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Summer Training At
BHORUKA CHARITABLE TRUST
(B.C.T.)



Aspur, Rajasthan, India
(08th April 2013-18th May 2013)

WHEAT FLOUR FORTIFICATION AND AWARENESS IN SALUMBER AND
SARADA BLOCK OF UDAIPUR DISTRICT OF RAJASTHAN
A KAP STUDY

By	Under the Guidance of
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Certificate

This is to certify that **Mr. Abhishek Mishra** student of the 17th batch of Post Graduation Diploma in Hospital and Health Management and Research (PGDHM), at Institute of Health Management and Research, Jaipur has successfully completed his summer internship from **GAIN (Global Alliance for Improved Nutrition)** and **BCT(Bhoruka Charitable Trust)**, **Aspur** (08-April-2013 to 08 – June – 2013)and completed summer training report on the topic **“A KAP Study on Awareness of Food Fortification In Salumer And Sarada Block of Udaipur District Of Rajasthan”** under the guidance of Dr. P.R Sodani, PhD. MPH Professor and Dean(Training) IIHMR Jaipur.



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Acknowledgement

At the onset of the report I would like to express my special gratitude and appreciation to Project Managing Unit(P.M.U.),IIHMR, Jaipur and B.C.T. Aspur, and all those who gave me the possibility to complete this report.

I would like to express my special thanks to Dr.O.P.Gupta,Director,P.M.U. and Dr.Jatinder veer sir,P.M.U. for allowing me to do my summer Intern from there notable organization.

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This training would not have been completed without a substantial support from Gaurav Verma, Project Officer,Mr.Mahesh Gupta,Mr.Sher Singh and many others who not only helped me in office but also provided their valuable support, guidance and time in the field.

I would like to use this opportunity to express my gratitude and respectful regards to my mentor Prof .Dr.P.R.Sodani sir,P.hd,IHMR, jaipur for his able guidance and useful suggestions ,which helped me in completing the project work .

I would also like to thank my institution and Faculty members without whom this project would have been a distant reality. The project assigned to me by Jatinder Veer sir has enhanced my research skills and has given me the opportunity to put my learning's into practical. His guidance and help was there for me throughout the course of intern. I would like to thank Jatinder veer sir because of whom I got the opportunity to understand the functioning of different departments and projects in the organization and how it work's.

Finally , most importantly, I would like to express my heartfelt thanks to my beloved parents for their blessings and my friends for their help and wishes for the successful completion of summer intern.

Dr.Abhishek Mishra

PREFACE

Summer internship is an integral part of the PGDHM curriculum. As a part of the course; students of the first year are required to undergo summer training at an organization to get in depth exposure of various departments in the organization and better understanding of the health care delivery system.

The major objectives of the summer training programs are as follows:

- 1) To better understand the existing health delivery system including public sector, private sector and non governmental organizations.
- 2) To observe the implementation of various National Health Programmes at National/State/District levels, through government as well as non governmental organisation..
- 3) To understand the working and managing of an organization from inside with various functions of an organization by interactions with key stakeholders, policy makers, programme managers, academicians and researchers
- 4) To work on the project/task assigned by summer training organizations.
- 5) To learn the better understanding of the organization by becoming part of the organization for some time.

During my training period I had an overview of various projects undertaken by B.C.T. Aspur. I also carried out a small study on “**WHEAT FLOOR FORTIFICATION AND AWARENESS IN SALUMBER AND SARADA BLOCK OF UDAIPUR DISTRICT OF RAJASTHAN----A KAP STUDY**”

During my stay in B.C.T. Aspur I also got the opportunity to interact with different sections of the society and also got an understanding of the working culture of an organization, and how to survive in an organization.

ABOUT THE ORGANIZATION

BHORUKA CHARITABLE TRUST



Bhoruka Charitable Trust (BCT) , founded in the year 1962 by Late Shri. P. D. Agarwal, a philanthropist and founder Chairman of the TCI – Bhoruka group of companies. BCT is registered under Bombay Public Trusts Act, 1950. BCT is presently working in the States of Rajasthan, Karnataka and Andhra Pradesh.

Late Shri P D Agarwal had a vision of establishing a social service institution for the upliftment of the underprivileged. Late Shri P D Agarwal was deeply touched by the prevailing conditions when he visited his birth place after 3 decades, which he had left at the age of 13 years.

Mission



“Bhoruka Charitable Trust is dedicated to social-economic transformation of rural and remote areas of India, especially the weaker and socially underprivileged groups, through physical, social, cultural and economic development of rural people, groups and institutions.”

Goal:

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

Bhoruka Charitable Trust (BCT) has stepped into the 50th year of its existence in the field of integrated rural development. BCT covered various milestones and on path as directed by its founder, Late Shri Prabhu Dayal Agarwal, an entrepreneur and philanthropist.

From the year 2010-11 BCT has been strongly focusing on issues relating to three essential areas, water, health and sanitation for improving overall development of the community. Its interventions in these areas has enhanced the ways of community learning, the degree of peoples’ access to knowledge and resources, and has even altered critical societal paradigms, through capacity building.

Objectives of B.C.T.

- To provide medical and health services to rural population with focus on maternal & child health and eye care
- To provide formal and non formal education in the remote villages with emphasis on female education
- To protect environment and land degradation
- To provide safe drinking water and sanitation facilities to the people
- To promote micro-credit/saving and income generation activities through self help groups
- To empower the grass-root level NGOs/CBOs

It is their efforts that have made it possible to climb the mountain of success easily. Currently B.C.T. is working in more than 5 states including Rajasthan where presence of B.C.T. can be felt in more than 18 district.



Thrust Areas

- Health:-
 1. Primary Health Care
 2. Family Welfare
 3. Reproductive & Child Health
 4. Prevention of HIV/AIDS

5. Women and Child Development& Eye Health Care

- Education:-

1. Formal
2. Non-Formal

- Water and Sanitation
- Management of Natural Resources
- Micro-finance and Livelihoods promotion&Disaster Management
- Art & Culture
- Infrastructure Development in rural areas
- Grass-root level NGOs/CBOs empowerment



Programmes include following domains:

- HEALTH

- URBAN HEALTH
- EYE HEALTH CARE
- WOMEN AND CHILD CARE
- PREVENTION OF HIV/AIDS
- REPRODUCTIVE AND CHILD HEALTH CARE
- PRIMARY HEALTH CARE AND FAMILY WELFARE

- EDUCATION
 - ✓ FORMAL EDUCATION
 - ✓ NON FORMAL EDUCATION
- WATER & SANITATION
- LIVELIHOOD PROMOTION
- WOMEN EMPOWERMENT & SHG
- OTHER PROGRAMS
 - ✓ PROMOTION OF VISUAL ARTS
 - ✓ INFRASTRUCTURE DEVELOPMENT
 - ✓ GRASS ROOT LEVEL NGO/CBO EMPOWERMENT
 - ✓ MANAGEMENT OF NATURAL RESOURCES AND DISASTER MANAGEMENT
 - ✓ Food fortification Project

ABOUT B.C.T. ASPUR

Health Projects:-

1. Village Level Wheat Flour Fortification Project in Salumber and Sarada block of Udaipur district with support of IIHMR and GAIN
2. Five Medical Mobile Units / Vans in all the 5 blocks of Dungarpur district under NRHM
3. Eye Camp for cataract operation in Rajsamand, Banswara and Dungarpur district with support of National Blindness Control Program
4. School Eye Screening for Children in Govt. schools of Sagwara and Simalwara block of Dungarpur district

Sanitation Project:-

1. Construction of BPL toilets with support of Hindustan Zinc and Nirmal Bharat Abhiyan in Kotri block of Bhilwara district
2. Construction of BPL toilets with support of Hindustan Zinc and Nirmal Bharat Abhiyan in Chittorgarh and Ghanghrar block of Chittorgarh district
3. Construction of BPL toilets with support of Hindustan Zinc and Nirmal Bharat Abhiyan in Sarada block of Udaipur district
4. Construction of BPL toilets with support of Nirmal Bharat Abhiyan in Salumber Block of Udaipur

district

Skill Development Project:-

1. Three Sets of training on House Wiring and Rewinding of AC/DC motors in Rajsamand district with support of RSLDC
2. Three sets of training on Computer Hardware and Computer Networking in Dungarpur district with support of RSLDC
3. Two vocational training on Repair of Home Appliances and one on Accounting on Computer in Chittorgarh district with support of RSLDC and TADD

Livelihood / Microfinance:-

- Follow up and credit linkage of SHGs formed under SGSY scheme in Aspur block of Dungarpur district
- Formation, Bank Linkage and Credit linkage of SHGs under NABARD in Aspur block of Dungarpur district
- Formation, bank linkage and credit linkage of SHGs with support of Gramin Vikas Trust in Talwara and Ghadi block of Banswara district

Education / Child Right Project:-

1. Back to Basic project in Aspur block of Dungarpur district covering 30 schools for providing quality primary education with support of Aide et Action
2. Awareness generation of Child Rights and Child Protection in Aspur Bolck of Dungarpur district with support of Childline India Foundation
3. Ensuring Education and Child Right Protection in Aspur block of Dungarpur district with support of UNICEF

Food Fortification (GAIN)

- Project started w.e.f 01 sep 2012 in Sarada and Salumber block of Udaipur district.
- WITH SUPPORT OF GAIN.

ABOUT GAIN



Investing in Partnerships to End Malnutrition

The Global Alliance for Improved Nutrition (GAIN) is an alliance driven by the vision of a world without malnutrition. At the Special Session of the UN General Assembly on Children, GAIN supports public-private partnerships to increase nutritious diets necessary for people, communities and economies to be stronger and healthier.

In less than a decade, GAIN has been able to scale its operations by working in partnership with governments through projects involving more than 600 companies and civil society organisations in more than 30 countries to reach over 1 billion people with nutritionally enhanced food products. About half of the beneficiaries are women and children. GAIN aims to reach 2 billion people by 2015 with nutritious foods that have sustainable nutritional impact.

GAIN is a Swiss foundation headquartered in Geneva with a special international status granted by the Swiss Confederation. It includes country offices in Abuja, Accra, Addis Ababa, Dhaka, Kabul, Jakarta, Nairobi, and New Delhi. Other offices are in Amsterdam, London, Singapore and Washington D.C.

GAIN has received funding from a number of public and private sector donors including: the Bill and Melinda Gates Foundation (BMGF), the International Development Agency (CIDA), the Children's Investment Fund Foundation (CIFF), Dubai Cares, the Department for International Development (DFID), the Goldsmith Foundation, the Government of the Netherlands, Irish Aid, the Khalifa Foundation (KZNF), the United States Agency for International Development (USAID) and the Wellcome Trust.

GAIN's Nutrition Program

The goal of GAIN's Nutrition Program is to develop and deliver high quality population-based and targeted programs to reach GAIN's target of reaching one billion people by 2015 with nutritious foods.

Population-based programs deliver staple foods and condiments fortified with vitamins and minerals to large groups of people through various approaches. GAIN's National Food Fortification Program and the GAIN-UNICEF Universal Salt Iodization Program are examples of such programs.

Targeted programs deliver fortified food products including complementary foods and supplements to specific groups of people, such as young children, pregnant women and nursing mothers, school children, people suffering from infectious diseases, refugees or displaced peoples as well as those seriously affected by the economic crisis. The Infant and Young Child Feeding (IYCF) Program is an example of such programs.

Nutrition and Infectious Diseases Program are targeted programs.

All GAIN programs are supported by the GAIN premix facility (GPF). GPF provides services related to premix, a commercially prepared blend of vitamins and minerals used to fortify staple foods, to food fortification. The Integrated Program Strategy will aggregate different project delivery strategies in five highly populous countries to increase the combined impact and reach of GAIN's investment in a sustainable way.



ABOUT THE PROJECT

WHEAT FLOUR FORTIFICATION PROJECT WAS STARTED BY BCT WITH IN COLLABORATION WITH GAIN AND GOVERNMENT OF RAJASTHAN IN TWO BLOCKS OF UDAIPUR DISTRICT.IE SALUMBER AND SARADA. IN SEPTEMBER 2012.UNDER THE PROJECT FORTIFIED PREMIX WAS TO BE DISTRIBUTED TO THE CHAKKI MILLERS SO AS THEY CAN MIX THE PROVIDED PREMIX TO INCREASE THE QUANANTITY OF MICRONUTRIENTS IN THE WHEAT FLOUR.

THE PREMIX WAS TO BE PROVIDED FREE OF COAST BY THE ORGANIZATION TO THE MILLERS.IN THE PRIMARY PHASE OF THE PROJECT 100 MILLERS FROM EACH BLOCK WAS IDENTIFIED AND IEC ACTIVITIES WERE DONE EXTENSIVLEY TO MAKE THEM AWARE ABOUT THE MALNUTRITION AND IMPORTANCE OF THE FORTIFICATION.FOR THIS PURPOSE SEVERAL MEETIONGS WITH THE MILLERS AS WELL AS NUKKAD NATAKS WERE ORGANISED.AFTER THE IDENTIFICATION OF THE MILLERS PREMIX WAS DISTRIBUTED TO THEM WITH IEC MATERIALS(FLEX,BOARDS,DANGLERS ETC).

Project at Glance:

Project Duration	: Three Years (September 01, 2012 - August 31, 2015)
Working Area	: Salumber & Sarada
Targated Population	: 435872 individuals from Salumber and Sarada
Targated Millers	: 400 millers (Currently working with 200 millers)
Food Vehicle	: Wheat Flour

Project Goal

- **To improve micronutrient status of population especially tribal community, children, adolescent, pregnant and lacting women and other poor population through wheat flour fortification**

Project Objectives

- To focus on small chakkis owners to make them understand and sensitize about the importance of wheat flour fortification
- To create awareness about the villagers about the importance of micronutrient and fortified wheat flour
- To improve the status of consumption of fortified wheat flour (Atta) among the villagers

Project Coverage:-

Salumber Block

Sl No	Area	HHs	Population	Males	Females
1	Rural	38,233	196,614	97,075	99,539
2	Urban	3,096	15,878	8,120	7,758
Total	41,329	212,492	105,195	107,297	
Total Coverage	12,236 (29.60%)	60,712 (28.57%)	29,646 (28.18%)	31,066 (28.95%)	

Sarada Block

Sl No	Area	HHs	Population	Males	Females
1	Rural	39,909	212,181	105,168	107,013
2	Urban	2,371	11,199	5,915	5,284
Total		42,280	223,380	111,083	112,297
Total Coverage		14,881 (35.19%)	76,738 (34.35%)	38,253 (34.43%)	38,485 (4.27%)

Table No 1: timeline of the study

Sl No.	Task	Timeline	Duration
1)	Document study and development of study design and tools	8 th April'13 to 21 st April'13	2 weeks
2)	Field testing of tools ,field study and data collection	22 nd April'13 to 5 th May'13	2 weeks
3)	Data analysis	6 th May'13 to 12 th May'13	1 weeks
4)	Finalization of Data And presentations	13 th May'13 to 17 th May'13	5 Days
5)	Presentation	18 th May '13 `	1 day
6)	Relieved from B.C.T.	20 th May'13	

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Executive Summary:

The project is to assess awareness level in the block of salumber and sarada,Udaipur district,about the food fortification program,in Rajasthan.

In rajasthan, more than 85% of the population live in rural areas and depend mostly on agriculture. The percentages of SC & STs constitute 16.53 & 22.13 respectively of the total state population. Nearly 45% of the state area in as many as 13 districts has been declared as Scheduled Areas.

Considering that good health is an important asset of livelihood and illness a major cause of impoverishment, the health and allied sector in the state has made noticeable improvements in leprosy control, Polio eradication, Infant\ Mortality Rate (IMR), Maternal Mortality Ratio (MMR), Malaria, Crude Birth Rate, Crude Death Rate, Life Expectancy at Birth, Nutritional Status, Literacy, drinking water supply and sanitation.

But still with these changes and improvement the nutrition level in rajasthan is considered very low,and in comparesion to other states,is considered backward.Many attempts have been made by the government of rajasthan and other organization to combact this situation and to increase the nutritional level,specially in backward and rural area.

The most important part of the nutrition is micronutrition,the project is dedicated towards this problem.Micronutrition in these area are very low and is a major cause of malnutrition.The project supported by GAIN and IIHMR is to alter this situation and to increase the level of nutrition.

The study covered two blocks of Udaipur district of Rajasthan with sample of 40 selected chakki from the Blocks and 200 respondants from these block.. Their knowledge and awareness was assessed with the help FGDs and semi-structured questionnaires. Data was analyzed using SPSS and content analysis.

The finding showed that the project with the help of fortification of atta will help to bring positive health behavior change in the community.

Overall Aim:

To assess the awareness level of food fortification in two blocks of Udaipur district.

OBJECTIVES:-

- To know about the wheat flour fortification project.
- To check the awareness level of community and miller about the benefit of fortified wheat flour in study area.
- To identify the views of small chakki millers towards the project.
- To identify the new strategies with support of community and millers for the effective implementation of the project
- To examine the knowledge and practices of millers on fortification process

Indicators:

- Percentage of population using fortified wheat flour from the registered chakki..
- Percentage of level of awareness of both the blocks.
- Increased knowledge about the wheat flour fortification Percentage of increased users.

Finding are compared with one block to another to know how much percentage of change is seen in perception of community and owners towards fortified wheat flour and its use. And to asses the level of awareness in the block.

Research Question:-

I.Is there any difference in the level of awareness in the two blocks salumber and sarada of Udaipur district about the food fortification?

II.Has there been any percentage increase in the knowledge about fortification and its importance?

Geographical Boundaries :

The study cover 2 blocks salumber and sarada of Udaipur district of Rajasthan..

Rajasthan is situated on subcontinent's western part. It is surrounded by international boundry with Pakistan in west,by Madhya Pradesh and uttar Pradesh in east,by Punjab and Haryana on north and by Gujrat on south.It is the largest state in India and a large part of it is covered by wast thar desert.

The study was conducted in the two blocks of Udaipur district.udaipur district is situated in the southwest part of rajasthan.A large part of population in this district is tribal and malnutrition is a large scale problem in this area.

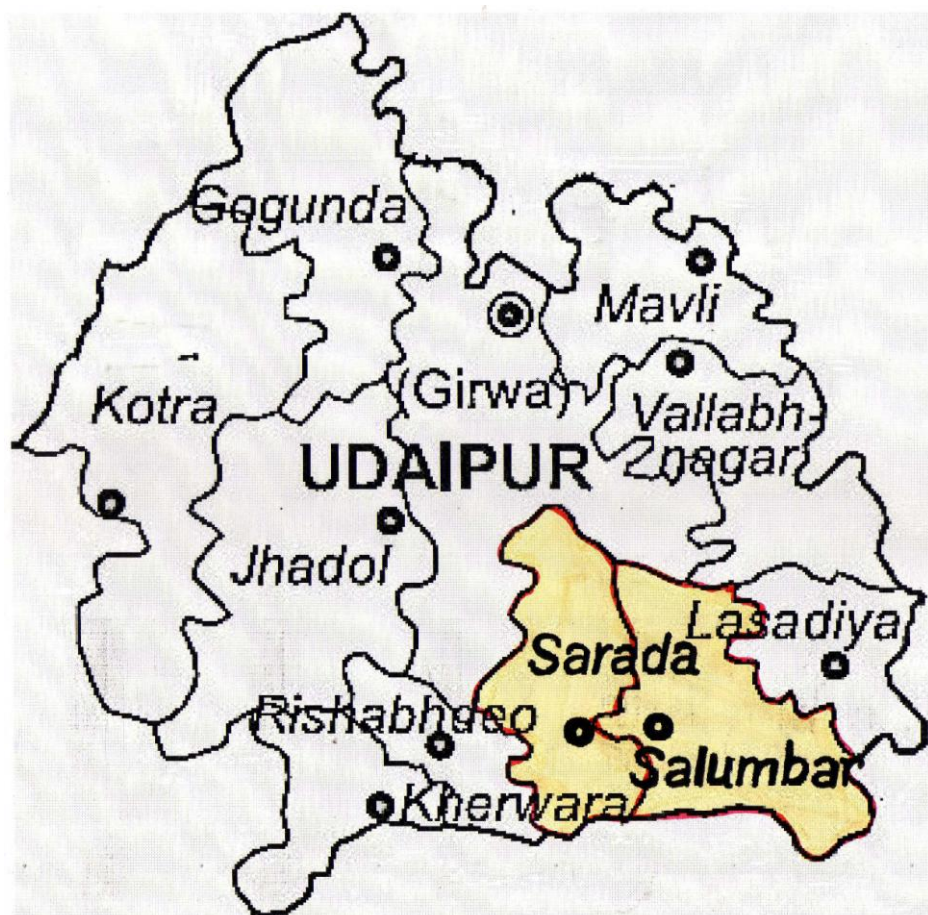


Table No 2: Basic Information of Sarada and Salumber Block

METHODOLOGY

The following tools were used for carrying out the study; some of the tools were purely used for exploratory research.

- 1) **Secondary Data:** documents offered by B.C.T. Aspur and few research documents were studied in great depth for a better understanding of the projects.
- 2) **Primary Data:** primary research is done in form of interview & interview schedule & FGDs of Beneficiaries at block Salumber & Sarada in Udaipur district to complete the survey.

Study Type : Cross-Sectional Descriptive kap Study.

Sampling Unit : Purposiviely selected 20 chakki from each of the block and 200 consumer from these chakki.

Study Respondents:

Service Provider: chakki owners

Beneficiaries: population getting their wheat flour fortified in the above chakki

Sampling Design: purposive Sampling

Sarada-20 chakki

Salumber-20 chakki

Consumer-200 respondent

Criteria for selecting the sample:

The sample size selected was based on convenient sampling. Looking into the very short time line of the completion of the report,40 chakki were choen from two blocks for the survey.Recording of questionnaire from consumers were done from these chakki.

Each block was devided into 10 cluster and 2 chakki per cluster was taken for interview.

Table No 4:

Interview Schedule	40(providers)
In-Depth Interviews	200 (beneficiaries)
FGDs	06 (5 beneficiaries per FGD)
Villages survey	40

SALUMBER

clustere 1	falla	Block
Ruplalji Patel	Virva Badi	Salumber
Raghunath Singh	Majawata ka Gadda	Salumber

cluster 2

Girjashankar Bhatt	Sheshpur	Salumber
venichand je jain	dholagir kheda	Salumber

cluster 3

Rajeshji Jain	Kholidi	Salumber
Mangilal Teli	Amloda	Salumber

cluster 4

Devilalji Kalal	Dharod	Salumber
Shankarji/Nathuji Taili	Baroda	Salumber

cluster 5

Shankarji Lal	Isharwas	Salumber
Dilip Sharma	Salumbar	Salumber

cluster 6

Rajmalji Chaudhary	Karavali	Salumber
Laxmilalji Taili	Kharka	Salumber

cluster 7

Nathusingh ji	Bassi Singhwat	Salumber
Maganlalji Jain	Bassi Jhunjhavar	Salumber

cluster 8

Narayanji Mehta	Adhkaliya	Salumber
Shankarji Taili	Seriya	Salumber

cluster 9

Vijay Singh	Thada	Salumber
Bherji/nathuji Meena	Amra Dungri	Salumber

cluster 10

Nathu Singhji	Daal	Salumber
Vinodpuri/narayan puri	Toda	Salumber

Table No 5 :Lisit of Visited villages

SARADA

cluster 1

Sikchand Meena	Bowas	Sarada
Shankarlal Salvi	Palodra	Sarada

cluster 2

Meghraj Patel	Kantoda	Sarada
Rafeek Mohammad	Veerpura	Sarada

cluster 3

Sohan Ji	padrda	Sarada
Shankar Meena	Butwas	Sarada

cluster 4

Hiralal	Sallada	Sarada
Himmat Singh	Mallada	Sarada

cluster 5

Kanhaiyalal	Kejad	Sarada
Hiralal Teli	Chawand	Sarada

cluster 6

Shankar Ji	Behuti	Sarada
Narendra Patel	Bana Khurd	Sarada

cluster 7

Motiram Adrawat	Brahmpuri	Sarada
Bhanwarlal	Rathoda	Sarada

cluster 8

Mohammad		
Shakib	Sarada	Sarada
Punjalal Teli	Sarada	Sarada

cluster 9

Kanhaiyalal Patel	Katanwada	Sarada
Naaruji Meena	Parsad	Sarada

cluster 10

Ruplal Meena	Sarsiya Kaad	Sarada
Ganesh Meena	Sarsiya pal	Sarada

Tools and Techniques:

Tools

- i. FGD: Guideline
- ii. In-depth interview: Semi structured Questionnaire for qualitative information
- iii. Survey: Survey form for quantitative information

Techniques

- i. **FGD:** fgds were conducted to get the views of the population about the fortification.and to sensitize them about the benefits of the project.5 fgds were conducted,2 in sarad and 3 in salumber block.

MEETING WITH NEW IDENTIFIED CHAKKI OWNER

Small meetings were conducted to make them understand the importance of the fortification and their query about the wheat flour fortification was solved.

Followings are the details of the meetings:-

Chakki identified in the village- jaitana

Chakki owner- mangi lal ji jain

Dhanna/nathu patel

Master devi lal/bhura je

Question:- what is wheat flour fortification?

Answer:- it was described to them that fortification helps to a small meeting was conducted with the chakki owner to make increase the micronutrition in the flour and will help the body to fight different disease/and is important for the physical as well as mental health, especially of childrens.

Question:- why is it important?

Answer:- it was told to them that because of malnutrition, the attack of different disease is very high, and children and others are not getting proper nutrition, so as to fight this mal nutrition, it is important to fortify the food, in order to increase the micro nutrient.

Question:- what can we do to improve the nutrition?

Answer:- we describe them about the process of wheat flour fortification and about the nutrition it will provide. it was also described to them about the benefits of fortification including about vitamins, iron and folic acids and their functions in the body and condition which can occur if these are not present in the food. so we ask them to join the program so as to provide the premix and nutrition to as much as people as possible.

We also told them about the box, flex and register used, and the method of the mixing premix was shown to them.

We tried to encourage them to join the program as telling them that it is their duty towards the society to help in the elimination of the malnutrition and to help in the progress towards good health.

Same type of meetings were also conducted by me in 5 different places, details are given below:-

Chakki identified in the village- amlodha

Chakki owner- santosh/gopal je seval

Mani lal je/roop lal je

Prakash/champa lal je

Kachra/dev ji patel

Wal ji /mav je chouriya

Chakki identified in the village-heekawada

Chakki owner-peema jagan meena

Mawjee/maan je

Mana/khema jee meena

Chakki identified-Thada

Chakki owner-Amrit lal pandya

Moti singh/fateh singh jee

Maan singh/gopal singh jee

Nathu meena

Himmat ram jee/shre ram jee

Chakki identified-Toda(meena wada)

Chakki owner-Shankar jew vel ji meena

Narayan/lakhsmi je meena

Durgesh/nathulal garg

Devram bhai soomavat

Ratan bhai trimat

Dulibai soomariwale

- ii. **Interview:** In depth interview for with the chakki owner conduct to get relevant information.
- iii. **Survey:**extensive survey of the two blocks were done to get the details of the project with the perception of the people about the project

Data Analysis Plan: Data entry and its analysis were done by using SPSS software along with Microsoft Excel wherever required.

Limitations of the Survey:

The following limitations of the survey were identified:

- Sample sizes were taken on basis of the convenience and the size might not represent the entire universe of the study.
- There was scope for more in-depth probing of various components making the study more interesting.
- Short time available for completion of the report.
- Wast and varied geographical area, as many chakkis were situated deeply in the remote areas
- Unavailability of direct transport, as many chakki were in area which was not in direct contact to main road and away from bus connectivity.

Finding and Analysis:

Table No: number of chakki owner interviewed

SALUMBER

cluster	total identified	chakki chakki contacted	falla	Block
cluster -				
1	12	2	Ruplalji Patel	Virva Badi Salumber
			Raghunath Singh	Majawata ka Gadda Salumber
cluster-2	8	2	Girjashankar Bhatt	Sheshpur dholagir Salumber
			venichand je jain	kheda Salumber
cluster-3	9	2	Rajeshji Jain	Kholidi Salumber
			Mangilal Teli	Amloda Salumber
cluster-4	9	2	Devilalji Kalal	Dharod Salumber
			Shankarji/Nathuji Taili	Baroda Salumber

cluster-5	8	2	Shankarji Lal	Isharwas	Salumber
			Dilip Sharma	Salumbar	Salumber

cluster-6	13	2	Rajmalji Chaudhary	Karavali	Salumber
			Laxmilalji Taili	Kharka	Salumber

cluster-7	8	2	Nathusingh ji	Bassi Singhwat	Salumber
			Maganlalji Jain	Bassi Jhunjhavar	Salumber

cluster-8	14	2	Narayanji Mehta	Adhkaliya	Salumber
			Shankarji Taili	Seriya	Salumber

cluster-9	9	2	Vijay Singh	Thada	Salumber
			Bherji/nathuji Meena	Amra Dungri	Salumber

cluster-10	10	2	Nathu Singhji	Daal	Salumber
			Vinodpuri/narayan puri	Toda	Salumber

SARADA

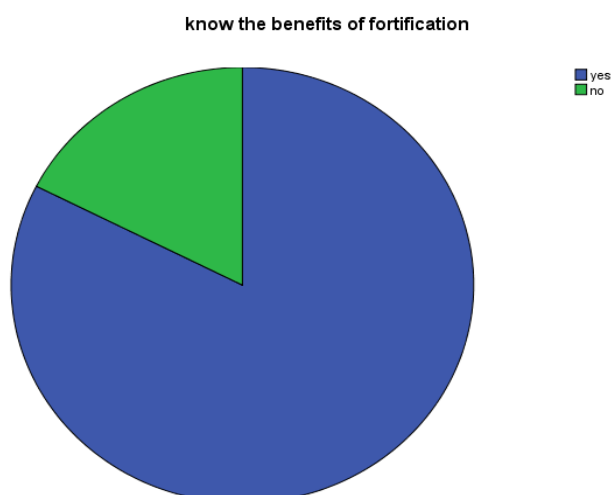
cluster-1	7	2	Sikchand Meena	Bowas	Sarada
			Shankarlal Salvi	Palodra	Sarada

cluster-2	8	2	Meghraj Patel	Kantoda	Sarada
			Rafeek Mohammad	Veerpura	Sarada

cluster-3	10	2	Sohan Ji	padrda	Sarada
			Shankar Meena	Butwas	Sarada

cluster-4	14	2	Hiralal	Sallada	Sarada
			Himmat Singh	Mallada	Sarada
cluster-5	12	2	Kanhaiyalal	Kejad	Sarada
			Hiralal Teli	Chawand	Sarada
cluster-6	12	2	Shankar Ji	Behuti	Sarada
			Narendra Patel	Bana Khurd	Sarada
cluster-7	12	2	Motiram Adrawat	Brahmpuri	Sarada
			Bhanwarlal	Rathoda	Sarada
cluster-8	9	2	Mohammad Shakib	Sarada	Sarada
			Punjalal Teli	Sarada	Sarada
cluster-9	8	2	Kanhaiyalal Patel	Katanwada	Sarada
			Naaruji Meena	Parsad	Sarada
cluster-10	8	2	Ruplal Meena	Sarsiya Kaad	Sarada
			Ganesh Meena	Sarsiya pal	Sarada
Total	200	40			

a) Percentage of chakki owner knowing about the importance of fortification:-



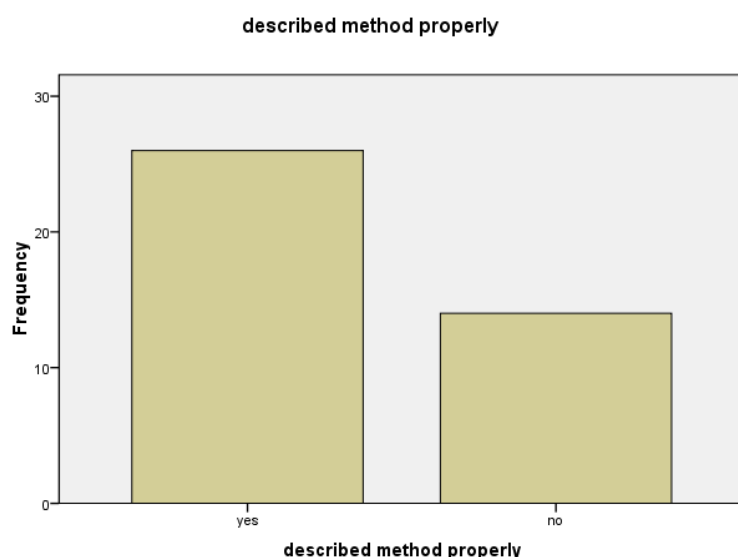
know the benefits of fortification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	33	82.5	82.5	82.5
	no	7	17.5	17.5	100.0
	Total	40	100.0	100.0	

It has been observed that yet most of the chakki owner were involve in the project, a very small num of owners were not really knowing about the importance of the fortification.otherwise a huge num of owners were not only aware of the importance of fortification but were also able to reply about the causes of malnutrition and role of fortification helping to reduce it.

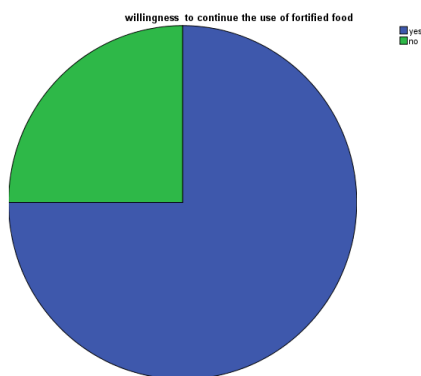
b) Knowing the method of mixing premix:-

It was observed that though the chakki owners were mixing the premix in wheat flour,the method of mixing the premix was a question,as many of the chakki owner were aware of how much amount should be mix,many were mixing according to them only.to asses this a simple question was asked.



It was asked that how much premix they will mix in 20 kg of wheat,or to simplify,it was asked that how many spoons of premix you will mix in 20 kg of wheat.approx 70 percent of millers were able to answer the question correctly,others were mixing assumingly.

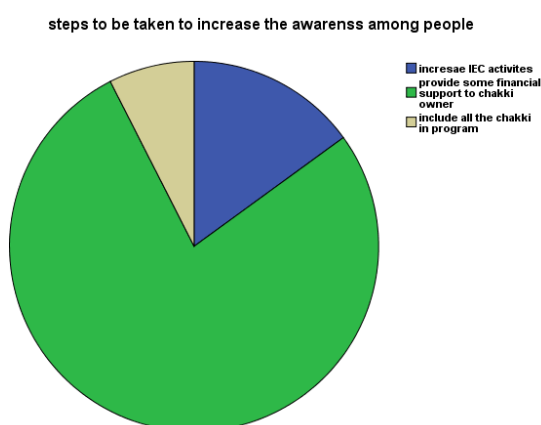
c) Willingness of consumer to continue with fortified wheat flour?



It was observed that the percentage of people willing to continue with the wheat flour fortification was much more higher than the willingness to withdraw from it. The basic reason behind the withdrawal were:-

- 1) the colour of the roti was coming black, rather than white as in normal flour comes. This was the major reason behind the withdrawal. It may be due to wrong mixing of premix or may be due to overmixing.
- 2) another reason was the difference in taste, some respondents reported that there was a difference of taste in roti that's why they stopped fortification of their wheat flour.
- 3) It was also seen that there was high prevalence of fortification in population belonging to general category than in the tribal and backward class.

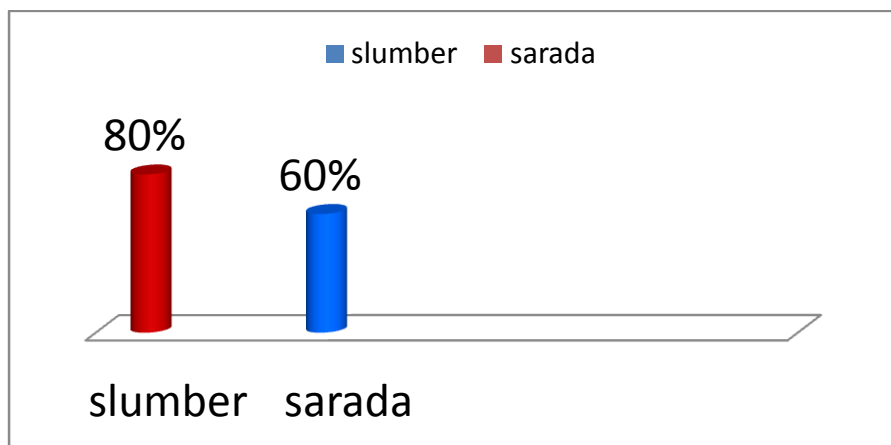
d) what else can be done to increase the awareness of the program.



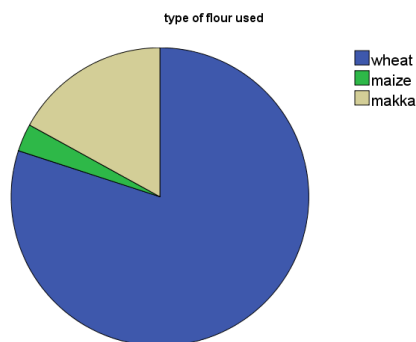
One important factor which came out from the study in both of the blocks was that if the project has to be self-sustained, there has to be some financial honorarium provided to the chakki owner to continue with the program. Around 70 percentage of the owner were willing to continue with the program if they will get some support from the project in form of money. Similarly, it was also observed that the project was restricted to the large chakki only, but the small chakki, established at homes of personal were also interested in joining

the program. It was also seen that if the IEC activities are increased, the awareness of program will also increase.

e) Comparison with slumber block to sarada block. (awareness level)



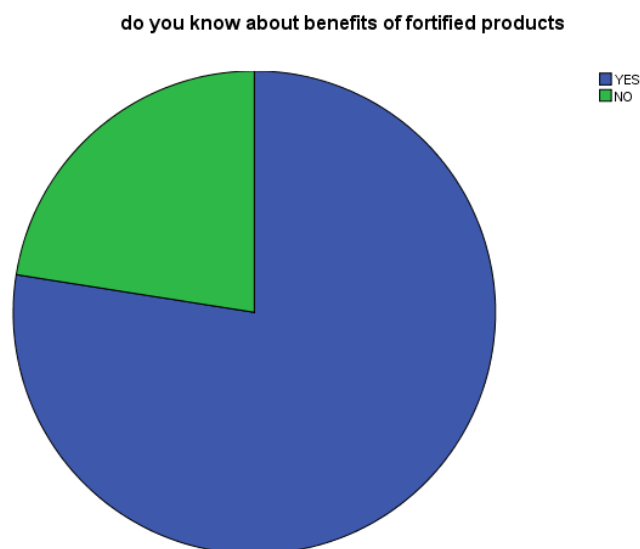
f) For consumers: - interviews were conducted with 200 consumers of the chakki to know about the perception of wheat flour fortification.



a) type of flour used by the consumer

It was seen that wheat was having the highest percentage of milling than maize or makka. And fortification was done on wheat flour maximum.

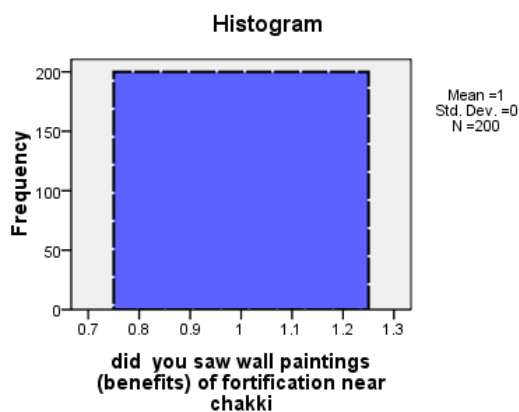
b)awareness level of the consumer of the chakki:-it was observed that most of the population was aware of the fortification and was using it.In some cases the chakki owner was also helpful in delivering them the



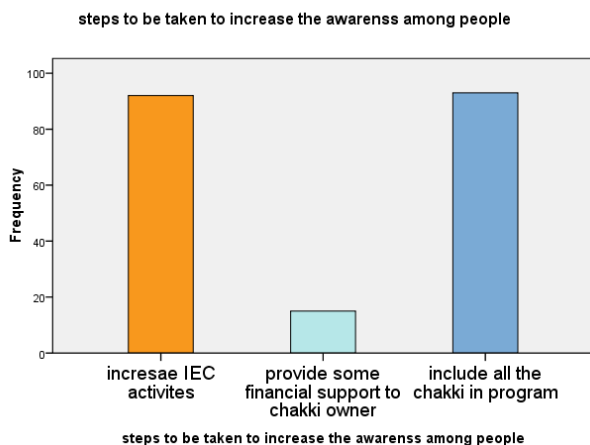
knowledge of fortification.

C) IEC-wall paintings:-

Wall paintings were displayed at almost every chakki shop and was seen by everyone who visited the chakki.



f) steps to be taken to increase the awareness of the program,consumers view.



It was observed that if all the chakki were included in the program, it will be more beneficiary than running the program in limited chakki. Similarly, it was also seen that an increase in the IEC activities will help in increasing the awareness and participation in the program. While providing some financial support to the chakki owner was the first priority by the chakki owners, it was not considered as important by the consumer for the program.

Results & Discussion:

✓ Chakki owner:-

The chakki owner are participating in the project thoroughly in both the block but the knowledge and awareness is slightly more in salumber then in the sarada block.similarly the chakki owner are in strong opinion that they should get some type of honorium to participate in the program.Most of the owner thinks that this is an extra burden to their work and they should get some financial support to perform this.In many cases it was come out that filling the register provided by the project is also very difficult as many of the chakki owner are illetrate and there is no one to fill the register.So keeping record is also difficult.

Consumer:-People who are using fortified wheat are flour are showing willingness to continue with it,but there are some points which should be rectified,

1)the colour of chappati being black

2)difference in the taste

It came out that if the iec activities are increased it may help to dissolve this delima and may help to increase the participation of more people.

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Recommendation:

- Some type of honorium should be provided to the chakki owner to make them stay in the project
- Increase in the IEC activities
- Involvement of the government machinery in increasing the awareness.
- Creating BCC/IEC materials and according to the areas requirement for highlights advantages of fortification
 - What is fortification
 - Why it is important
 - Why should we continue with it
- Counseling and Motivating the chakki owner to increase their participation in the project.
- The chakki owner participating in the program should get recognition

Conclusion:

- The study shows that if there is an increase in IEC activity and if some support is given to the chakki owner, the level of awareness will be enhanced in both the block.



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ANNEXURE

1)QUESTIONNAIRE

a) questionnaire for owner

<u>FORTIFIED WHEAT FLOUR QUESTIONNAIRE FOR CHAKKI OWNER</u>				
Date:-	Evaluator Name:			
Chakki Shop Name				
Owner of the chakki				
Address:				
Physical Observation	MATERIAL	PRESENCE		
		Yes	Not	
	Premix box			
	Stickers			
	Board			
	Flex sheet			
	Wall painting			
	Danglers(fitted/not fitted)			
Premix quantity				
Questions			Comments	
1. How many people visit the chakki daily?	No. of people -----			
2. How many households use the chakki as their first grinding place	No. of households.....			
3. What is the daily grinding quantity of the chakki	1-Less than 20kg 2-20 – 50 kg 3-More than 50 kg			
4. Is fortification done in the chakki	Yes-1 No-2			
5. From when fortification started in the chakki	No. of months:-			
6. Have you attended any seminar or workshop on wheat flour fortification	Yes-1 No-2			

	If yes, than no. of seminar/workshop....	
7. How mixing of Premix is done in the chakki	1-Satisfied 2-Not satisfied	If you have to fortify 20 kg of wheat how much premix you will use?
8. Do you know about the benefits of wheat flour fortification	Yes-1 No-2	
11.what is the opinion of the consumer about the fortified wheat flour.	1-Satisfied 2-Not satisfied	
12.what else should be done to increase the awareness of the program	1-increase the I.E.C. activities 2-provide some support to the chakki providing fortified wheat flour(honorarium) 3-include all the chakki in the program 4-Others(Explain)	

b) questionnaire for community

FORTIFIED WHEAT FLOUR CHECKLIST FOR COMMUNITY				
Date:		Evaluator Name and Signature:		
Personal Name:				
address:				
Age:			Sex:	
Contact No.:				
Name of the chakki:				Comments
1. Type of flour used	1-wheat 2-maize 3-makka 4-jaw			
2. Where grinding is done	1-chakki available at home 2-normal chakki(un-fortified) 3-registered chakki(fortified)			
3. In case of packaged wheat flour.	1-open(loose) 2-branded(brand name) 3-fortified(exm-raj)			
4. Do they know about the benefits of fortified products	1-no 2-yes		Explain.....	
5. If all of the above questions indicates that the consumer is using fortified product then,				
5.1Is there any difference in the		Yes-1		

colour of the chapati	No-2			
5.2Is there any difference in the taste	Yes-1 No-2			
6. What difference have they felt after using fortified products	1-no difference 2-some difference 3-great difference			
7. Do they know about other fortified products?	Yes-1 No-2			Milk, Soya daal analogue,
8. Have you seen the wall paintings and poster about fortification and its benefits	Yes -1 No -2	1-Wall paintings		
		2-Board		
		3-Flex		
9. Dose the chakki owner describes them about the benefits of fortification	Yes -1 No -2			
10. Do they provide this information to other relatives/ people	1-yes 2-no			How?
11. what else should be done to increase the awareness of the program	1-increase the I.E.C. activities 2-provide some support to the chakki providing fortified wheat flour(honorarium) 3-include all the chakki in the program 4-Others(Explain)			Explenation