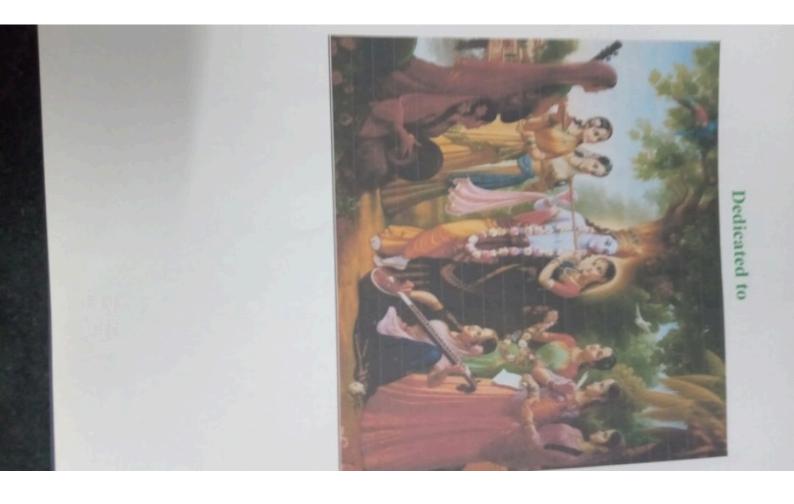
AWARENESS ON FOOD ADULTERATION IN GANASUNI PALEM, VINUKONDA MANDAL

DR. K. V. S. KOTESWARA RAO

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

JUNE - 2022



DECLARATION

I hereby declare that the Community service project embodied in this work entitled "AWARENESS ON FOOD ADULTERATION IN ARAVALLIPADU, DONAKONDA 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

Signature & Name of the candidate

Date:



SGKGOVT., 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: <u>kyskoti@gmail.com</u> 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 ARAVALLIPADU, DONAKONDA MANDAL", is a bonafide work carried out by GUDURI RAYI CHANDRAII B.Sc(M.P.C.), under my supervision.

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

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, heartful, 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 RamaKishore K Behra, Academic Cordinator of this college for his valuable suggestions, and cooperation extended during the course of my work. I am deeply grateful to M. Jagadeesh, Coordinator, 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, Vinukondafor their constant cooperation and encouragement.

My deepest gratitude goes to my inspiring father GUDURI

NAGESWARA RAO beloved mother GALEMMA. 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.

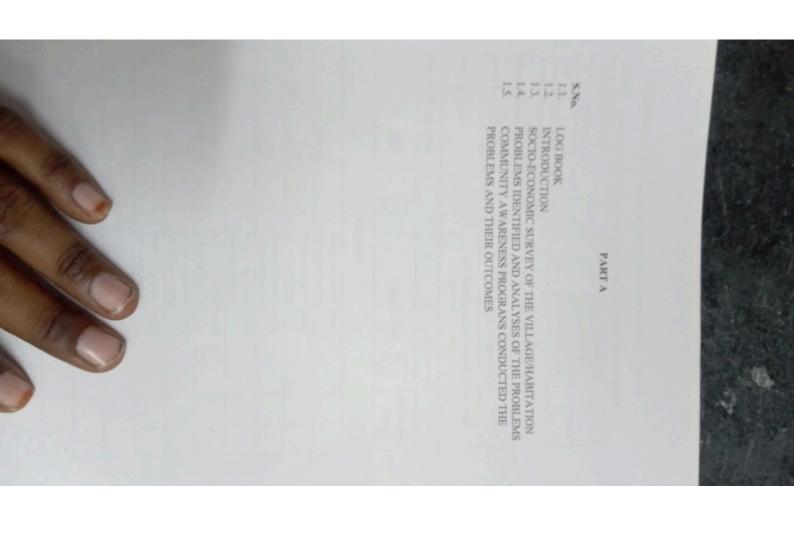
Signature of the student

M. Srikanth.

CONTENTS

Page No.

S.No.	PART A
1.1.	LOG BOOK
1.2.	INTRODUCTION
1.3.	SOCIO-ECONOMIC SURVEY OF THE VILLAGE/HABITATION
1.4.	PROBLEMS IDENTIFIED AND ANALYSES OF THE PROBLEMS
1.5.	COMMUNITY AWARENESS PROGRANS CONDUCTED THE
	PROBLEMS AND THEIR OUTCOMES
	PART B
2.1.	IMPORTANCE OF STUDY ON FOOD ADULTRATION
2.2.	OBJECTIVES OF FOOD ADULTRATION
2.3.	SCOPE OF THE STUDY
2.4.	RESEARCH
2.5.	RESEARCH METHODOLOGY
2.6.	SAMPLE SIZE AND SAMPLING METHOD
2.7.	TOOLS USED FOR ANALYSIS
2.8.	RESULTS AND DISCUSSION
2.0.	PART C
3.1.	RECOMMENDATIONS
3.1.	CUNCLUSION
3.3	REFERENCES



Commissionerate of Collegiate Education , Government of Andhra Pradesh

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

	Neme of the Student	Mallapuram, Srikanth					
	Regd. No. of the Student	Y203099053					
3	Year	2022					
4	Program studying (BA/B.Com/B.Sc etc.,)	B.Sc					
3	Program Combination	M.P.C					
	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 ESP execution	Donakonda					
eM.	Date	Work done	No.of hours				
	FIRS	F WEEK					
		Socio - economic Survey	3				
3	1-Jun-22	on seven families					
		Socio - economic Survey	3				
2	2-Jun-22	on seven families					
		Socio - economic Survey	3				
3	3-Jun-22	on seven families					
		Socio - economic Survey	3				
4	4-Jun-22	on eight families					
		Socio - economic Survey	3				
5	5-Jun-22	on seven families					
		Socio - economic Survey	3				
6	6-Jun-22	on seven families					
		Socio - economic Survey	3				
7	7-Jun-22	on seven families					
	SECO	ND WEEK					
J	8-Jun-22	Awareness programmes on Allergies	2				
8	9-Jun-22	Awareness programmes on Polio and Drainage system	2				
9		Awareness programmes on Congenital Issues	2				
10	10-Jun-22						
	11-Jun-22	created awareness about diseases caused byHouse flies	2				
33	** 1911 2.2	Awareness programme on Importance of construction Roads	2				

		Awareness programme on	2
13	14-Jun-22	Consumer awareness	

S.No	Date	Work done	No.of hours spent
		THIRD WEEK	
	45 hm 22	Food adulteration Survey on seven families	3
14	15-Jun-22 16-Jun-22	Food adulteration Survey on seven families	3
15	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

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.

The Aravallipadu Villagem, Donakonda Mandalam,523305 People are living in this Village, 1602 are males and 1623 are females as per 2011 census. Expected Aravallipadu population 2021/2022 is between 3,161 and 3,612. Literate people are 1214 out of 763 are male and 451 are female.

People living in Aravallipadu depend on multiple skills, total workers are 1867 out of which men are 934 and women are 933. Total 83 Cultivators are depended on agriculture farming out of 65 are cultivated by men and 18 are women. 1249 people works in agricultural land as a labour in Aravallipadu, men are 593 and 656 are women.

Aravallipadu Gram Panchayat

The Gram Panchayat is Aravallipadu. The Mandal headquarters is DONAKONDA, and the distance from Aravallipadu to DONAKONDA is 3 kilometers. The district headquarters is ONGOLE, anm Agriculture

The agricultural commodities are CHILLIES, PADDY, BLACK GRAM.

Aravallipadu Area

The Total area of Aravallipadu is 654 hectares (6.54 sq km). The non agricultural area in this locality is 36.45 hectares. The barren uncultivable area is 60.7 hectares. The pasture graze area is 23.88 hectares. The waste land in this locality is 33.18 hectares. The unirrigated land is 11.34 hectares.

Our village is surrounded by green grass lands adding beauty to nature. Towards East of the village hundreds of acres of wet land gives feeding to the villagers. At the North East corner of the village, recently sandal wood plantation is done. There is beautiful biodiversity in and around the village with river, orchard, wet lands, grass lands and fields

Aravallipadu is village located at the Kurnool to Guntur road in Prakasam district of Andhua Prakesh. Nearly 717 households are there. Most of the people depend on multiple works like Agriculture forming, Labour work in this village, Most of these people are not aware of food adulteration and safety food.

11 Socio-Economic Survey of the Village/Habitation.

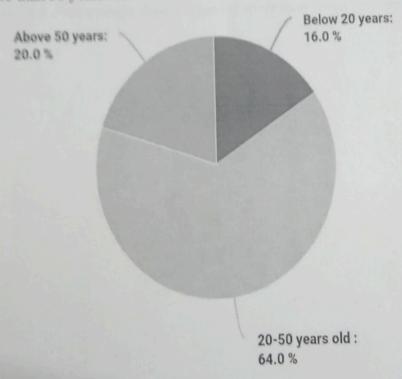
1. Gender

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 mouth itself.



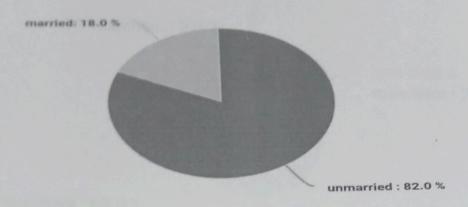
2. Age:

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

5-7 members : 2.0 % less than 3 members: 30.0 3-5 members: 68.0 %

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.

Aguabi	65	No.house holder's	percenteg
	mais	38	56%
Gander	female	3.2	44%
	20-50	22	44%
AGE			
	81-70	8	16%
	married	9	18%
material			
	unmarries	41	82%
	jaint	1	2%
Nature el		The state of the s	
AUTHER FO	Nuclear fa	49	98%
	Two-three	50	100%
Adams Income			10070
MEHINEL.	in family	0	0%
	feur-five	0	078
	1st- inter	119	38%
Education	Qualification	an	
	UG-PG	1.6	32%
	Mark	50	100%
Con son like a lon	llack	210	
Family in	2 lack	0	0%
	-		
	AG labour	312	64%
Decupati			
The state of the s	formers	1	2%
	Employed	7	14%
	Business	110	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.

LALLERGIES: -

- 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
- o Respiratory irritation
- o shortness of breath
- O Throat irritation
- Eye irritation
- O Skin irritation
- O 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:
- · o Fever
 - oHeadache oVomiting'
 - s o sore throat
- o uneasy
- o Back pain
- o Muscle weakness

3.DRAINAGES: -

- 1. We have created awareness about mosquito borne diseases and they are as follows:
- a. Zika
- b. Dengue
- c. Chikungunya
- d. Yello fever
- e. Rift valley

PART-B

2.1.	IMPORTANCE OF STUDY ON FOOD ADULTRATION
	OBJECTIVES OF FOOD ADULTRATION
2.3.	SCOPE OF THE STUDY
2.4.	RESEARCH
2.5.	RESEARCH METHODOLOGY
2.6.	SAMPLE SIZE AND SAMPLING METHOD
2.7.	TOOLS USED FOR ANALYSIS
7 8	DESIGNE AND DISCUSSION

- 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: o Autosomal disorders. o Birth defects or

congenital anomalies o Early hearing impairment o Early vision impairment o Mental retardation or learning disability o Developmental delay or failure to thrive o Unexplained neonatal or infant death in offspring o Epilepsy

o Undiagnosed severe condition o Thyroid hormone deficiency at birth o 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 rottening 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

Sc. No.	Adulterant	Food Articles	Effects on Health
5	Argemone oil	Oils and fals	Epidemic dropsy, glaucoma, blindness, cardiac arrest.
2	Pesticide Residue	All types of foods	Acute or chronic, poisoning, with damage to nerves and vital organs
8	Mineral oil (used motor oil)	Oils and black pepper	Diarrhea, vomiting, cancer
4	Methyll aloshol	Alcoholic liquors	Blurred vision, blindness, death.
	Lead chromate	Turmerio and powder mixed spices	Anemia, brain damage.
	Metanil Yellow	Turmeric, mixed spices, saffron, dehusked pulses, rice, golden beverages	Tumours, cancer, testicular degeneration in males.
	Lead .	Tap water, some processing foods	Lead poisoning, causing footdrop, anemia, brain damage .
	Kesari dal	Pulses and besan	Paralysis of legs
	Dung	Coriander powder	Tetanus
	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.
- 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	121/2	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%	-	-	-	-

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?

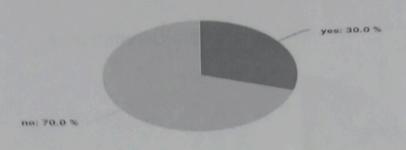
(a) Brand (b) Shop (c) Price (d) Other factors
In the survey we came to know that 50% are buying products based on brand, 30% based on price, 20% are buying goods based on other factors like availability. But no one is preferring shop.

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.

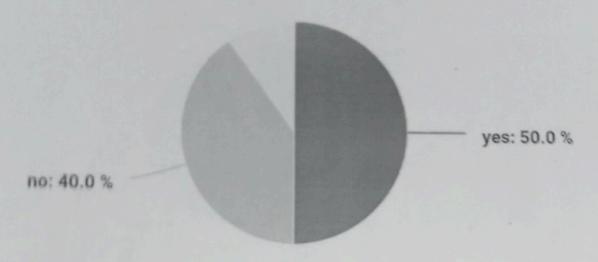


yes no

- 4. Do you observe the expiry date of the food items when you buy them?
 - 1) Yes 2) No 3) Sometimes

50% people abousserved product.40% people no abousserved 10% people sometimes abousserved the productdates.

sometimes: 10.0 %



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.

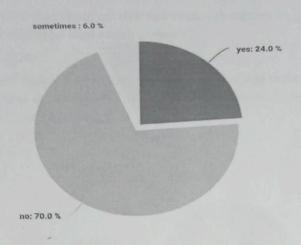
20% people no abousserved checking MRP of products.

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.

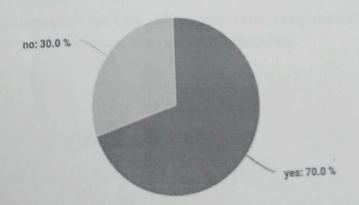
7. Have you ever cross checked the weights of Products mentioned on the item?

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 people are checking sometimes.



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

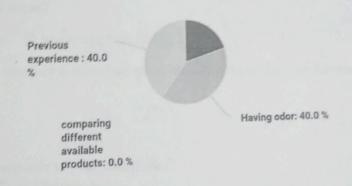
In this survey we came to know that only 70% of people are buying products carefully and 10% of people are taking care No .20% sometimes.



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

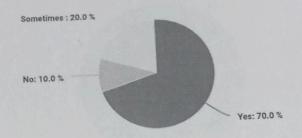
- 1) Observing physical appearance of the product 2) Having odor
- 3) Comparing different available products
 4) Previous Experience

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..

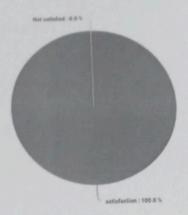
16) Have you ever complained to any of following after coming across adulteration or duplication items?

Shopkeeper 2) Main Supplier 3) Any
 of people said that they complained about the products to the shop keeper.
 main supplier.

17) How was the response to your complaint?

1) Satisfactory 2) Not Satisfactory

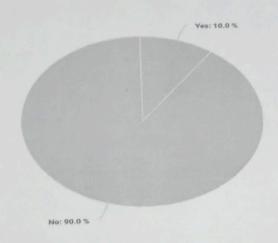
It is a bit good to listen100% of people are satisfied with the response whereas 0% of people are not satisfied.



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

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?

2) No 1) Yes

No one ever filed a case in the consumer court.

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

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.

PART C

31	RI	30	0	M	M	EN	IL	A	T	10	N:	5
3-1-	A-To-A		-	A								

- 3.2 CUNCLUSION
- REFERENCES

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

- O 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.
- One must receive severe punishment like high fine if they sell low quality products.
- O 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.
- O 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.
- O 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.
- O 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.
- O 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 unedlessed don't have any idea of checking MRP. Expiry dates on the product So, there is a need of schecking them with all these things. But its not that easy to make it happen decause even schecked people also not checking all the details regularly. All the people need to be arrised with lot of information and training on the issues of food adulteration and ways to take their voice when felt cheated. It is the duty of every citizen to assist in surling the nepasse 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.

18cyens - 20 85 K. V.S. KOTCOWS Dr. K.V.S. Koteswara Rao, Degree Lecturer in Chemistry,

S.G.K. Govt. Degree College, Vinukonda - 522 647 Guntur District, A.P.