

A stylized landscape illustration featuring rolling green hills in the foreground and background. On the left, there is a green tree and a purple flower. A small red bird is flying in the sky. The sky is composed of horizontal bands of blue and white. The text is written in a brown, cursive font.

*“Assessment of Chakki Owners Perception
Towards Flour Fortification Project in
Salumbar Block of Udaipur District”*

Submitted by:

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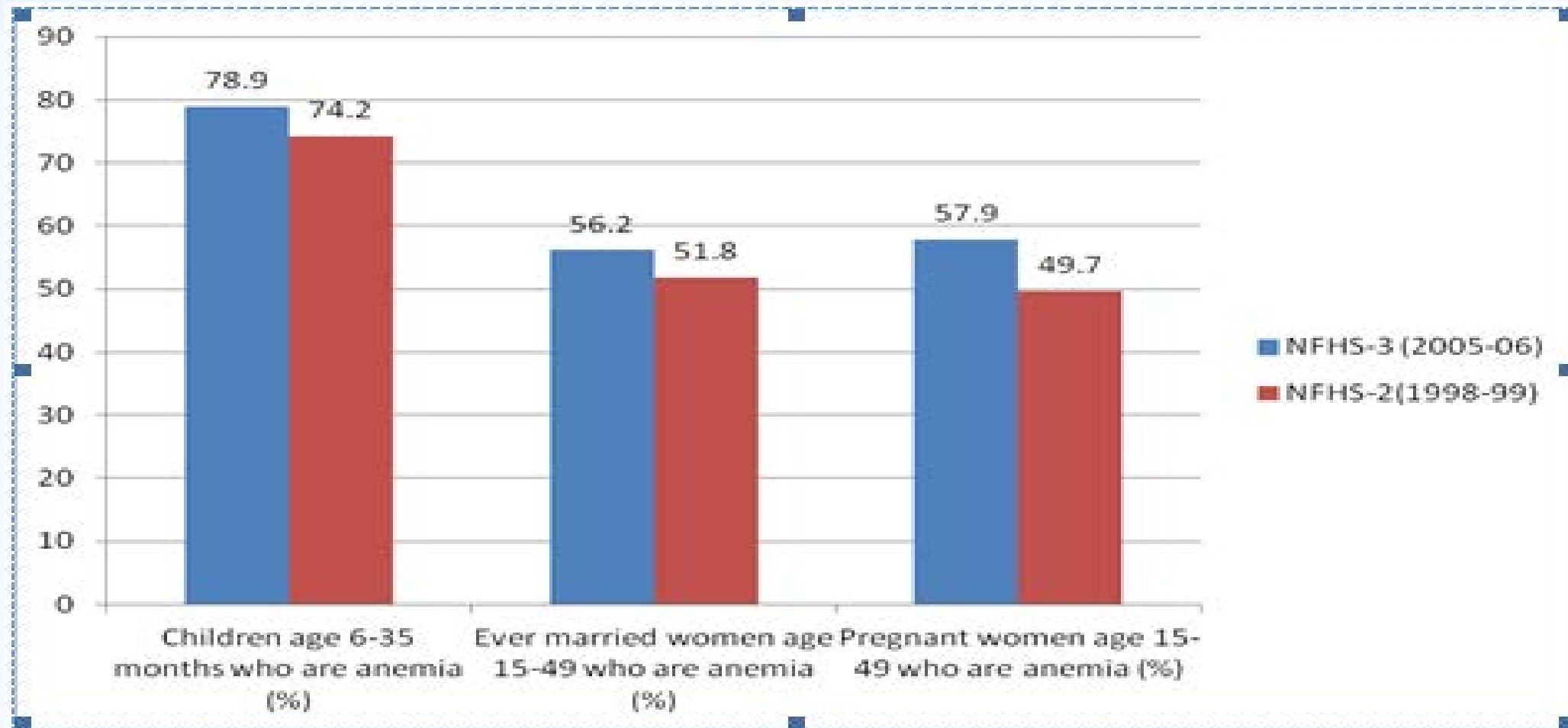
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MALNUTRITION

- The term malnutrition refers to both under nutrition and over nutrition.
- Under nutrition indicates a lack of the necessary energy, protein or micronutrients
- Over nutrition and obesity mean too much energy, fats or specific micronutrients
- Without addressing malnutrition, the world community might not be able to achieve the Millennium Development Goals (MDGS), especially those related to health, hunger, and poverty.
- Talking about India under nutrition is majorly caused by micro nutrition deficiencies with respect to iron, vitamins A and iodine deficiencies. This causes, result from inadequate dietary intake, poor absorption of nutrients and etc.

NFHS COMPARATIVE DATA



FOOD FORTIFICATION

- Food fortification refers to the addition of micronutrients to processed foods.
- In order to address widespread micronutrient deficiencies, Fortification of multiple staple foods made available through open market channels, through PDS And also through public funded programs.
- According to Flour Fortification Initiative, Globally 79 countries have legislation to mandate fortification at least one major cereals grain.

FLOUR FORTIFICATION PROJECT IN RAJASTHAN

- GAIN is executive agency with IHMR who implementing the food fortification Project in Rajasthan.
- Project critically identified and selected three food vehicles which are wheat flour, oil and Milk.
- Production and consumption pattern of these three food products in Rajasthan is the primary reason for selection.

Food	India	Rajasthan
Wheat	160 grams	280 grams
Edible Oil	14 grams	30 grams
Milk	82 ml	200 ml

LITERATURE REVIEW

- **Report on Micronutrient Deficiency in India by Padam Singh (2007)** analysis of Micronutrient deficiencies in Indian population utilizing the information since 1950 till date. Report critically analyses about the major micronutrient deficiencies. A number of policy and program efforts have been made for the prevention and control of anemia, but the situation requires consideration of approaches to improve logistics, coverage and compliance of existing programs and critical need to operationalize policy guidelines on screening and treatment of women and children.
- **Report on Flour Fortification (2013): Millers and Governments Working Together to Reduce Vitamin and Mineral Deficiencies by Flour Fortification Initiative.** Report forced for making flour fortification mandatory legislation as it can be more easily monitored, provides more equitable access to foods made with fortified flour and reduce the need for expensive marketing campaigns. FFI's gives the strategies; which include national partnerships support by the offering training and communication expertise, Mobilize global leadership, secure human and financial resources and Monitored fortification programs.

OBJECTIVE OF STUDY

This study was aimed to conduct an independent assessment of chakkis owners perception regarding the wheat flour fortification projects in Salumbar Block of Udaipur District in Rajasthan

The following was the objective of the study:-

- To assess attitude & behavior of small chakki owner towards fortification of wheat flour under the wheat flour fortification projects.
- Also with the help of chakki owner,
To know the perception of community for use of fortified wheat flour.

METHODOLOGY

- **Study Area:** This study was completed in the Salumbar Block villages which having 100 chakkis selected for flour fortification project.
- **Sampling Frame Work:** 30 chakkis selected form the thirteen villages.
- **Type of Sampling :** Convenient Sampling is done.
- **Type of Research:** Qualitative and Quantitative methods.
- **Data Collection:** Primary- Questionnaires, Interaction & interview.

Secondary- Relevant document

LIMITATION OF STUDY

- Study was a time bound activity and data was collected within two weeks
- Repeat visit were not possible due to far location of chakkis and language gap with chakki owners.

DATA ANALYSIS

- All the data were entered, edited and analysis in SPSS statistical software packages.

FINDINGS FROM THE FIELD

- During survey 27 respondent chakkis was opened.
- 100 percent respondent deals with both wheat and maize flour. Community mainly consumed maize in winter session.
- Around 19 percent out of 423 customer came for fortification.
- In community black spot on roti is major issue noticed by chakkis owner after fortifying atta.
- Almost 80 percent chakkis owner wants some benefit (i.e intensive) for doing social work.

Availability of supplies at miller shops

	Availability of supplies at miller shops			
	Description	Total	Number	Percentage
1	Instruction flex	N=27		
	Yes		12	44.44
	No		15	55.56
2	Availability of tin box, Display board and etc.	N=27		
	Yes		27	100
	No		0	0

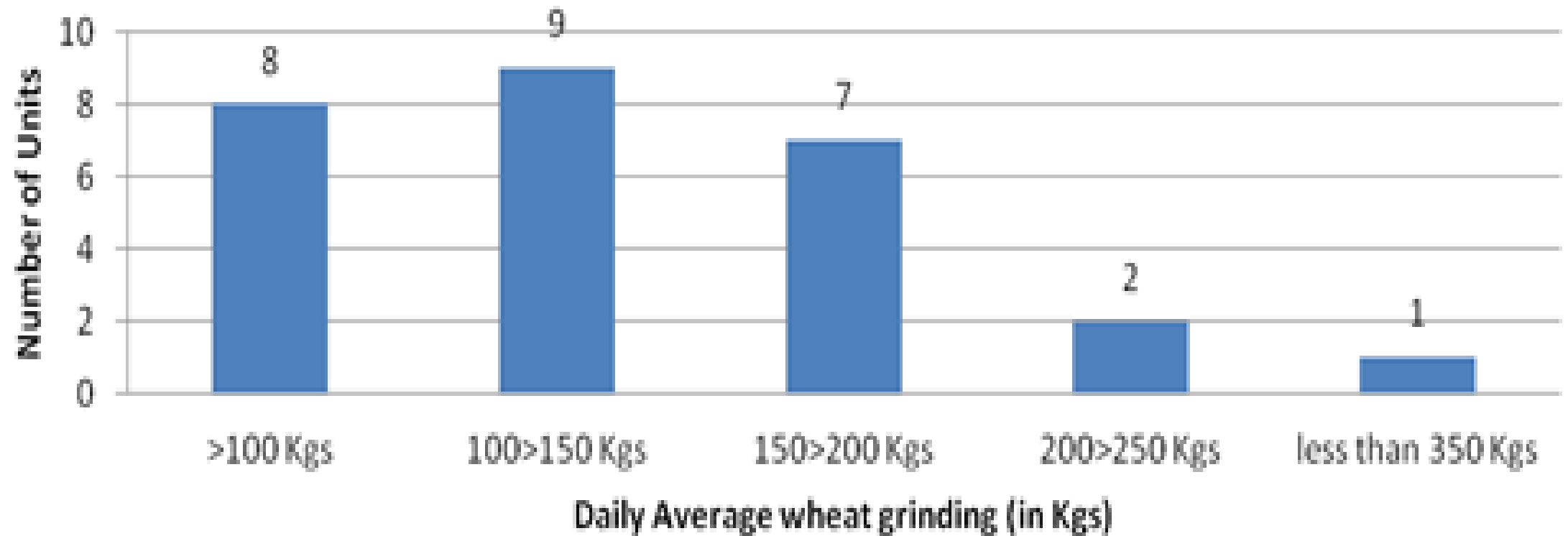
	Awareness About Fortified aata (Miller owners and Community members)			
	Description	Total	Number	Percentage
1	Awareness among Miller Owners	N=27		
	Yes		23	85.2
	No		4	14.8
2	Awareness among Community Member	N=27		
	Yes		21	77.8
	No		6	22.2
3	Knowledge regarding micronutrients	N=13		
	Iron		4	31
	Vitamin B12		3	23
	Both (Iron+Vitamin B12)		6	46

	Training Workshop For Millers			
	Description	Total	Number	Percentage
1	Training workshop attend by millers	N=27		
	Yes		22	81.48
	No		5	18.51
2	Number of training workshop attend by millers	N=22		
	One training attend		1	4.54
	Two training attend		21	95.45

Perspective of miller towards Flour fortification project

	Description	Total	Number	Percentage
1	Chakkis doing fortify	N= 27		
	Yes		14	51.85
	No		13	48.15
2	Miller satisfaction towards Food fortification	N=27		
	Satisfied		14	51.9
	Not Satisfied		13	48.1
3	Interested Chakki owner to do FF after project ends	N=14		
	Interested		3	21.42
	Not Interested		11	78.57

Daily Wheat Grinding (in Kgs)



Recommendation

- Awareness campaign also give the knowledge regarding the process of fortification which also help full for those households who have a milling machine at home.
- Awareness camps also have nutrition education about the supplementary feeding of the foods and micronutrients which make a complete diet which make the flour fortification successful.
- Premix should also available for the household who own household milling machine.
- An incentive scheme could be developed for chakki owner to motivate.
- The iron percentage in the premix is to be kept low for keeping the black spot minimum in the chappati.
- Premix is to be available in other food items also so maximum food item provides the nutrient to the population in the less time period.

THANKS FOR
LISTENING

