

Internship

at



Bhoruka charitable Trust, Jaipur

Submitted By

Ashish Singh Baghela

**Post Graduate Diploma in Rural Management
2012-2014**



**School of Rural Management
Institute of Health Management Research,
Jaipur
2014**

- **Introduction**

As part of the course Post Graduate Diploma in Rural Management, Institute of Health Management Research, Jaipur (IHMR) requires its students to undergo a one month-long internship cum dissertation period, in a reputed organization. This training period enhances the student's capabilities and prepares them for a career in the rural industry. The practical experience gained by the students during this period better their understanding of the theory studied during the course.

I underwent this training period in the BCT. I assess the chakki owner's perception towards flour fortification project in salumbar block of Udaipur district. a very close level

Organizational Profile

- BCT founded in 1962 by the late sh. P.D Agrawal and registered under Bombay public trust Act,1950.

Vision of BCT

- From the very beginning the environment to the rural masses. The trust is working with its goal of providing healthy major thrust areas are clean and safe drinking water.

Mission of BCT

- Bhoruka charitable Trust dedicated to socio-economic transformation rural and remote areas of India, especially the weaker and socially underprivileged group, through physical social, cultural, and economic development of rural people, group and institutions.

GOAL OF BCT

The goal of the trust is to improve the economic and living standard of the rural poor by improving the accessibility, acceptability and utilization of services and empowerment of the community through capacity building.

Objectives Of BCT

- To improve medical & health services to rural population with focus on maternal and child health and eye care.
- To provide formal and in formal education in the remote villages with emphasis on female education.
- To provide safe drinking water to the masses.
- To stop environmental land degradation.
- To promote micro credit for SHGs group.

Programs of Northeast Rajasthan

- Integrated child development services
- Rural effective affordable comprehensive health care
- CARE integrated nutrition and health program
- Pehli pehchan
- Mother NGO scheme
- Halla bol
- Apno swasthya apno hath
- Medical mobile unit
- Chogmal bhoruka hospital
- Eye Care Program

Learning:

1. A total sample of 30 chakkis owners was taken as in the study; in which 3 chakki found to be close rest 27 chakkis were interviewed.
2. The study shows that almost all (100 percent) chakkis grinding the wheat and maize. In which wheat is the primary vehicle which followed by maize only in winter session.
3. Data were also analyzed regarding availability of supplies at chakki. The result shows that during assessment hundred percent respondent shows the tin box with a sticker on premix storage, display board and register. However 15 chakki owner use instruction flex for other purpose like to cover the window, gate, premix tin boxes and use as a bed sheet.
4. Out of respondent chakki owner who are aware about fortified atta 10 chakki owner in Salumbar block reported that they do not know the health benefits from the fortified atta. 13 chakki owners explain well about that fortified atta benefits for the pregnant women, lactating female, adolescent girls and old age person among the community. Among thirteen chakkis owner four reported that one micronutrient iron and three reported that micronutrient vitamin B12 is added to fortified atta. Six chakki owners mentioned both micronutrients added for fortification of atta. Not even a single chakki owner mentioned about micronutrient Folic acid during the interaction.
5. It's was found that 21 chakki owner reported that there is awareness among community regarding wheat four fortification and its benefits. But it was surprising that this awareness in the community, not helpful to do fortification, chakki owner mentioned behind this black spot is the main reason.
6. Data related to a training workshop for miller shows that 22 chakki owners attend the training workshop and it's related to fortification of flour. 21 chakki owner mentioned that they attend two training workshop, but maximum among found second training is not beneficial for the regarding adding premix in wheat flour.
7. On analysis of perspective of miller towards flour fortification project, it is found that 52 percent (approx) chakki owners satisfied towards flour fortification and they do flour fortification in chakki. Rest miller mentioned that in the past they do fortification but customer decrease at chakki due to black spot on roti they stop doing it.

8. All 14 follow the standard operating procedure shared during training. It's surprising that only 3 chakki owner shows interest to continue for flour fortification after the project ends.
9. The study reveals that 423 customer came daily at chakki out it was surprised that daily only 79 customers came for fortification. After probing, it's found that chakki grinds 4070 kg of wheat flour daily which includes only 540 kg of fortified flour per day.
10. Finding of the study recommends that to further maximize the uses of premix in wheat flour it's must to make sure that premix is available at consumer door step. For this small packet of premix can be distributed to each household and to those who own small grinding machine. This will boost up their positive attitude towards fortified atta after usage it daily.
11. Incentive scheme could be developed for users to motivate chakki owners. Awareness and IEC activities like wall painting, puppet show also have to be selected and done according to chakki owner also.