

COMMUNITY SERVICE PROJECT

on

AWARENESS ON FOOD ADULTERATION IN
SAVALYAPURAM VILLAGE, SAVALYAPURAM MANDAL,

Community Service Project on

By

DUDEKULA NAGUL MEERABI,

HALL TICKET NO. Y203099010.

IV SEMESTER

B. SC (B. Z. C)



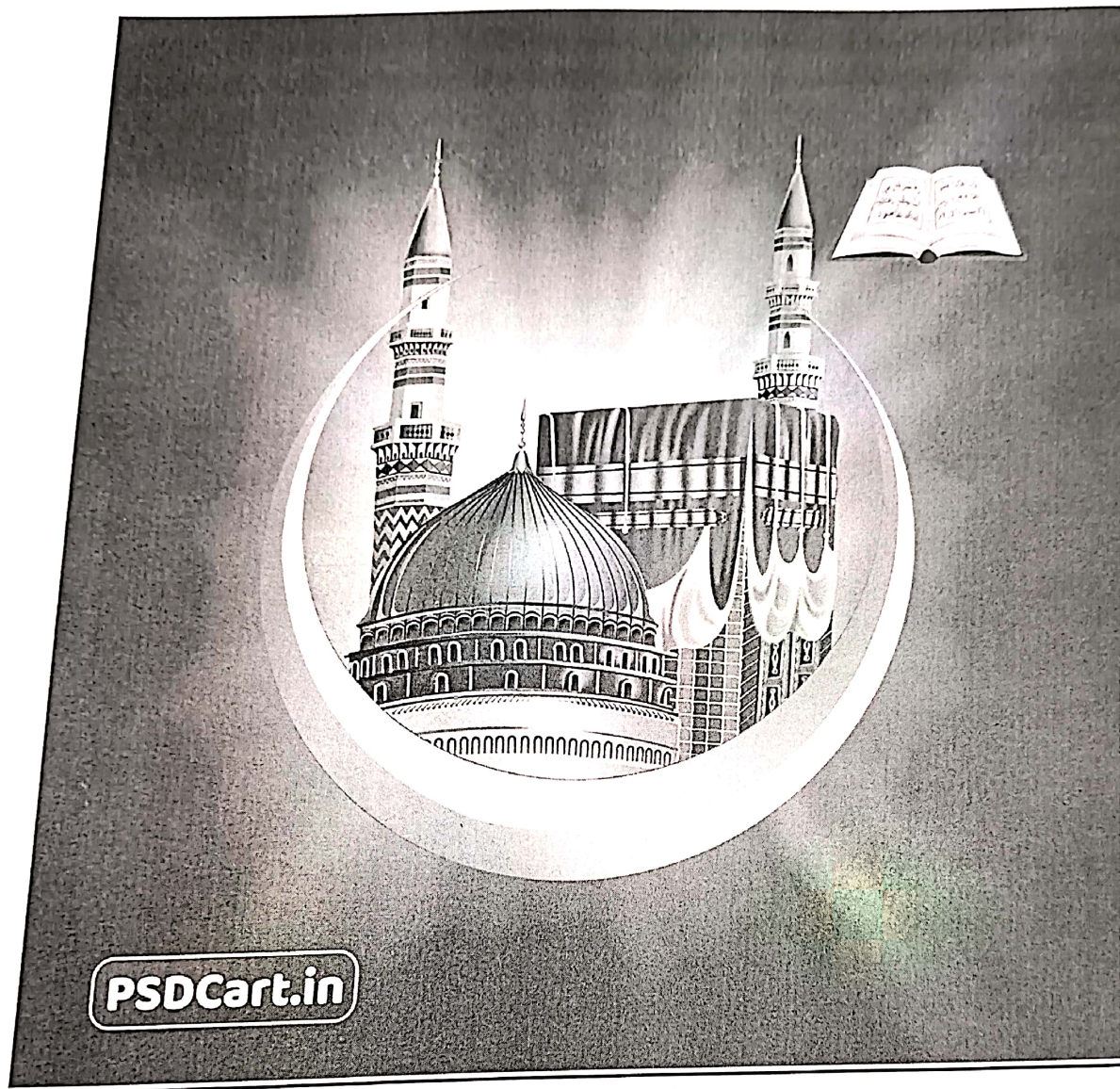
Under the supervision of

DR. K. V. S. KOTESWARA RAO *M.Sc., Ph.D.,*
LECTURER IN CHEMISTRY,
S. G. K GOVERNMENT DEGREE COLLEGE,
VINUKONDA

THE THESIS SUBMITTED TO ACHARYA NAGARJUNA UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF
BACHELOR SCIENCE

JUNE - 2022

Dedicated to



DECLARATION

I hereby declare that the Community service project embodied in this work entitled "AWARENESS ON FOOD ADULTERATION IN SAVALYAPURAM , SAVALYAPURAM MANDAL" submitted to S.G.K. Government Degree College, Vinukonda affiliated to Acharya Nagarjuna University for the award of degree of Bachelor of Science is the outcome of investigations carried out by me under the supervision of Dr. K.V.S.Koteswara Rao, Lecturer in Chemistry, S.G.K.Government Degree College.

I declare that the work incorporated is original and due acknowledgement has been made wherever it is not so. The same has not been submitted elsewhere for any degree or diploma.

I also declare that I myself solely responsible for the genuineness of the findings / observations pertaining to these studies in order to compile this thesis.

Place: Vinukonda

D. Nagul meesabi. IInd BZC
Signature & Name of the candidate

Date: 30/6/2022



SGK GOVT., DEGREE COLLEGE VINUKONDA

(NAAC Accredited at 'B' Level)

(AFFILIATED TO ACHARYA NAGARJUNA UNIVERSITY, GUNTUR)

www.sgkgdcvinukonda.ac.in

Dr. K. V. S. KOTESWARA RAO,
Head - Chemistry
Email ID: kvskoti@gmail.com
Mobile : 9182489092

Dt: 30-06-2022

CERTIFICATE

This is to certify that the work incorporated in this Community Service Project entitled "AWARENESS ON FOOD ADULTERATION IN SAVAIYAPURAM " In SAVALYAPURAM MANDAL is a bonafide work carried out by DUDEKUIA NAGUL MEERABI II B.Sc(B.Z.C), under my supervision.

Signature & Name of Mentor
(Dr. K. V. S. KOTESWARA RAO)

Dr. K.V.S. Koteswara Rao,
Degree Lecturer in Chemistry,
S.G.K. Govt. Degree College,
Vinukonda, West Godavari District, A.P.

ACKNOWLEDGEMENTS

The success and final outcome of this work required a lot of guidance and assistance from many people and I am extremely privileged to have got this all along the completion of my Community Service Project work. All that I have done is only due to such supervision and assistance and I would not forget to thank them. First of all I owe my sincere, heartfelt, thanks to the Almighty whose warm help was felt at times of difficulties, and at every moment of my life, especially during my research work.

I wish to express my sincere gratitude to my mentor **Dr. K. V. S. Koteswara Rao**, Head - Chemistry for his valuable suggestions, constant encouragement, continuous support and motivating guidance throughout the course of this work. It was a great pleasure for me to have a chance of working with a unique personality like him

I take this privilege to thank **Dr. K. Srinivasa Rao**, Principal, S.G.K Government Degree College, Vinukonda for his kind support extended through my course of work. I am sincerely grateful to **Rama Kishore K Behra**, Academic Coordinator of this college for his valuable suggestions, and cooperation extended during the course of my work. I am deeply grateful to **M. Jagadeesh, Co-ordinator**, Community service project for his earnest suggestions, and cooperation in accomplishment of the report. My special thanks to **All Faculty Members of S.G.K. G.D.C, Vinukonda** for their constant cooperation and encouragement.

My deepest gratitude goes to my inspiring father **DUDEKULA NASAR VALI** beloved mother **DURGA**. Nothing would have been possible without their support. Lastly, I thank one and all that directly or indirectly helped me in completing this Project work.

D. Nagul meezabi
Signature of the student

CONTENTS

Page No.

S.No.

PART A

- 1.1. LOG BOOK
- 1.2. INTRODUCTION 1
- 1.3. SOCIO-ECONOMIC SURVEY OF THE VILLAGE/HABITATION 2-5
- 1.4. PROBLEMS IDENTIFIED AND ANALYSES OF THE PROBLEMS 5
- 1.5. COMMUNITY AWARENESS PROGRAMS CONDUCTED THE PROBLEMS AND THEIR OUTCOMES 6-7

PART B

- 2.1. IMPORTANCE OF STUDY ON FOOD ADULTRATION 8-9
- 2.2. OBJECTIVES OF FOOD ADULTRATION - 9
- 2.3. SCOPE OF THE STUDY - 9
- 2.4. RESEARCH - 9
- 2.5. RESEARCH METHODOLOGY - 10
- 2.6. SAMPLE SIZE AND SAMPLING METHOD - 10
- 2.7. TOOLS USED FOR ANALYSIS - 10
- 2.8. RESULTS AND DISCUSSION - 11-20

PART C

- 3.1. RECOMMENDATIONS - 21
- 3.2. CUNCLUSION - 21
- 3.3. REFERENCES 21-23

PART A

Pg. 100 .

S.No.

1.1. LOG BOOK

1

1.2. INTRODUCTION

2-3

1.3. SOCIO-ECONOMIC SURVEY OF THE VILLAGE/HABITATION

5

1.4. PROBLEMS IDENTIFIED AND ANALYSES OF THE PROBLEMS

6-7

1.5. COMMUNITY AWARENESS PROGRAMS CONDUCTED THE
PROBLEMS AND THEIR OUTCOMES

Commissionerate of Collegiate Education , Government of Andhra Pradesh

Format - III Community Service Project (CSP) - Student Daily Progress Report

1	Name of the Student	DUDEKULA NAGUL MEERABI	
2	Regd. No. of the Student	Y203099010	
3	Year	2022	
4	Program studying (BA/B.Com/B.Sc etc.,)	B.Sc	
5	Program Combination	B.Z.C	
6	Name of the Mentor	Dr. K.V.S. Koteswara Rao	
7	Name of the CSP	AWARENESS PROGRAMME ON CONSUMER AWARENESS AND FOOD ADULTERATION	
8	Place of CSP execution	Savalyapuram	
S.No	Date	Work done	No.of hours spent
FIRST WEEK			
1	1-Jun-22	Socio - economic Survey on seven families	3
2	2-Jun-22	Socio - economic Survey on seven families	3
3	3-Jun-22	Socio - economic Survey on seven families	3
4	4-Jun-22	Socio - economic Survey on eight families	3
5	5-Jun-22	Socio - economic Survey on seven families	3
6	6-Jun-22	Socio - economic Survey on seven families	3
7	7-Jun-22	Socio - economic Survey on seven families	3
SECOND WEEK			
8	8-Jun-22	Awareness programmes on Allergies	2
9	9-Jun-22	Awareness programmes on Polio and Drainage system	2
10	10-Jun-22	Awareness programmes on Congenital Issues	2
11	11-Jun-22	created awareness about diseases caused byHouse flies	2
12	13-Jun-22	Awareness programme on Importance of construction Roads	2
13	14-Jun-22	Awareness programme on Consumer awareness	2

S.No	Date	Work done	No.of hours spent
THIRD WEEK			
14	15-Jun-22	Food adulteration Survey on seven families	3
15	16-Jun-22	Food adulteration Survey on seven families	3
16	17-Jun-22	Food adulteration Survey on seven families	3
17	18-Jun-22	Food adulteration Survey on seven families	3
18	20-Jun-22	Food adulteration Survey on seven families	3
19	21-Jun-22	Food adulteration Survey on seven families	3
20	22-Jun-22	Food adulteration Survey on eight families	3
FOURTH WEEK			
21	23-Jun-22	Report preparation	2
22	24-Jun-22	Report preparation	2
23	25-Jun-22	Report preparation	2
24	27-Jun-22	Report preparation	2
25	28-Jun-22	Report preparation	2
26	29-Jun-22	Report preparation	2

D. Nagul meexabi
Signature of the student

Signature of the Mentor



Introduction

Community Service Project is an experiential learning strategy that integrates meaningful community service with instruction, participation, learning and community development. Community service project involves students in community development and service activities and applies the experience to personal and academic development. Community Service Project is meant to link the community with the college for mutual benefit. The community will be benefited with the focused contribution of the college students for the village/ local development. The college finds an opportunity to develop social sensibility and responsibility among students and also emerge as a socially responsible institution.

Savalyapuram is Mandal in Andhra Pradesh state, Savalyapuram Mandal population in 2023 is 50,152. According to 2011 census of India, Total Savalyapuram population is 37,994 people are living in this Mandal, of which 19,163 are male and 18,831 are female. Savalyapuram population estimated to be 48,632 in 2022. Literate people are 17,578 out of 10,577 are male and 7,001 are female. Total workers are 20,584 depends on multi skills out of which 11,248 are men and 9,336 are women. Total 5,085 Cultivators are depended on agriculture farming out of 3,598 are cultivated by men and 1,487 are women. 9,872 people works in agricultural land as a labour in Savalyapuram, men are 4,925 and 4,947 are women.

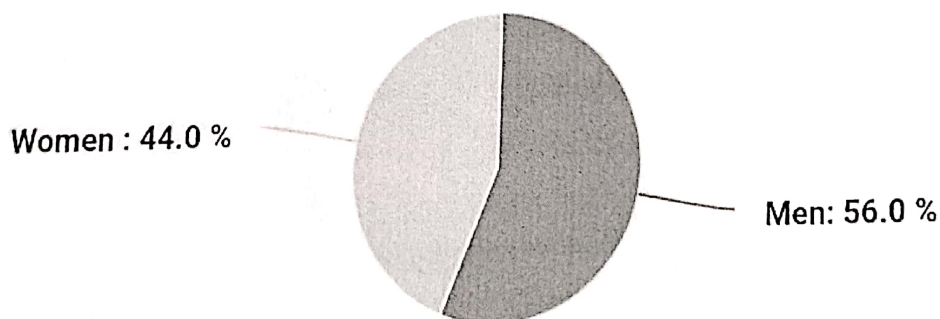
The Savalyapuram population chart Is a graph that shows the distribution of all demographic groups, Literacy percentage is 46.27 percent, out of these 27.84 percent is male literates and 18.43 percent is female literates. Total Workers percentage is 54.18 percent, out of these 29.60 percent is male workers and 24.57 percent is female workers. Total Mandal Agriculture farmers percentage is 13.38 percent in Savalyapuram, out of these 9.47 percent is male farmers and 3.91 percent is female farmers. Savalyapuram Labor percentage is 25.98 percent, out of these 12.96 percent is male labor and 13.02 percent is female labor. Savalyapuram Mandal people is divided down between male and female members of the population. The below graphic shows from Literacy to Households of Savalyapuram Mandal.

Savalyapuram Mandal has a total of 7 locations/villages, Below is the population table listing as per the last census of 2011 showing male, female and household information in the Guntur district.

II. Socio-Economic Survey of the Village/Habitation.

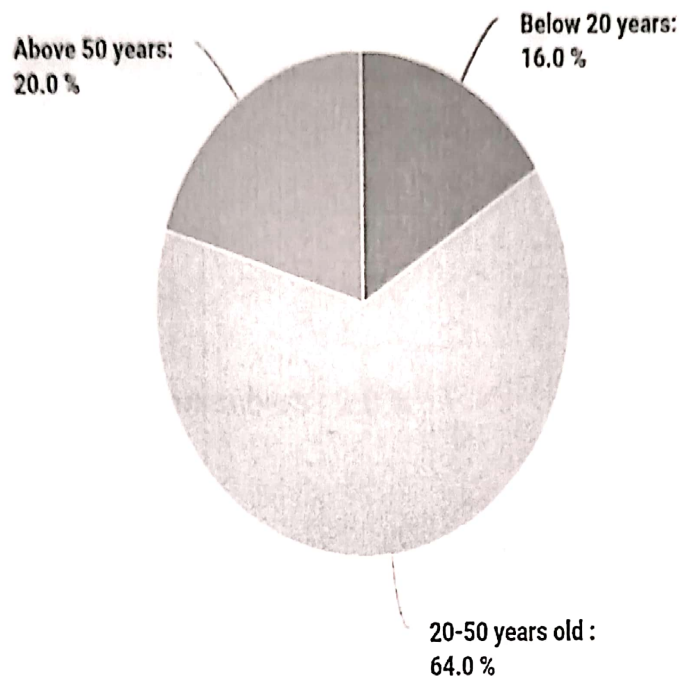
1. Gender:

In this study we came to know, most of the food items are being purchased by men(56%) as the village is bit far. All the required items are brought by men in the starting of month itself.



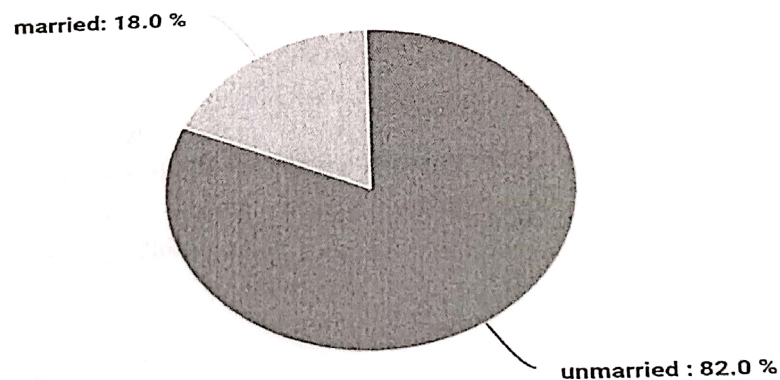
2. Age:

About 44% of people are between 20-50 years old, 16% aged between 16., 20% people are more than 50 years old.



Marital status:

Almost all the people participated in this survey are unmarried (82%), only 18% of the people are married

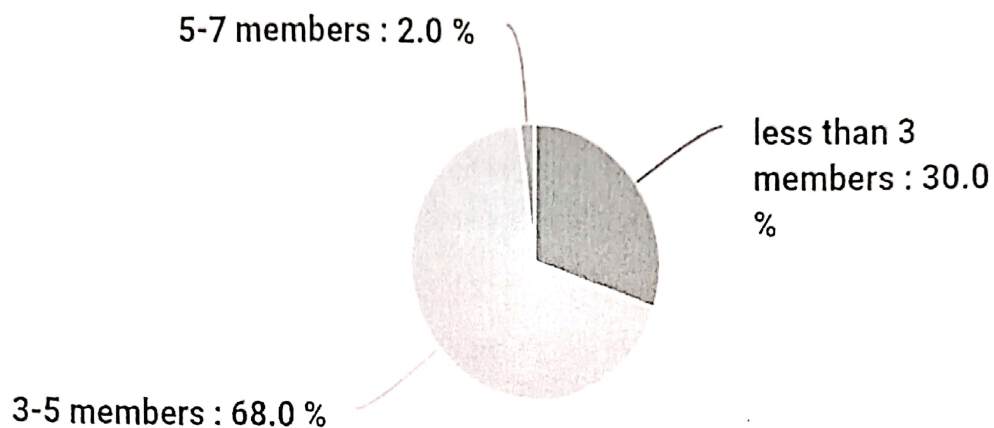


Nature of Family:

Almost all the families are nuclear (98%) only 2% of families are joint.

Members in family:

About 30% of people are living in the family consisting of less than three members. Whereas 68% of families are having 3-5 members, 2% of families are having 5-7 members. Not even a single family is having more than seven members



Educational Qualifications:

As it is a village most of the people are educated . 38% of people studied 1st - inter.12% of people studied undergraduation, 18% of people studied postdergraduation. 32% No education.

Annual Income:

The annual income of all the people is less than 2 lakh.

Profession/ Occupation:

Most of the people are Agriculture labours (64%), 2% of people are farmers, 14% of people are employed and 20% of people are doing own business-like provision shops in this village.

variables		No.house holder's	percenteg
Gender	male	28	56%
	female	22	44%
AGE	20-50	22	44%
	51-70	8	16%
material status	married	9	18%
	unmarried	41	82%
Nature of family	joint	1	2%
	Nuclear fa	49	98%
Members in family	Two-three	50	100%
	four -five	0	0%
Education Qualification	1st- inter	19	38%
	UG-PG	16	32%
Family income	1lack	50	100%
	2 lack	0	0%
Occupation	AG labour	32	64%
	formers	1	2%
	Employed	7	14%
	Business	10	20%

Problems identified and Analyses of the problems.

- 1.ALLERGIES: -Due to water pollution people are suffering from allergies and liver related issues.
- 2.POLIO: -3% of people suffering from polio
- 3.DRAINAGES: -As there is no proper drainage system, water stagnates giving chance to malaria, diarrhea and plasmodium (motions)
- 4.HUTS: -25 %people still live in utter poverty and they live small thatched huts. Recently one hut was gutted.
- 5.ROADS: -The villages lacks of proper road facility. Even the dusty road also is filled with pot holes, resulting in number of accident and untold miseries.
- 6.CONGENITAL ISSUES: - congenital marriages are Prevalent, resulting in mentally retarded or physically challenge of off springs. some of them are also suffering from genetically related issues due to these blood related issues

Short-term and long-term action plan for possible solutions for the problems identified and that could be recommended to the concerned authorities for implementation.

5. Community awareness programs conducted w.r.t the problems and their outcomes.

1. ALLERGIES: -

- We have created awareness that drinking boiled and cooled water as much as possible can prevent diseases caused by some types of algae and bacteria.
- Can someone be allergic to water? It may seem like a strange question, but the answer is “yes.” There is a very rare condition known as aquagenic urticaria (AU) where skin contact with water causes itchy, red hives or swelling. In severe cases, it can cause wheezing or shortness of breath.
- People with liver problems have been made aware that if they get allergies, they will get neurological disorder. So asked them to consult a doctor immediately. ● We have created awareness by saying them consuming algae-enriched water can lead to gastrointestinal irritation, including vomiting, diarrhea, fever, and headache.
- Along with Allergies, other symptoms are as follows
 - Respiratory irritation
 - shortness of breath
 - Throat irritation
 - Eye irritation
 - Skin irritation
 - Asthma attacks

2. POLIO: -

- We have created awareness about the problems related to polio
- We made them aware of the symptoms of polio in the first 10 days. They are as follows:
 - ○ Fever
 - Headache
 - Vomiting
 - s ○ sore throat
 - uneasy
 - Back pain
 - Muscle weakness

3. DRAINAGES: -

1. We have created awareness about mosquito borne diseases and they are as follows:
 - a. Zika
 - b. Dengue
 - c. Chikungunya

PART-B

2.1.	IMPORTANCE OF STUDY ON FOOD ADULTRATION	8-9
2.2.	OBJECTIVES OF FOOD ADULTRATION	9
2.3.	SCOPE OF THE STUDY	9
2.4.	RESEARCH	9
2.5.	RESEARCH METHODOLOGY	-10
2.6.	SAMPLE SIZE AND SAMPLING METHOD	-10
2.7.	TOOLS USED FOR ANALYSIS	-10
2.8.	RESULTS AND DISCUSSION	-11-20

- d. Yello fever
- e. Rift valley
- f. Plasmodium diseases (female anopheles mosquito) we gave them some tips to get rid of those mosquitos as well. These tips make the people healthy which results in healthy village.
- 2. We have created awareness about diseases caused by House flies
 - House flies are strongly suspected of transmitting at least 65 diseases to humans, including typhoid fever, dysentery, cholera, poliomyelitis, yaws, anthrax, tularemia, leprosy and tuberculosis. We asked them to cover food with lids so that the chance of getting sick will be reduced.
- 4.HUTS: -
 - We have created awareness among people not to burn any materials around their huts.
 - We have created awareness to put the bills to the government to build a house.
- 5.ROADS: -
 - We have advised all the villagers to do daily shramadana(at least 30 minutes) to remove the potholes formed on the road.
 - We are told to meet your Sarpanch first to repair the roads or lay new roads. We also told them to give the petition to your Mandal MLA through your sarpanch.
- 6.CONGENITAL ISSUES: -
 - We are told to avoid blood relation marriage as much as possible and talked about the disadvantages/problems of blood relation marriage and also created awareness about the diseases and syndromes that result from it. Those diseases are as follows:
 - Autosomal disorders. ○ Birth defects or congenital anomalies ○ Early hearing impairment ○ Early vision impairment ○ Mental retardation or learning disability
 - Developmental delay or failure to thrive
 - Unexplained neonatal or infant death in offspring ○ Epilepsy
 - Undiagnosed severe condition ○ Thyroid hormone deficiency at birth ○ Inherited blood disorders

Importance of study on Food adulteration:

These days food contamination is one of the major problems that is affecting the health of people. There are adverse effects on the health of people when they consume adulterated food. Significant food hazards include pesticide residues, microbial hazards, misuse of additives, chemical contaminants, including biological toxins and adulteration. Food adulteration occur due to the following reasons:

- To attract the consumers by giving more taste to the products by adding hazardous chemicals.
- To increase the quantity of products with less cost.
- To get more profit.
- To have an increased the life of food and so on.

We came across several articles in newspapers that some of the fruits and vegetables sellers are injecting harmful chemicals into them for giving good taste and to increase time for rotting which is becoming very harmful to human health. In order to get rid of such health issues each and everyone must be aware of food adulteration risks, necessary laws and the consumer are essential.

The food products which were usually adulterated include fruits, meat, milk, vegetables, fish, wheat, butter, ghee, spices, rice, bacon, sweetmeats, beverages, baby foods, etc. The fruits were mixed with calcium carbide, thiophene, formalin, color injections, and sweeteners for getting good taste and fast ripening. These chemicals even lead to cancer and many more adverse effects on health. A large amount of pesticides are being used in vegetables while cultivation. Many daily food products such as cabbage, potato, banana, tomato, mango, etc. were infected with poisonous pesticides, as National Food Safety Laboratory (NFSL) reported. DDT (Dichloro diphenyl trichloroethane) was being used at a high amount in dried fishes. There are many ways to adulterate milk one can even turn 2 liters of milk into a big can of milk, by adulteration. Milk was found to be contaminated by formalin, water, urea, Dalda for getting percentage, extracting fat, wheat flour, powder milk, thickeners. Powder milk is mixed with melamine or aldrin. Poisonous color and formalin is being used in meat. Vegetable oils were contaminated with inedible oils, which are cheap. Rice was contaminated with pieces of urea, pebbles and dyes. Chili powder was mixed with brick dust and Sudan red color, while metanil yellow and colored chalk powder adulterated the turmeric powder. Black pepper was contaminated with dried papaya seeds, and colored sugar syrup is used for honey. Tea was adulterated with wasted tea leaves and sawdust. While highly injurious to health, textile dyes were used spontaneously as coloring agents in many types of food products. Carcinogenic substances artificially ripen the papayas and bananas. Preservatives are being used in different food over permissible level. Food adulteration is a serious crime which is punishable under the law. Consumption of adulterated food can cause serious disorders such as diarrhea, asthma, ulcers, food poisoning, cancer and may even result in death. The health hazards of adulteration mentioned as below according to Yojana.

Table 1: Health Hazards of Adulteration

Sl. No.	Adulterant	Food Articles	Effects on Health
1	Argemone oil	Oils and fats	Epidemic dropsy, glaucoma, blindness, cardiac arrest
2	Pesticide Residue	All types of foods	Acute or chronic poisoning, with damage to nerves and vital organs
3	Mineral oil (used motor oil)	Oils and black pepper	Diarrhea, vomiting, cancer
4	Methyl alcohol	Alcoholic liquors	Blurred vision, blindness, death
5	Lead chromate	Turmeric and powder mixed spices	Anemia, brain damage
6	Melanic Yellow	Turmeric, mixed spices, saffron, dehusked pulses, rice, golden beverages	Tumours, cancer, testicular degeneration in males
7	Lead	Tap water, some processing foods	Lead poisoning, causing footdrop, anemia, brain damage
8	Kesari dal	Pulses and besan	Paralysis of legs
9	Dung	Coriander powder	Tetanus
10	Iron filling	Suit tea leaves	Possibility of tetanus

Source-YOJANA, April 16, 1980, page 16 "Government of India"

So, the food safety awareness among consumers is a very important and interesting research issue.

OBJECTIVES OF FOOD ADULTERATION

- 1) To study and create the awareness about food adulteration.
- 2) To study the effects of food adulterants and let people know about them.
- 3) To know the adulteration in selected food products through various testing procedures.
- 4) To recommend suggestions on food adulteration to manufacturers and consumers.

SCOPE OF THE STUDY

If we increase awareness among people regarding food adulteration then there are more chances to take unadulterated food which leads to healthy life of people. As the rules and laws are getting increased day by day against food adulteration, there is much more chance of consuming unadulterated food by the people. With the help of this survey, we educated each and everyone by letting them know their rights as a consumer (how to react when their consumer rights are failed to follow), shared many details regarding FSSAI and many more. By doing this survey based on food adulteration many common people may know about the adulterated products that they are using in day-to-day life. They can get awareness about the food adulteration that causes many health issues in human life.

RESEARCH METHODOLOGY The research is based on the consumer awareness towards food adulteration. It is used to obtain the current information the current status of the phenomena to describe what exists.

SAMPLE SIZE AND SAMPLING METHOD The sample of 50 respondents was chosen for the study. For purpose of the study, convenient random sampling technique has been adopted.

TOOLS USED FOR ANALYSIS:

On the basis of the questionnaire, the awareness of the consumers was analysed in Microsoft excel. The results were shown using the pie charts and tables. The following are the tools applied on the responses given by the respondents to analyze and derive the results.

- Simple percentage analysis.
- Weighted average method.

Options	1		2		3		4	
Q. No	Agree	%	Agree	%	Agree	%	Agree	%
1	10	20%	40	80%	-	-	-	-
2	25	50%	10	20%	15	30%	0	0%
3	15	30%	35	70%	0	0%	-	-
4	25	50%	20	40%	0	0%	-	-
5	40	80%	0	0%	10	20%	-	-
6	5	10%	35	70%	10	20%	-	-
7	12 1/2	25%	35	70%	2 1/2	5%	-	-
8	35	70%	15	30%	-	-	-	-
9	30	60%	20	40%	-	-	-	-
10	20	40%	15	30%	10	20%	5	10%
11	30	60%	20	40%	-	-	-	-
12	35	70%	5	10%	10	20%	-	-
13	10	20%	20	40%	0	0%	20	40%
14	35	70%	5	10%	10	20%	-	-
15	40	80%	10	20%	0	0%	0	0%
17	45	90%	2 1/2	5%	2 1/2	5%	-	-
18	50	100%	0	0%	-	-	-	-
19	5	10%	45	90%	-	-	-	-
20	0	0%	50	100%	-	-	-	-
21	0	0%	50	100%	-	-	-	-

PART C

- 3.1. RECOMMENDATIONS - 21
- 3.2. CUNCLUSION - 21
- 3.3. REFERENCES 21-23

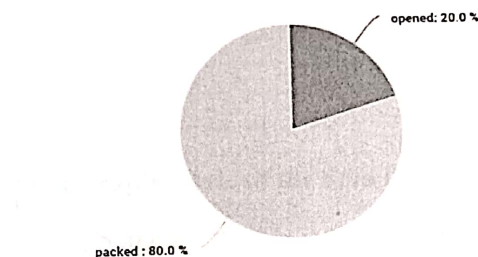
1. Results and Discussion

The consumers were asked to write background information like name, sex, age, educational qualification, house rent (to assess financial condition). They were also asked to answer the following questions. According to the survey taken on consumer awareness the following analysis was attained:

1. Which form of products do you prefer? (a) Open (b) Packaged

In the survey we came to know that 20% of people are preferring open/loose products where as 80% of people are preferring packed products.

Packed products are mainly wheat, Turmeric powder, chili powder, Maida, Salt, Snacks like biscuits, chocolates, etc... They said that they will be going for open products only in the absence of packed products and sudden requirement is there.



2. Which is the main parameter of choice during buying a product?

(a) Brand (b) Shop (c) Price (d) Other factors

In the survey we came to know that 50% are buying products based on brand, 30% based on price, 20% are buying goods based on other factors like availability. But no one is preferring shop.

The people who are buying things based on brand are choosing Aashirvad for wheat, Tata for salt, Colgate for paste, Shastri balm for pain balms, Volini for spray etc... As most of the people's annual income is very low, they are preferring products that are available with less cost. There are many other reasons for choosing products as well.

Figure 1. A chart showing percentage of parameter of choice during buying a product.

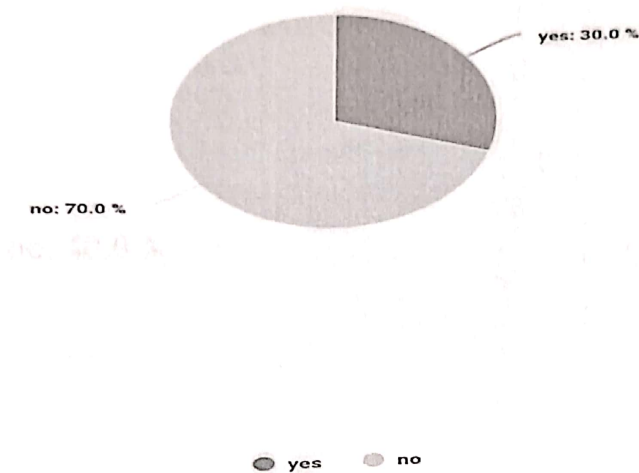
3. Do you know about the Food Safety and Standards Authority of India?

(a) Yes (b) No

It is very sad to know that only 70% of people know about Food Safety and Standards Authority of India (FSSAI) and 30% of people are saying they don't even hear it till now. The reason behind this is they are not well educated so they don't know all these things.

3

Figure 1.1: FSSAI



4. Do you observe the expiry date of the food items when you buy them?

1) Yes 2) No 3) Sometimes

50% people observed product. 40% people no observed 10% people sometimes observed the product dates.

5. Do you pay more or less than what you should pay?

1) Yes 2) No 3) Sometimes

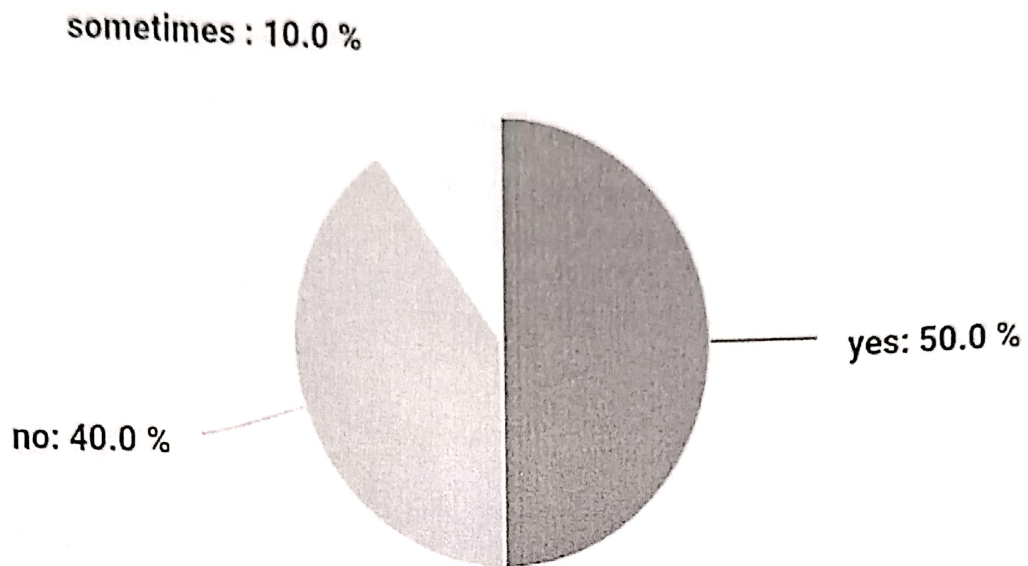
It is according to how the food is prepared.

40% yes and 70% of people do not pay more.

Sometimes, 20% sometimes pay more.

7. Have you ever cross checked the weights of products?

1) Yes 2) No 3) Sometimes



5. Do you check the MRP (Maximum Retail Price) before buying a product?

- 1) Yes 2) No 3) Sometimes

We came to know that 80% of people are regularly checking MRP of products.

- 20% people no abousserved checking MRP of products.

6. Do you pay Money more or less than MRP of Food item?

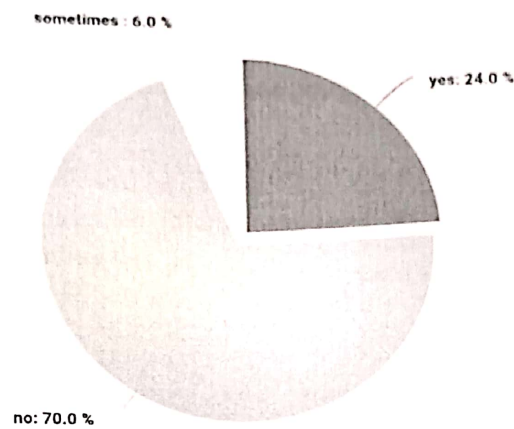
- 1) Yes 2) No 3) Sometimes

- It is surprising to know that 10% of people are not getting products less than MRP and 70% of people are getting products less than MRP sometimes. 20% something spending .

7. Have you ever cross checked the weights of Products mentioned on the item?

- 1) Yes 2) No 3) Sometimes

In this survey we came to know that, 24% of people are checking weight of the products, 70% of people are not checking weight of the items and 6% of checking sometimes.

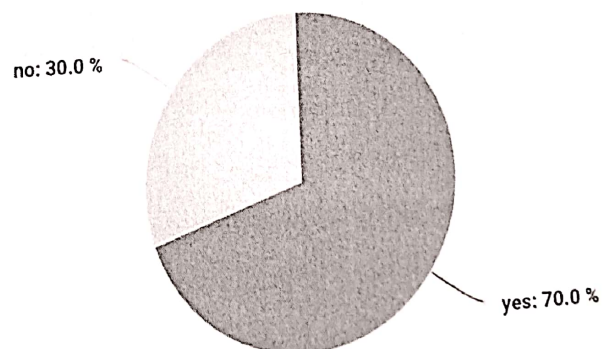


people are

8. Are you aware of the effects of adulterants that can cause health problem?

1) Yes 2) No

It is very shocking that only 70% of people had an idea about the adverse effects of consuming adulterated food, 30% of people don't have any idea regarding it.



9. Have you ever come across adulteration or duplication items?

1) Yes 2) No

60% of people are saying that they came across adulterated/ duplicated items.
40% people no saying.

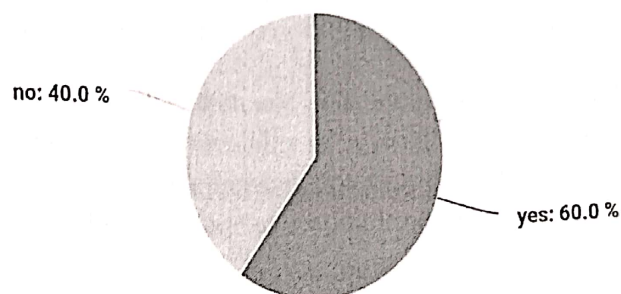
10. Give some examples about food adulteration.

Mostly milk, vegetables, fruits, some of the flours, spices are getting adulterated in a large scale.

11. Are you aware that chemical dye and toxic substances in food can lead to cancer and different vital organ diseases?

1) Yes 2) No

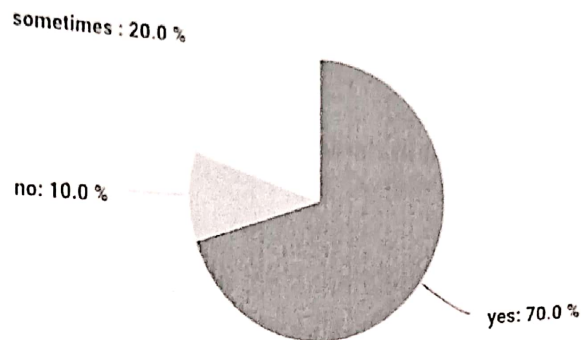
60% of people had an idea that chemical dye and toxic substances in food can lead to cancer and different vital organ diseases remaining 40% don't have any idea regarding this.



12. Do you buy things carefully to avoid adulteration?

1) Yes 2) No 3) Sometimes

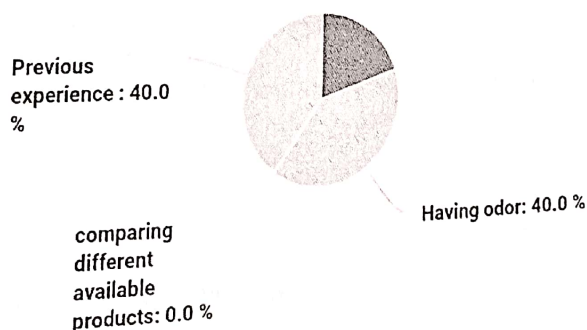
In this survey we came to know that only 70% of people are buying products carefully and 10% of people are taking care No .20% sometimes.



13. Which kind of cautions do you take during buying?

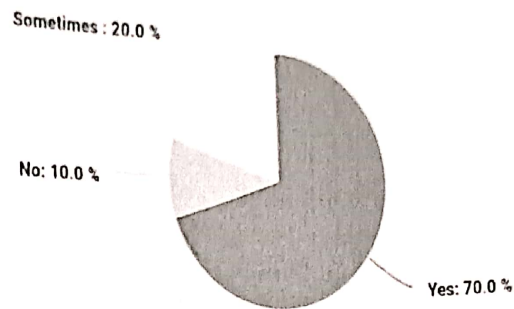
- 1) Observing physical appearance of the product
- 2) Having odor
- 3) Comparing different available products
- 4) Previous Experience

40% of people are buying products based on odor, No one of people are buying products based on the comparison of availability of different products and 40% of people are buying products based on previous experience but 10% is buying products based on observing physical appearance of the product.



14. Have you decreased the extent of food buying or intake due to adulteration? 1) Yes 2) No 3) Sometimes

70% of people are saying that they are reducing the amount of food intake due to adulteration and 20% of people said sometimes they are reducing the amount of intake. 10% No.



15. What do you think which kind of steps should be taken to overcome food adulteration problems?

- 1) Public awareness 2) Proper Information about adulteration
- 3) Media 4) Government

In this survey we came to know 80% of people are feeling that adulteration can be reduced if we create public awareness on food adulteration. 20% people in proper information about in adulteration..

16) Have you ever complained to any of following after coming across adulteration or duplication items?

- 1) Shopkeeper 2) Main Supplier 3) Any

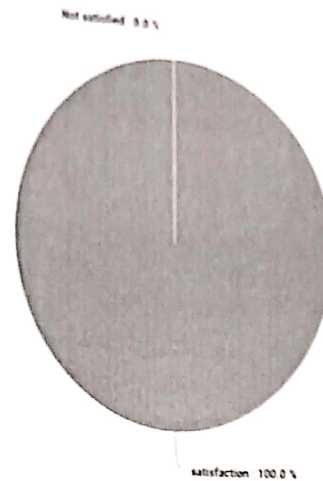
90% of people said that they complained about the products to the shop keeper.

10% main supplier.

17) How was the response to your complaint?

- 1) Satisfactory 2) Not Satisfactory

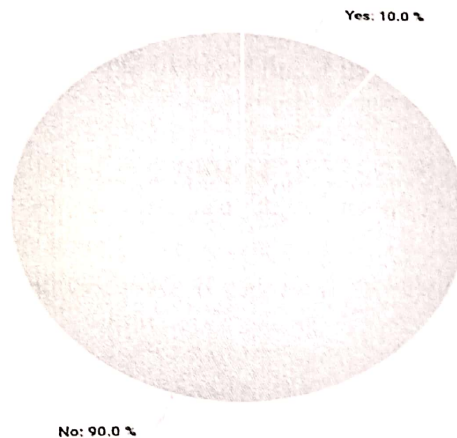
It is a bit good to listen 100% of people are satisfied with the response whereas 0% of people are not satisfied.



18) Are you aware of Consumer Rights Protection Act 2009?

1) Yes 2) No

Unfortunately, only 5% of people had idea about consumer rights whereas 90% of people don't have any idea about consumer rights.



19) Have you ever filed a case in the consumer court?

1) Yes 2) No

No one ever filed a case in the consumer court.

20) If yes, was the consumer court able to redress your grievance? 1)

Yes 2) No

No one ever filed a case in the consumer court so there is no chance of redressing.

Overall Findings

It is quite amazing to listen that most of the people are stating that these days everything is getting adulterated but if we ask them did you see adulterated food, then

their response is no. Most of the people don't have any idea about FSSAI, consumer rights. It is very much required to create awareness on food adulteration and its effects among them and must tell them their rights as a consumer. No one is using their rights at all.

Limitation of the Study

Because many people were not interested to take the survey, so abiding by the ethical issues and taking full consents of the consumers for the survey was a challenge. The consumers were handled generously, but sometimes it was time consuming for them to fill up the questionnaire. In a hurry, they might not be able to answer questions with full concentration. The study was performed in relatively a smaller number of samples that can only give an idea on consumer awareness, but not a full picture of consumer awareness due to time limitations.

RECOMMENDATIONS

- Government should make proper food laws and should be maintained well by the government and rigid testing procedures should be adopted for standardizing the food products.
- Low quality products should be completely eradicated by the government. One must receive severe punishment like high fine if they sell low quality products.
- Government must arrange food quality checking centers in each and every village. So that people can go there and check the quality of food. Government must maintain it well. The response of the officers must be comfortable for the users and vice versa. If they create any issue then must receive punishment.
- These days manufacturers are largely focusing on increasing the profit and they are not taking care about the wellbeing of the consumers. This attitude among the producers should be avoided and they work on the principles involving business ethics. It increases the demand of the products as well.
- It is mandatory that the wholesalers must choose quality products and stock them under clean and hygienic environments. Before buying and selling they must check the quality of products.
- Retailers should choose, purchase and sell the best quality product. As they are the closest channel to the consumers, they should take the initiative and must suggest them the best products.
- Consumers being the ultimate users of the food products should be fully aware of the adulteration practices that are prevalent among a large number of manufacturers. They should educate themselves with the standardizing techniques and select products with the AGMARK and FSSAI symbol.

Conclusion:

After this survey we conclude that most of the people who are uneducated don't have any idea of checking MRP, Expiry dates on the product. So, there is a need of educating them with all these things. But its not that easy to make it happen because even educated people also not checking all the details regularly. All the people need to be armed with lot of information and training on the issues of food adulteration and ways to raise their voice when felt cheated. It is the duty of every citizen to assist in curbing the menace of adulteration and take an active interest in exposing and condemning them. If they find anything that is getting adulterated then they must raise their voice against it. This reduces the chances of adulterating food which results in the healthy life of people.

