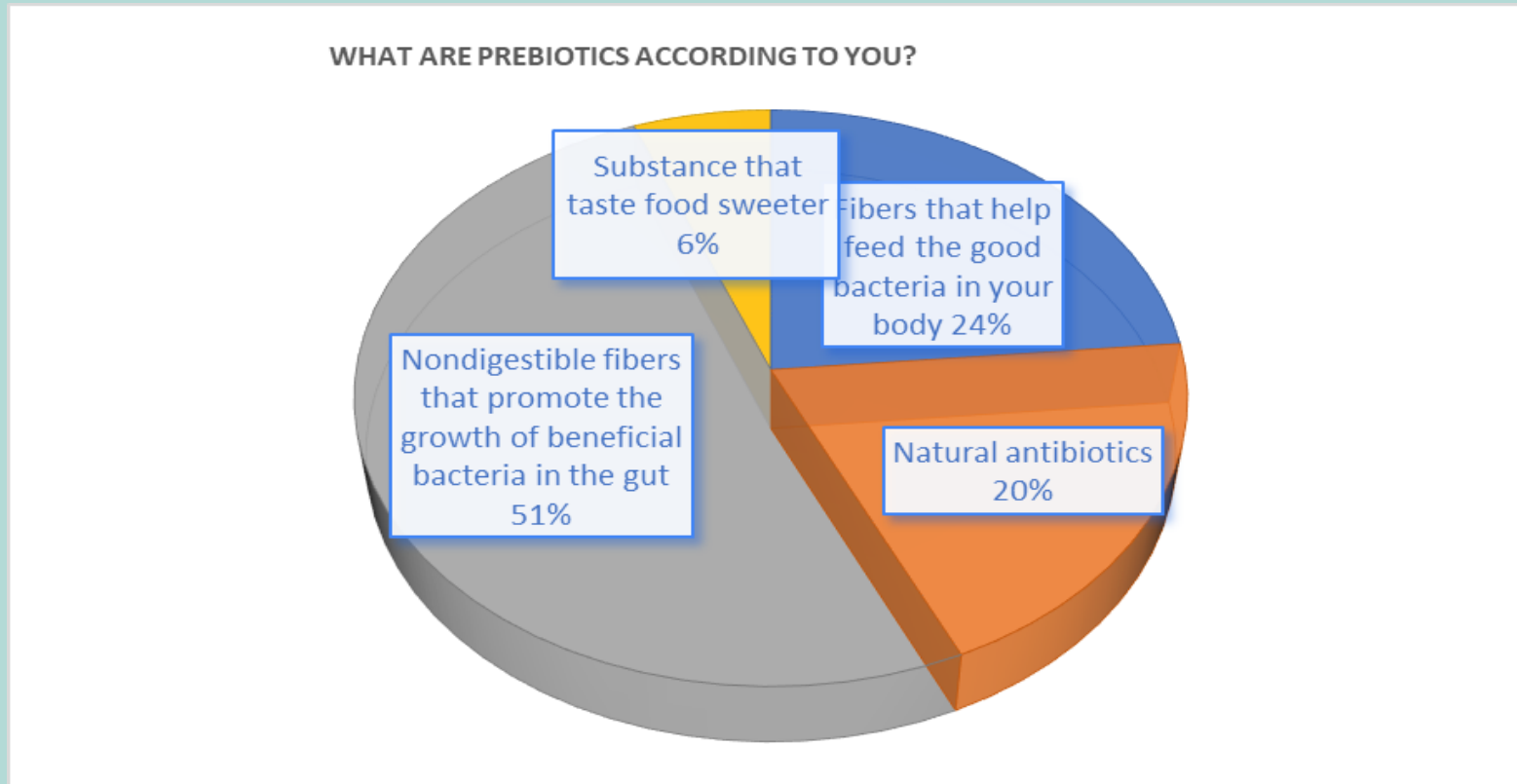


3) What are probiotics according to you



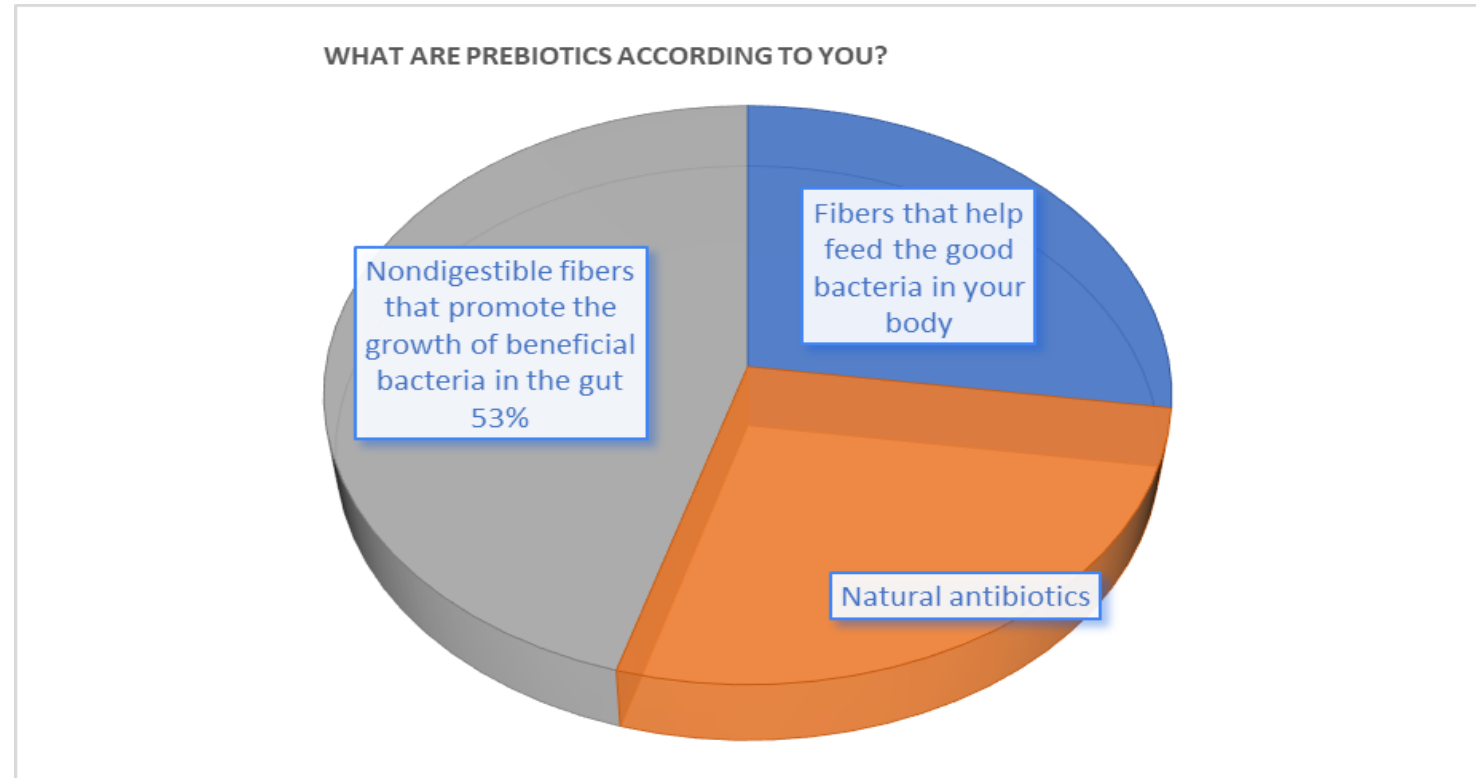
57% valued 29 of the crowd answered the option as - living microbes that when processed in sufficient volume grant a health value on the host.

4) What are prebiotics according to you



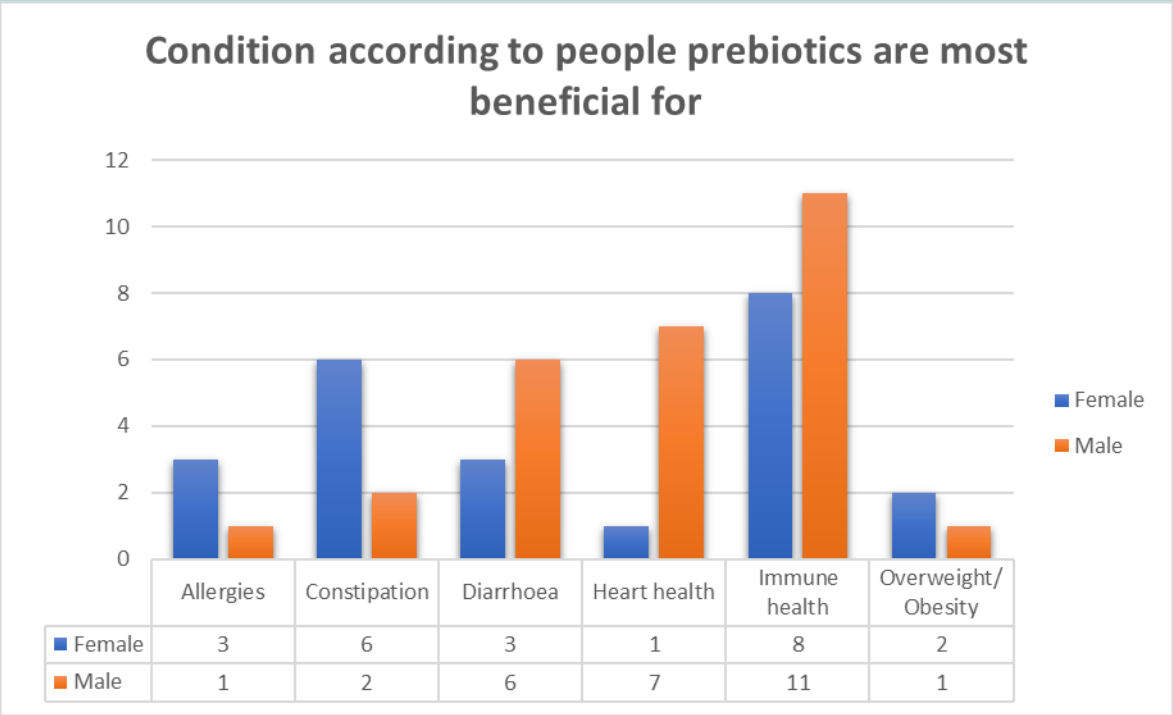
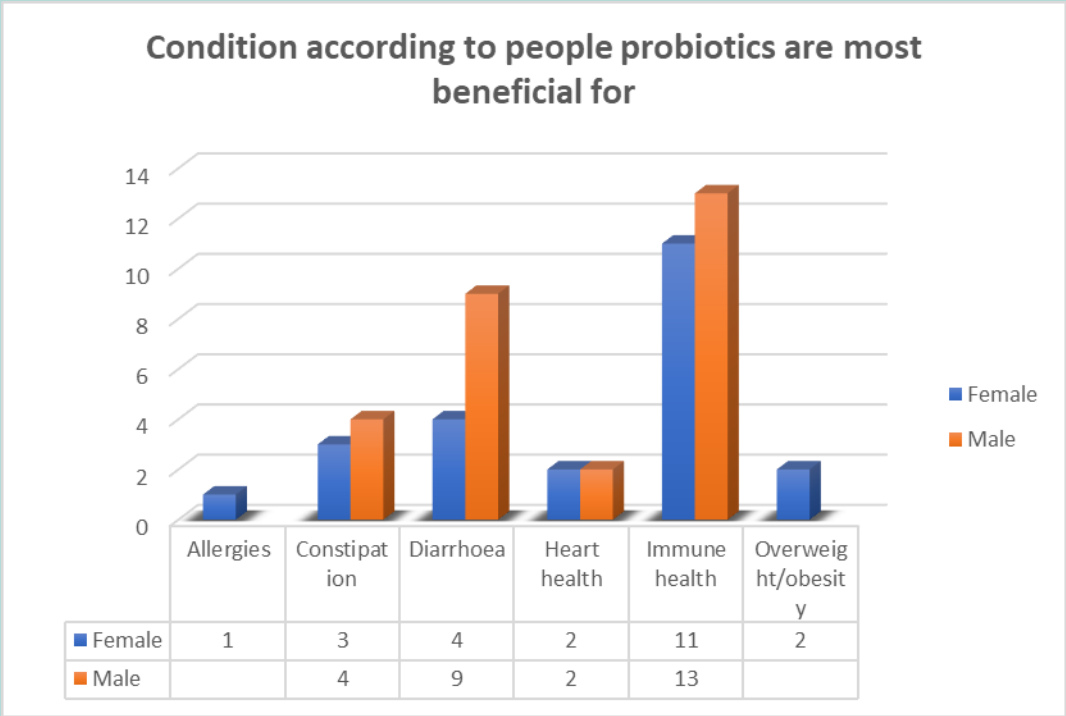
51% of the crowd valued 26 in number gave the correct answer as the non-digestible fibres that promote the growth of beneficial bacteria in the gut.

5) What are prebiotics (filtered post graduated audience)

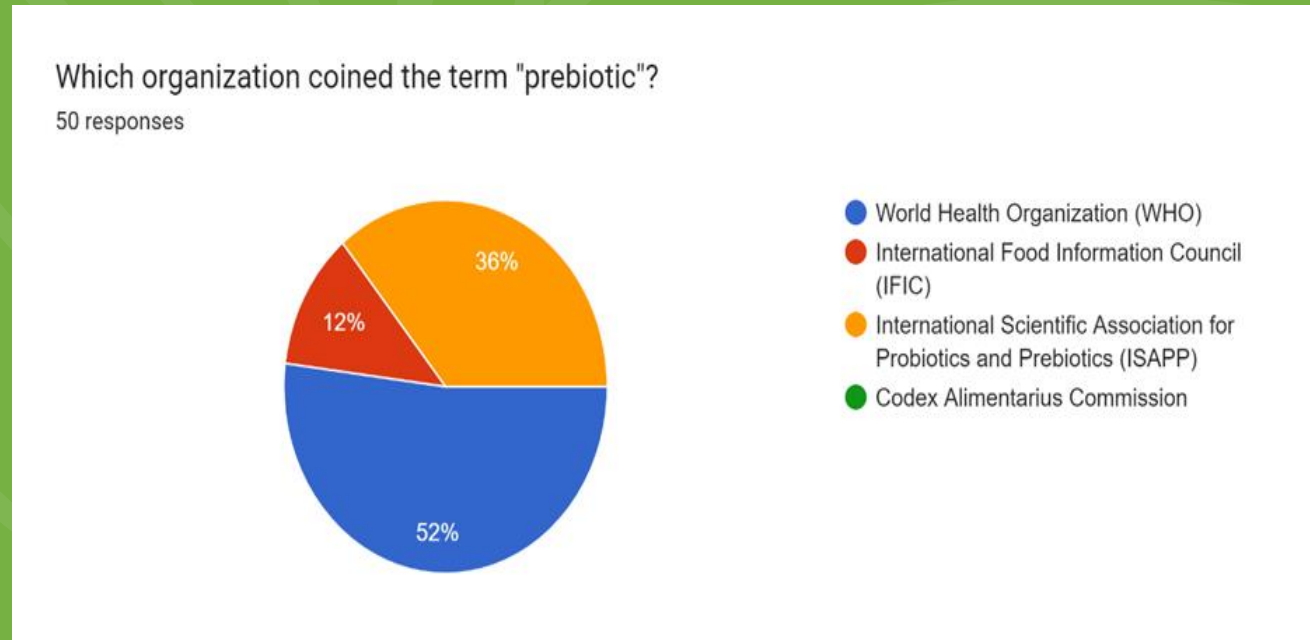


The employed or post graduated audience gave the most correct answer that is valued 10 in number and 53 % that is non digestible fibres that promote the growth of beneficial bacteria in the gut.

6) Condition according to people probiotics and prebiotics are most beneficial for



7) Which organisation coined the term “prebiotic”?



When asked which organization coined the term prebiotic, most of the audience answered WHO That is World Health Organization that is 52% which is not the correct answer.

Conclusion

- Good level of knowledge was among the population of India.
- Age grouped from 20 to 30 years that is postgraduate or the employed had the most awareness and knowledge towards the prebiotic and probiotic benefits.
- Also, the crowd in usual understood that dairy foods were also the original food source of probiotics, the maximum of the audience used them in their daily life.
- The other age group weren't aware about the most obvious benefits of prebiotics and probiotics .
- So , there was felt a need that more awareness programmes and social gathering , also the advertisements regarding probiotics and prebiotics must become mainstream and shed light on the advantages of these foods beyond the gastrointestinal health also for the immune system to work properly, with the emphasis on the revival of traditional foods.
- The knowledge of prebiotics and probiotics also the benefits of their supplements to be used in our daily life are very important and needed to be focused on the earliest .

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**Thank
You**

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