

Report on

KAPP Study on At-Home Fortification of Complementary Food among the Under Five Children in Bangladesh

Submitted to:

Social Marketing Company (SMC)
SMC Tower, 33 Banani C/A, Dhaka – 1213

Submitted by:

nielsen
.....

The Nielsen Company (Bangladesh) Ltd.
House 70, Road 15A, Dhanmondi R/A, Dhaka 1209

Date: August 3, 2008





August 3, 2008

Mr. Toslim Uddin Khan
Head
Research & MIS
Social Marketing Company
SMC Tower
Banani, Dhaka

Re: Final report on *KAPP Study on At-Home Fortification of Complementary Food among the under Five Children in Bangladesh*

Dear Mr. Khan:

Please find attached 10 copies of the final report on *KAPP Study on At-Home Fortification of Complementary Food among the under Five Children in Bangladesh*.

Should you have any queries, please feel free to contact us.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Khalid Hasan", followed by a long horizontal flourish.

Khalid Hasan, PhD
Managing Director

**KAPP Study on At-Home Fortification of Complementary Food among the
under Five Children in Bangladesh**

Table of Contents

Introduction	6
Demographic Information	10
Knowledge on Nutrition	12
Retailers' Views	26
Conclusion	32

Appendix

Bangla Questionnaire
English Questionnaire
In-Depth Guide

Abbreviation

BAR	Barishal
CTG	Chittagong
DHK	Dhaka
FAO	Food and Agriculture Organization
IDA	Iron Deficiency Anemia
IDI	In Depth Interview
ILSI	International Life Science Institute
HNPSP	Health, Nutrition and Population Sector Program
HSC	Higher Secondary School Certificate
KAPP	Knowledge, Attitude, Perception and Practice
KHU	Khulna
MDG	Millennium Development Goals
MHI	Monthly Household Income
MI	Micronutrient Initiative
NNP	National Nutrition Program
OTC	Over the Counter
RAJ	Rajshahi
SMC	Social Marketing Company
SSC	Secondary School Certificate
SYL	Sylhet

EXECUTIVE SUMMARY

INTRODUCTION

SMC is initiating to launch "Sprinkle", a simple and convenient way of home fortification of food for infants and children, to address the Iron deficiency anemia (IDA) in under 5 years children. An 1 gm sachet of sprinkles is enriched with 12.5 mg Iron and 16 mg folic acid, It also contains 5 mg Zinc, .3 mg Vitamin A and 30mg Vitamin C for better absorption of Iron. In lieu of so, SMC plans to launch a mass media campaign to promote awareness about devastating impact of IDA and educate how they can easily prevent IDA using the simple method of fortifying complementary food for infants and children at home. Before launching the campaign as well as products SMC intends to know current level of Knowledge, Attitude and Practice of the caregivers and parents of children under five years on at-home fortification of complementary food among the under five children of Bangladesh as well as perception of the community leaders and retailers in this regard.

KNOWLEDGE & ATTITUDE

Understanding about Nutritious Food

With a view to have the detail information on the knowledge and perception of the parents of under five children, few questions were asked to reveal their perception on nutritious food, need of such foods for child's appropriate physical and mental growth. Most of the respondents used examples to reveal their understanding about nutritious food. *Shaak* (60.7%) and big fish (60.6%) followed by vegetable (54.7%), egg (49%) and milk (45.7%) were perceived to be the foods containing nutritious ingredients. Rice (18.9%), pulse (16%), fruit (16.5%) were also mentioned as nutritious foods. Perception showed similar pattern among different place of residence and divisions.

Perception on Child's Requirement of Nutritious Food

The parents/caregivers perceive that their children require nutritious food for *proper physical* (54.3%) and *intellectual growth* (25.9%) as well as for *staying well* (37.6%). *Getting energy, nutrition, preventing disease and having proper mental growth* were among the mentioned reasons. Responses of urban and rural respondents showed similar pattern.

Foods that Contain Iron

In lieu to estimate the probable interest of the parents to use sprinkles like product they were asked specifically on their knowledge and perception on foods that contain iron. This was done with an intention to estimate the parent's knowledge about iron rich food, and their consciousness on the need of providing iron rich food to their child. The Parents came up with a long and diverse list in describing foods that contain iron. Some of the respondents specifically mentioned *Kochu Shaak* (27.3%) as a source for iron while another fifteen percent referred *shak* (14.5%) as the source of iron. About eleven percent respondents mentioned about vegetable while eleven percent more specified about green banana. Nearly one fifth respondents admitted their ignorance on the issue. There was substantial presence of

Nearly eighteen percent mentioned water containing iron, while such misconception being higher in the rural area (21%). About eight percent parents perceive that salt contains iron.

Food Required for the Physical and Mental Growth of a Child

Fish (65.8%) followed by meat (40.4%), vegetable (40%), more specifically *Shaak* (39.7%) and egg (39.8%) were the major mentioned items required for physical growth of the child. Similar items were also perceived to be required for the mental growth of the children as well, while the parents emphasized on egg (56%) more for mental growth of the child. The parents also perceived breast milk (37.3%) and cow milk (32.3%) contributing to the mental growth of the child. It was revealed that the parents more or less ignorant or less conscious about the role of iron rich food attaining proper physical and mental growth of their child.

Source of Knowledge on Nutritious Food

Television (61%) was found to be the main source for the parents for getting information regarding nutritious foods. Doctors (34%), neighbors (33%), family members (29%) followed by NGO (32%) and quacks were the other reported sources mentioned. The urban parents relied more on doctors (38%) compared to the rural ones (31%). While for the rural parents quack doctors (27%) played an important role in providing information regarding nutritious food required by the children.

IRON DEFICIENCY ANEMIA

Awareness on IDA

Nearly half of the parents (47.3%) claimed that they are aware about IDA, while the rest (52.7%) admitted their complete ignorance on the issue. Sixty one percent of the urban respondents were aware about IDA as against only forty one percent of the rural respondent claimed so.

Symptoms of IDA

The parents who were aware of IDA were further probed on their knowledge on the symptoms of IDA. Pale skin color (67%) followed by skinny and thin looks (58%) were the main symptom of IDA known by the parents. More than one fourth (28%) parents referred this as yellowish skin color. Child not looking fresh (46%) and insufficient blood in the body (38%) was other mentioned symptom that led the parents recognize IDA among their children.

Reason behind Iron Deficiency

The parents have poor knowledge regarding the reasons that lead to iron deficiency. They perceive that nutritional deficiency (38.4%) and lack of vitamin (37.9%) were the major reported reasons behind iron deficiency. Nearly one third respondents (30.7%) perceive lack of good food as one of the reasons behind iron deficiency. Respondents of rural and urban areas reflected similar knowledge's and perception regarding the reasons behind iron deficiency. Only 12% could specifically mention lack of iron as a reason for iron deficiency.

Lack of Food that Leads to Iron Deficiency

To create awareness among the parents regarding iron deficiency and how to prevent it, their level of knowledge and understanding about the iron rich food is very important. The findings reveal poor knowledge among the parents about food lack of which lead to iron deficiency. While reporting on the foods lack of which may cause iron deficiency, the parents listed egg (45%), fish (43%), *Shaak* (40%), vegetable (40%) and meat (36%). Very few percentage of parents could rightly mentioned about iron rich foods like *Kochu Shaak* (6%) or liver (2%).

Knowledge on Prevention of Iron Deficiency

While asked how to prevent the iron deficiency the parents opined that providing ample amount of iron rich food (67.4%) may help prevent iron deficiency, though it was found that the parents have poor knowledge regarding the food that contain iron. Substantial percentage of parents also feels that being in regular touch with the doctor (37%) and providing necessary medicine (24%) may help prevent iron deficiency.

Source of IDA Prevention Treatment

Doctors (66%) were the main source for the treatment of IDA of the child followed by hospital (25%). Nearly ten percent mentioned pharmacy as their source of IDA prevention treatment.

Attitude on Nutritious Food and Sprinkle

The study attempted to investigate the attitude of the parents towards nutritious foods to gauge their potential interest on products like sprinkles. In such view the parents were asked their perception on the foods that should be in the regular food list of a child. The parents perceives that the fish (66%) followed by *Shaak* (53%), vegetable (53%) and egg (53%) should be in the regular food list of a child. Meat (37%), rice (31%), breast milk and cow milk were also mentioned by the parents which should be in the food list to ensure nutrition. Thus the findings reveal that the parents lack enough consciousness as well as knowledge to provide enough iron rich food in the daily routine of the child's food list.

Food Value Compulsory for a Children's Growth

The parents were further asked on their perception on the food value that is compulsory for a child's growth. It was found that in general the parents hold very poor knowledge regarding the food value that is required for the child's growth. Only 16% parents could recall vitamin, while 8% referred protein. Only 2.4% mentioned about iron. Other food contains like carbohydrate, fat, and calcium was mentioned by ignorable percentage.

PRACTICE

Instances of IDA

The study attempted to investigate the presence of IDA among the target group's children. Only five percent parents admitted/could recognize the presence of IDA among their children.

Measures Taken for IDA

Of those who could identify presence of IDA among their children were further probed on the action taken on identification of IDA. Nearly half of the parents (43.4%) reported that they had taken their child to a specialist doctor on identification of IDA for treatment, while nearly one fifth (22%) mentioned taking to a MBBS doctor.

Food Taken by the Child in Last Seven Days

The parents were asked on their practice of complementary foods fed to the children. Rice (88%), fish (81%) followed by biscuit (75%), pulse (75%), green vegetable (75%) and *Shaak* (70%) were the main foods fed to the child in last seven days. Substantial percentage of parents had also fed breast milk (53.2%), meat (50%), moori (50%), cow milk (44%), banana (41%) and ata made food (41%) in last seven days. Thus the daily food routine of a child lacks iron-rich food.

OPINION ON SPRINKLES

After having a detail discussion with the parents regarding their knowledge and practice of complementary feeding, parents were introduced the concept and benefits of sprinkles and asked their interest and intention of using such a product. All most all the parents (96%) expressed their positive interest for using such a product for their child.

The parents who expressed their interest on feeding sprinkles to their children were further probed on the reason for such interest. Most of the parents reasoned proper physical growth followed by intention of making the child more intelligent as the reason for their potential interest. Nearly one third parents also mentioned reasons like mental growth as well as intention to prevent iron deficiency.

On a further query all most all of these parents (99%) expressed their interest to continue sprinkles till sixty days. Majority (76%) of the parents opined TK.2 as a right price. While about ten percent parents found this price to be very high, another four percent opined it to be high. Groceries were the most preferred place for purchasing sprinkle like product.

CONCLUDING REMARK

Thus the study finds that the parents are conscious about giving nutritious food to their children to ensure proper physical and mental growth. They have a list of food like fish, meat, vegetable, *Shaak*, and fruit in mind and perceive that providing this sort of foods will ensure proper physical fitness for their child. But they lack knowledge on the specific food contain as also lack the consciousness to give a proper and balanced diet according to the food value . They also lack knowledge on the foods that contains iron, as also lack the awareness to specifically address the need of iron containing food.

Thus extensive and preplanned mass media campaign is required to create awareness among the parents as well to make them educated regarding iron rich food, need of such food and consequence of not having enough iron rich food in the early child hood, thus leading to have a positive and accepting mindset to use sprinkles. Though the parents in general expressed a positive mindset to accept sprinkles, extensive knowledge and learning on proper and balanced diet, need of iron can turn them on to more convinced and conscious about using sprinkles for their children.

INTRODUCTION

1.1 BACKGROUND INFORMATION

The commitment of the government to control anemia and micronutrient deficiencies is seen through its Health, Nutrition and Population Sector Program (HNPS) for 2003-10, in which the prevention and control of anemia and micronutrient deficiencies is one of the key strategies for reducing maternal, neonatal and childhood mortality and improving maternal and childhood nutrition. During the last 3 years, the government's National Nutrition Program (NNP) has been addressing micronutrient deficiencies in children and women through its community based interventions. However, it has been unable to address anemia in children due to the lack of a suitable micronutrient supplement. At a Nutrition Conference of the NNP held on 11 November 2005, the absence of a strategy to prevent and control anemia among children in the NNP was noted, and Sprinkles was suggested as a possible solution.

Sprinkles – An Initiative of SMC

Social Marketing Company (SMC) is the largest privately managed social marketing organization in the world for a single country. It is a significant contributor to the delivery of reproductive health services in Bangladesh. SMC's mission is to improve the quality of lives of vulnerable and less privileged populations primarily in public health through sustainable social marketing efforts in collaboration with national and international governments and donors. SMC aims to become a more results oriented organization with a more efficient management structure, more open communication channels at all levels, sounder financial management and planning capabilities, and a satisfying work environment for all its staff.

SMC plans to launch "Sprinkles", a simple and convenient way of home fortification of food for infants and children, to address the Iron deficiency anemia (IDA) in under 5 years children. An 1gm sachet of sprinkles is enriched with 12.5 mg Iron and 16 mg folic acid, which is recommended daily allowance by WHO and also proposed in the national guidelines for the Prevention and Treatment of Iron Deficiency Anemia of the IPHN, Government of Bangladesh. It also contains 5 mg Zinc, .3 mg Vitamin A and 30mg Vitamin C for better absorption of Iron.

SMC, therefore, plans to launch a mass media campaign to promote awareness about devastating impact of IDA and educate how they can easily prevent IDA using the simple method of fortifying complementary food for infants and children at home. Before launching the campaign as well as products SMC will conduct a study to know current level of Knowledge, Attitude and Practice of the caregivers and parents of children under five years on at-home fortification of complementary food among the under five children of Bangladesh as well as perception of the community leaders and retailers in this regard. This data will be used as baseline information.

In such light, SMC has commissioned Nielsen to conduct this study on fortified food which will indicate the level of knowledge, attitude, perception and practice (KAPP) pattern of parents and caregivers on home fortification of complementary food among the children of under-five years of age in urban and rural Bangladesh.

1.2 LITERATURE REVIEW: FOOD FORTIFICATION

Food fortification - is one of the food-based strategies for preventing micro nutrient malnutrition. There has been a recent renewed interest in food fortification, largely because it is generally recognized as being the most effective way to eliminate dietary micro nutrient deficiencies, especially where micro nutrient multi-mixes can be used. In addition, fortification is socially acceptable, requires no change in food habits, does not change the characteristics of food, can be introduced quickly, has readily visible benefits, can be legally enforced, and is relatively easy to monitor, is the cheapest intervention for a government, and is sustainable.

Globally, the three deficiencies of greatest public health significance are those of vitamin A, iron and iodine. These nutrients are referred to as micro -nutrients because the body needs them in minute quantities for growth, development and maintenance. The deficiencies can lead to serious health problems, including blindness, mental retardation and reduced resistance to infectious disease and in some cases to death.

Global Issue

Micro nutrient deficiency has become a global issue with emphasis in the developing nations. UN bodies like the Food and Agriculture Organization (FAO), UNICEF and other international agencies like USAID, The Micronutrient Initiative (MI), International Life Sciences Institute (ILSI), Helen Keller International etc. have taken massive steps to place "food-based" strategies for preventing micro nutrient deficiencies. It was emphasized to solve micro nutrient malnutrition problems in the World Declaration and Plan of Action for Nutrition adopted at the International Conference on Nutrition in December 1992.

Prevalence, Causes and Consequences of Micronutrient Deficiency

Common forms of micro nutrient malnutrition:

- ☐ Vitamin A deficiency (VAD)
- ☐ Iron deficiency anemia
- ☐ Iodine deficiency

Other micronutrients found in food are:

- ☐ Vitamins such as thiamin, niacin, riboflavin, folate, vitamin C and D, minerals like calcium, selenium and zinc.

The primary causes of most micronutrient malnutrition are inadequate intakes of micro-nutrient-rich foods and impaired absorption or utilization of nutrients in these foods due partly to infection and parasitic infestation, which also increases metabolic needs for many micronutrients. Micro-nutrient-rich foods include foods that contain high levels of vitamin A (retinol) and its precursor (beta-carotene), iron (both haem

and non-haem) and iodine. These foods contain factors that enhance micronutrient absorption (e.g. dietary fat and vitamin C). Foods contain lower levels of micronutrients but eaten in large quantities may also be considered to be micronutrient-rich.

Major Strategies to Overcome Micronutrient Deficiency

According to FAO and ILSI, the following four major strategies may be taken to overcome micro-nutrient deficiency:

- ☐ Dietary diversification
- ☐ Food fortification
- ☐ Supplementation with vitamin and minerals
- ☐ Global public health and disease control measures

Sprinkles – Newly Invented Iron Supplement

To combat the above-mentioned havocs, under the leadership of Dr. Stanley Zlotkin, a group of researchers from the Hospital for Sick Children of the University of Toronto developed a new formulation and strategy to deliver iron and other essential micronutrients to infants. “Sprinkles” is this new technology for child survival, growth, and development. It contains microencapsulated iron and other micronutrients packed in single-dose sachets containing a day’s requirement. The standard strategy to try and control iron-deficiency anemia is the use of an iron supplement (ferrous sulphate) given to children as syrup. Children often find the treatment hard to take, since it has an unpleasant metallic aftertaste, it leaves a dark stain on their teeth, and it can give them abdominal discomfort. Syrups are not available in single dose pack. Therefore, it is not convenient for home use. In contrast, Sprinkles-sachets containing microencapsulated iron and other micronutrients as a powder that is sprinkled onto foods and thus avoids these side effects.

“Sprinkles” are mixed into homemade semi-solid weaning foods right before feeding a child. No change in color, flavor, or taste of the food occurs due to the adding up of Sprinkles. They can be easily sprinkled onto any complementary (weaning) food prepared in the household. Thus, any homemade food can be fortified by adding up the Sprinkles; hence, it is termed as ‘home fortification.’

1.3 STUDY OBJECTIVE

The purpose of the present study was to find out the current status of Knowledge, Attitude, Perception and Practice (KAPP) of the caregivers and parents on at-home fortification of complementary food among the under five children of Bangladesh as well as perception of the community leader and retailers in this regard.

1.4 STUDY DESIGN

Target Respondent

The target respondents for the study were as follows:

- ☐ Parents/Caregivers (minimum 15 years) of 6-60 months children
- ☐ Informal Leader (community leader, teacher, religious leader)
- ☐ Retailer (pharmacy/grocery owners or salesmen)

Data Collection Technique

Quantitative

- ☐ Face to face interview through structured questionnaire

Qualitative

- ☐ In depth interview

Sample Size and Study Sites

The study would be a representative national level study covering urban and rural respondents of six divisions.

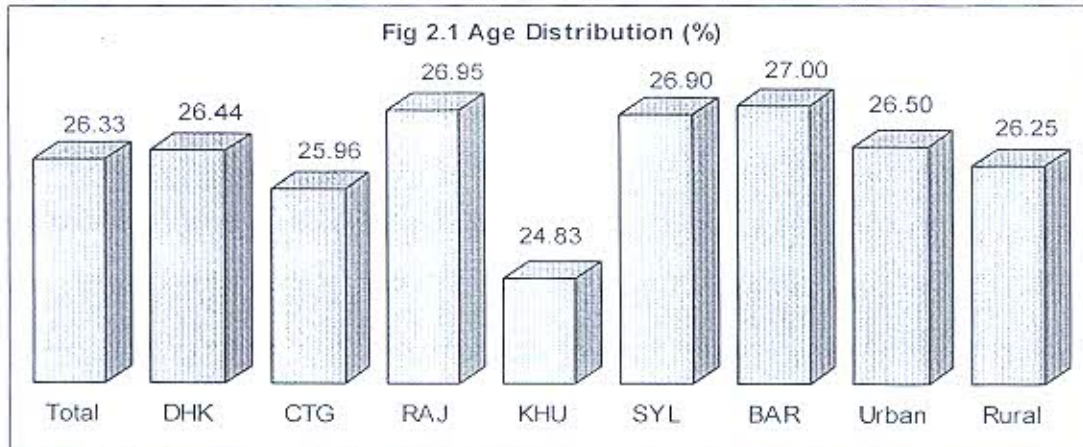
Table 1.1 Total Sample Distributions

Respondents	Quantitative	Qualitative – IDI
Parents/Caregiver	3600	-
Retailers	600	-
Informal Leader	-	120
Total	4200	120

DEMOGRAPHIC CHARACTERISTIC

2.1 AGE

A total of 3,600 parent/caregiver of under five children were interviewed under the



scope of the present study. Mean age of the respondents was 26 years, similar across division and urban rural.

2.2 EDUCATIONAL ATTAINMENT

Nearly half of the respondents (42%) have studied till class nine, while another fourteen percent had studied till SSC. Fifteen percent respondents were totally illiterate, obviously the level of illiteracy was higher in rural area (17%) compared to the urban area.

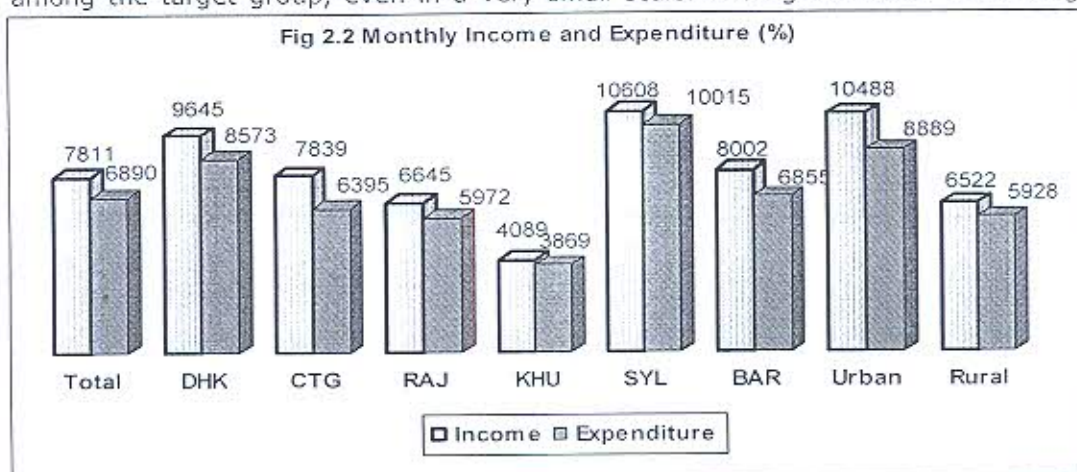
Table 2.1 Educational Attainment (%)

	Total	By Division						Place of Residence	
		DHK	CTG	RAJ	KHU	SYL	BAR	Urban	Rural
Base: All Respondents	3600	1110	720	870	450	210	240	1170	2430
Illiterate	14.5	14.1	7.2	21.5	7.8	31.4	10.4	9.9	16.7
Can read and write	4.4	5.9	2.5	2.4	2.4	5.7	13.8	3.8	4.8
Class I-IV	15.7	12.3	16.8	16.7	24.9	11	11.3	12.8	17.1
Class V-IX	42.2	41.5	45.1	37.4	49.8	42.4	40	36.7	44.9
SSC/Dakhil	13.4	13	17.9	12.6	11.6	5.2	15	17.3	11.5
HSC	5.8	7.3	7.2	4.9	2.2	2.9	6.3	10.2	3.6
B.A/B.Com/B.SC	2.9	3.7	2.6	3.7	1.1	1	2.1	6.6	1.1
M.A/M.Com/M.SC	1.1	2.3	0.6	0.8	0.2	0.5	1.3	2.8	0.3

The respondents were asked whether they were employed during survey. Among the total female respondents, 95% are housewives, the trend of employment status is almost similar across different division and place of resident.

2.3 FINANCIAL SITUATION

Monthly household income (MHI) of the respondents under the study was Tk. 7,811, while monthly average expenditure was Tk. 6,890, showing saving habit prevailing among the target group, even in a very small scale. The figure shows the average



MHI in different divisions and place of residences. However, the following table shows the income and expenditure pattern among groups.

MHI was highest Tk.10608 in Sylhet division and lowest in Tk. 4089 in Khulna.

2.4 HOUSING CHARACTERISTICS

In Bangladesh, tin is the most common roofing material in Bangladesh (90%), rests are with straw, cement etc. Almost half of all households in Bangladesh live in structures with walls made of bricks (25%) or bricks with tin (20%). Natural materials 11%), such as bamboo, or jute stick are also used as walls.

Table 2.2 Roofing Material Used (%)

	Total	By Division						Place of Residence	
		DHK	CTG	RAJ	KHU	SYL	BAR	Urban	Rural
Base: All Respondents	3600	1110	720	870	450	210	240	1170	2430
Roofing Material									
<i>Kaancha</i>	14.1	7.4	12.6	19	27.8	14.3	5.4	5	18.4
Cemented house	25.1	37.4	28.9	13.8	15.6	32.9	8.8	45.3	15.3
Semi cemented	20.3	14.5	33.2	13.3	29.3	17.1	20	24.6	18.3
Bamboo	11.3	6	5.7	18.4	16.7	25.7	4.2	6.2	13.7
Tin	28.7	34.5	18.9	35.3	8.2	10	61.7	18.3	33.7
Tin and mud	0.6	0.2	0.7	0.2	2.4	0	0	0.6	0.5

KNOWLEDGE ON NUTRITION

3.1 INTRODUCTION

SMC is initiating to launch "Sprinkle", a simple and convenient way of home fortification of food for infants and children, to address the Iron deficiency anemia (IDA) in under 5 years children. An 1gm sachet of sprinkles is enriched with 12.5 mg Iron and, 16 mg folic acid; it also contains 5 mg Zinc, .3 mg Vitamin A and 30mg Vitamin C for better absorption of Iron.

In lieu of so, SMC plans to launch a mass media campaign to promote awareness about devastating impact of IDA and educate how they can easily prevent IDA using the simple method of fortifying complementary food for infants and children at home. Before launching the campaign as well as products SMC intends to know current level of Knowledge, Attitude and Practice of the caregivers and parents of children under five years on at-home fortification of complementary food among the under five children of Bangladesh as well as perception of the community leaders and retailers in this regard. This section of the report reflects the knowledge and practice of the parents of under five children regarding feeding complementary food to their child.

3.2 UNDERSTANDING ABOUT NUTRITIOUS FOOD

With a view to have the detail information on the knowledge and perception of the parents of under five children on nutritious food, few questions were asked to reveal their perception on foods, need of such foods for child's appropriate physical and mental growth.

The respondents were asked about their perception and understanding on nutritious food. Most of the respondents used examples to reveal their understanding about nutritious food, as follows:

- ☐ Green vegetable leaves – "Shaak" (60.7%)
- ☐ Big fish (60.6%)
- ☐ Vegetable (54.7%)
- ☐ Egg (49%) and
- ☐ Milk (45.7%)

According to them these foods contain nutritious ingredients. Rice (18.9%), pulse (16%), fruit (16.5%) were also mentioned as nutritious foods. Perception showed similar pattern among different place of residence and divisions (Table 2.1).

Table 3.1: Understanding about Nutritious Food (%)

	Total	By Division						Place of Residence	
		DHK	CTG	RAJ	KHU	SYL	BAR	Urban	Rural
Base: All Respondents	3600	1k110	720	870	450	210	240	1170	2430
Shaak	60.7	67.1	53.8	59.4	50.9	61.9	74.2	56.1	63.0
Big fish	60.6	60.9	56.7	59.3	65.8	56.7	68.8	55.6	63.0
Egg	49.0	50.0	51.9	46.0	59.8	41.0	32.9	48.5	49.2
Vegetables	54.7	59.9	54.0	49.1	53.6	57.6	52.9	51.5	56.3
Milk	45.7	48.7	45.8	40.6	46.9	50.0	43.3	42.4	47.2
Meat	38.5	32.8	47.6	34.6	58.0	25.2	26.7	38.5	38.5
Rice	18.9	19.9	12.2	26.0	6.0	23.8	27.9	15.0	20.7
Pulse	16.0	12.8	11.5	23.0	18.0	19.0	12.1	13.9	17.0
Fruit	16.5	15.9	23.9	13.4	13.6	13.3	15.8	16.8	16.3
Banana	10.5	7.7	10.0	15.6	12.0	9.0	4.6	10.2	10.6
Potatoes	8.2	6.8	7.5	12.1	8.9	5.2	3.8	7.9	8.3
Good food	6.5	3.2	14.3	6.8	4.0	8.1	0.4	10.3	4.6
Khichri	3.1	4.9	1.8	3.2	1.1	4.3	0.8	4.9	2.2
Shuji	0.6	0.9	0.3	0.3	0.2	1.4	0.4	0.9	0.4
Pumpkin	5.4	6.9	7.1	5.1	3.1	2.9	1.7	6.4	5.0
Small fish	3.7	4.1	5.3	2.9	2.9	1.0	3.3	4.4	3.3
Nutritious food	4.4	1.4	14.9	0.7	5.1	2.9	0.0	3.4	4.8
Papaya	2.6	3.0	2.9	3.8	0.4	1.4	0.8	2.1	2.9
Power milk	2.0	1.5	4.7	0.9	1.6	1.9	0.4	1.5	2.2

This study was supplemented by a qualitative study which comprised conducting in-depth interview among stakeholders of different level.

Most of the stakeholders also came up with list of foods to describe their knowledge regarding nutritious food, while few specifically mentioned that the foods that are required to keep fit and healthy are nutritious food. The list of food mentioned included breast milk, cow milk, meat, fish, vegetable, fruits and green leafy vegetables - *Shaak*.

3.3 PERCEPTION ON NEED OF NUTRITIOUS FOOD

The parents and the caregivers of the children were further asked on their perception on the need of such nutritious food for their child. *Staying healthy* (58.7%) was the main perceived reason for requiring nutritious food for a child followed quite far behind by *for having required energy* (26.4%). Parents of both urban and rural areas hold quite similar perception.

Perception of Nutritious Food

"The food items that is required for proper growth of a child is called nutritious food."

"Nutritious food is that which builds our body, develops our brain, increases our energy, and disease prevention power."

"The foods that keep us fit are called nutritious food."

"The foods that contain the six basic food ingredients are called nutritious food."

Table 3.2: Perception on Need of Nutritious Food

	Total	By Division						Place of residence	
		DHK	CTG	RAJ	KHU	SYL	BAR	Urban	Rural
Base: All Respondents	3600	1110	720	870	450	210	240	1170	2430
To stay healthy	59	61	51	60	60	57	64	62	57
For having energy	26	20	36	34	18	22	22	27	26
To survive	17	14	33	12	11	14	8	16	17
For nutrition	6	6	6	7	3	14	2	8	6
To prevent disease	7	7	4	11	4	5	9	8	6
For physical growth	6	6	9	5	10	5	0	8	5
For intellectual growth	2	2	4	3	1	1	0	2	2

3.4 PERCEPTION ON CHILD'S REQUIREMENT OF NUTRITIOUS FOOD

The parents/caregivers perceive that their children require nutritious food for *proper physical* (54.3%) and *intellectual growth* (25.9%) as well as for *staying well* (37.6%). *Getting energy, nutrition, preventing disease and having proper mental growth* were among the mentioned reasons. Responses of urban and rural respondents showed similar pattern.

Table 3.3: Perception on Child's Requirement of Nutritious Food

	Total	By Division						Place of Residence	
		DHK	CTG	RAJ	KHU	SYL	BAR	Urban	Rural
Base: All Respondents	3600	1110	720	870	450	210	240	1170	2430
For physical growth	54.3	47	56.8	55.1	81.1	56.2	25.4	54.1	54.4
To stay well	37.6	42	40.8	40	14.9	20.5	56.3	41.5	35.7
For intellectual growth	25.9	17.1	31.1	36.4	22.9	29.5	14.6	25.6	26.0
To get energy	8.1	6.6	8.1	13	2.2	14.3	3.3	8.3	8
For mental growth	8.4	7	8.1	6	23.6	1.9	2.5	9.2	8.1
To gain nutrition	7.9	9.9	6.4	7.2	2	21.9	4.6	8.5	7.7
To prevent disease	5.7	4.4	6.4	5.3	10	2.4	5.8	7.4	4.9
For vitamin	2.5	3.3	2.1	3.1	0	4.8	0.8	2.6	2.5
To survive	4.0	4.6	6.4	3.8	0.4	2.4	2.5	4.6	3.7

3.5 PERCEPTION ON SOURCE OF NUTRITIOUS FOOD

While asked to mention the list of food that provides nutrition, the parents listed the followings: fish (68.8%), egg (61%), milk (58.9%), vegetable (57.2%), meat (46.1%) etc. It was revealed that urban and rural parents have similar perception regarding foods that contain nutrition.

Table 3.4 Foods that Provide Nutrition

	Total	By Division						Place of residence	
		DHK	CTG	RAJ	KHU	SYL	BAR	Urban	Rural
Base: All Respondents	3600	1110	720	870	450	210	240	1170	2430
Fish	68.8	64.7	79.9	61.3	81.6	53.8	70.4	68.4	68.9
Egg	61.0	60.6	70.7	51.3	74.7	60.5	43.3	59.9	61.5
Milk	58.9	58.9	69.0	49.9	56.0	71.9	55.0	55.9	60.3
Vegetable	57.2	62.3	70.4	37.5	63.8	70.0	41.7	57.9	56.8
Shaak	58.1	64.0	65.1	43.7	52.7	70.0	62.5	54.9	59.7
Meat	46.1	34.9	71.5	35.3	68.4	30.5	32.5	48.3	45.0
Fruits	20.9	18.6	35.4	16.7	19.1	13.3	12.9	22.6	20.1
Banana	16.3	10.1	16.5	23.1	20.4	24.3	4.2	14.1	17.3
Pulse	14.6	11.6	16.5	14.8	20.2	16.7	9.2	13.7	15.0
Rice	10.7	11.0	8.3	15.2	4.9	15.2	7.1	9.1	11.5
Sweet pumpkin	9.4	10.5	16.9	5.6	3.8	10.5	5.4	11.1	8.6
Carrot	5.7	5.7	12.1	3.6	2.4	1.4	3.8	7.6	4.7
Kochu Shaak	3.7	3.2	4.7	4.9	1.8	3.3	2.1	4.0	3.5
Potatoes	6.8	3.6	12.6	8.0	6.2	3.8	2.9	6.1	7.1
Papaya	5.2	5.4	6.7	6.4	0.9	6.7	2.5	4.6	5.5
Apple	4.9	4	8.3	5.7	0.4	3.8	4.6	5.0	4.8

3.6 IRON RICH FOOD

In lieu to estimate the probable interest of the parents to use Sprinkles like product, they were asked specifically on their knowledge and perception on foods that contain iron. This was done with an intention to estimate the parent's knowledge about iron rich food, and their consciousness on the need of providing iron rich food to their child. The parents came up with a long and diverse list in describing foods that contain iron. Some

of the respondents specifically mentioned *Kochu Shaak* (27.3%) as a source for iron while another 15 percent referred *shak* (14.5%) as the source of iron. About 11 percent of the respondents mentioned about vegetable while 11 percent more specified about green banana. Nearly one fifth respondents admitted their ignorance on the issue. There was substantial presence of misconception. Nearly 18 percent mentioned containing iron, while such misconception being higher in the rural areas (21%). About 8 percent of the parents perceive that salt contains iron.

Perception of IDA

'Though a huge number of children are suffering from anemia, it has not come to attention of the govt. yet.'

'Sixty percent children and mothers in my locality are suffering from anemia- they don't manage to eat enough nutritious food. During anemia, the child starts to loose weight, belly enlarges and face becomes pale.'

Table 3.5: Foods that Contain Iron

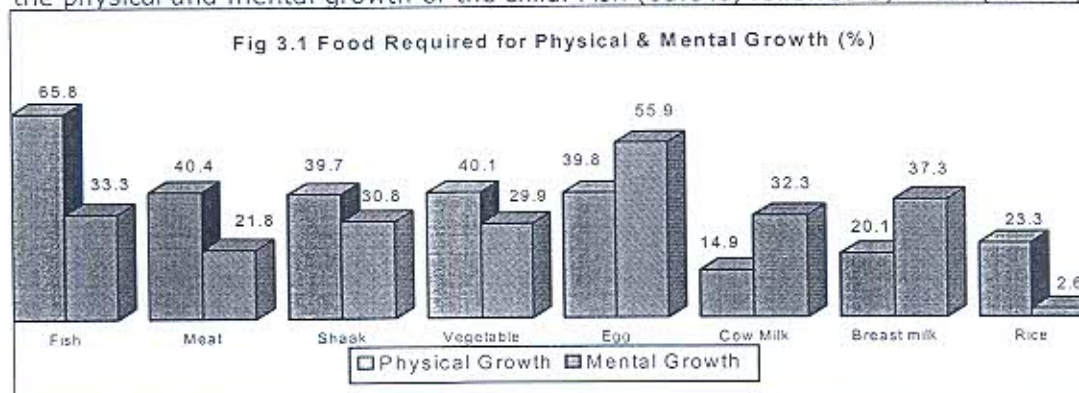
	Total	By Division						Place of residence	
		DHK	CTG	RAJ	KHU	SYL	BAR	Urban	Rural
Base: All Respondents	3600	1110	720	870	450	210	240	1170	2430
<i>Kochu Shaak</i>	27.3	21.4	23.9	33	48.2	16.7	14.6	29.8	26.1
Water	17.7	13.5	23.1	27.7	2.7	25.7	6.3	11.7	20.6
<i>Shaak</i>	14.5	21.4	12.6	4.1	5.3	46.2	15.4	14.7	14.4
Vegetable	10.8	14.3	11.4	3.4	4.9	36.2	7.9	12.1	10.2
Green banana	11.3	9.5	9.9	11	28.4	1.9	1.7	13.4	10.3
Banana	9	9.8	4.7	8	12	22.9	4.2	11.2	8
Salt	7.3	5.8	7.8	13.9	1.1	5.7	2.5	6.8	7.6
Milk	4.8	7.4	4	1.4	0.7	11.9	8.8	5.7	4.3
Fruits	3.9	4.3	6.3	0.5	2	14.3	1.7	5.8	3
<i>Laal Shaak</i>	7.3	9.2	3.6	8.5	8.7	5.7	3.3	6.8	7.5
Egg	3.5	7	2.1	1	0.7	5.2	3.8	4.4	3
Fish	6.1	12.3	2.8	2.3	3.3	1.4	10.4	7.7	5.3
Liver	2.9	4.4	3.8	1.1	3.6	0.5	0.4	3.6	2.6
Spinach	2.3	1.8	1	1.5	8.2	0	2.1	2.8	2
<i>Pui Shaak</i>	3.7	2.7	4	6.7	1.6	2.9	1.7	4.3	3.5
Brinjel	5.8	3	3.3	2.4	28	1.4	0.4	3.2	7
Papaya	3.4	2.1	6.8	3.9	1.3	4.8	0.8	5.3	2.6
Carrot	3.3	2.8	1.5	7.2	2.7	0	1.3	4.4	2.8
Don't know/ Can't Say	22.1	21.3	27.5	20.3	10.7	1.9	55	19.1	23.5

Substantial number of stakeholders admitted their ignorance about the food that contains iron. Many could rightly recall *kacho Shaak*. *Amloki*, *kumra*, green vegetable, *lal Shaak*, tomato, brinjel, and liver were the other mentioned foods that contain iron.

This study was supplemented by qualitative study which comprised conducting in-depth interview among stakeholders of different level. One of the mothers said - "*Kochu Shaak has iron, that's for sure. I am not sure about the other food items.*"

3.7 FOOD REQUIRED FOR PHYSICAL AND MENTAL GROWTH

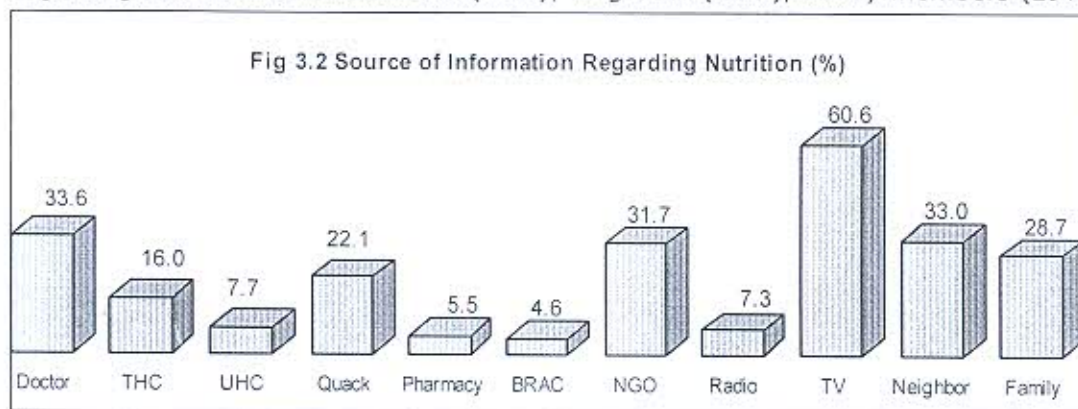
The study attempted to find the parents perception in the foods that are required for the physical and mental growth of the child. Fish (65.8%) followed by meat (40.4%).



vegetable (40%), more specifically *Shaak* (39.7%) and egg (39.8%) were the major mentioned items required for physical growth of the child. Similar items were also perceived to be required for the mental growth of the children as well, while the parents emphasized on egg (56%) more for mental growth of the child. The parents also perceived breast milk (37.3%) and cow milk (32.3%) contributing to the mental growth of the child. It was revealed that the parents more or less ignorant or less conscious about the role of iron rich food attaining proper physical and mental growth of their child.

3.8 SOURCE OF INFORMATION REGARDING ESSENTIAL FOOD FOR CHILDREN

The parents were inquired about the sources from where they have gathered the knowledge regarding nutritious and essential food required for their child. Television (61%) was found to be the main source for the parents for getting information regarding nutritious foods. Doctors (34%), neighbors (33%), family members (29%)

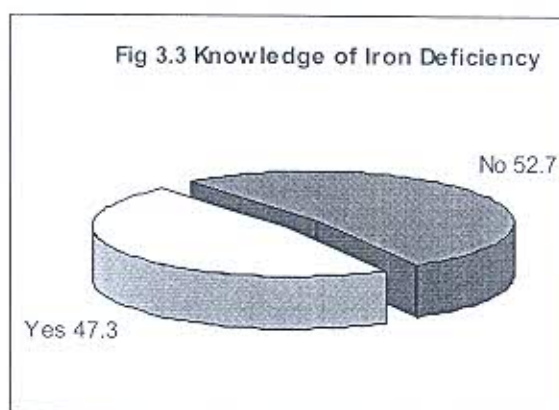


followed by NGO (32%) and quacks were the other reported sources mentioned. The urban parents relied more on doctors (38%) compared to the rural ones (31%). While for the rural parents, rural medical practitioners (RMP) (27%) play an important role in providing information regarding nutritious food required by the children.

3.9 IRON DEFICIENCY ANEMIA

3.9.1 Awareness on IDA

Since the main objective of the study was to launch Sprinkles to reduce iron deficiency among the children of under five years of age, the parent's knowledge and consciousness regarding IDA was investigated. Nearly half of the parents (47.3%) claimed that they are aware about IDA, while the rest (52.7%) admitted their complete ignorance on the issue. Sixty one percent of the urban respondents were aware about IDA as against only forty one percent of the rural respondents claimed so.



3.9.2 Symptoms of IDA

The parents who were aware of IDA were further probed on their knowledge on the symptoms of IDA. Pale skin color (67%) followed by skinny and thin looks (58%) were the main symptoms of IDA known by the parents. More than one fourth (28%) parents referred this as yellowish skin color. Child not looking fresh (46%) and insufficient blood in the body (38%) was other mentioned symptom that led the parents recognizes IDA among their children.

Table 3.6: Symptoms of IDA (%)

	Total	By Division						Place of Residence	
		DHK	CTG	RAJ	KHU	SYL	BAR	Urban	Rural
Base: Those who are aware of IDA	1703	489	416	339	322	63	74	717	986
Pale skin color	67.1	66.7	50.7	77.9	86.3	27.0	62.2	69.0	65.6
Looking skinny/thin	57.5	57.1	79.3	51.3	35.1	71.4	52.7	60.5	55.4
Child not looking fresh	45.7	42.9	50.2	25.1	73.6	17.5	35.1	42.0	48.4
Insufficient blood in the body	38.0	38.9	50.5	39.8	16.5	60.3	28.4	39.3	37.0
Yellowish skin color	27.9	16.4	26.2	67.0	14.0	1.6	17.6	23.3	31.2

3.9.3 Reasons behind Iron Deficiency

The parents who claimed to be aware of IDA were further asked on their knowledge on the reasons behind IDA. The parents perceive that nutritional deficiency (38.4%) and lack of vitamin (37.9%) were the major reported reasons behind iron deficiency. Nearly one third respondents (30.7%) perceive lack of good food as one of the reasons behind iron deficiency. Respondents of rural and urban areas reflected similar knowledge's and perception regarding the reasons behind iron deficiency. Only 12% could specifically mention lack of iron as a reason for iron deficiency.

Perception of IDA

'If a child doesn't eat on time, stay in hygienic conditions, don't wear sandal in the toilet she/he might get IDA. The visible symptoms are- white lips and eyes, nausea, belly enlargement etc.'

""A child suffers mostly when a mother is deficient. If a child is suffering from anemia, you can understand by his/her white dry tongue and pale eyes.'

Table 3.7: Reason behind Iron Deficiency (%)

	Total	By Division						Place of Residence	
		DHK	CTG	RAJ	KHU	SYL	BAR	Urban	Rural
Base: Those who are aware about IDA	1703	489	416	339	322	63	74	717	986
Nutritional deficiency	38.4	52.6	36.1	28.3	26.7	34.9	58.1	38.5	38.3
Lack of Vitamin	37.9	32.9	51.2	38.1	28.3	54.0	23.0	38.8	37.2
Lack of good food	30.7	24.7	48.1	17.7	33.2	38.1	14.9	31.1	30.4
Lack of iron	11.5	15.7	8.4	10.9	9.9	6.3	13.5	11.9	11.2
Lack of awareness	9.2	8.2	8.2	8.0	12.4	17.5	6.8	8.4	9.8
Eating less food	21.0	23.1	6.7	19.2	37.6	20.6	24.3	23.4	19.3
Frequent diseases	4.3	4.7	2.2	4.7	5.9	3.2	5.4	2.9	5.3

In the stake holder's level, there was a feeling in general that iron deficiency among the children occurs in our country due to poverty and lack of consciousness among the parents.

3.9.4 Food that Could Prevent Iron Deficiency

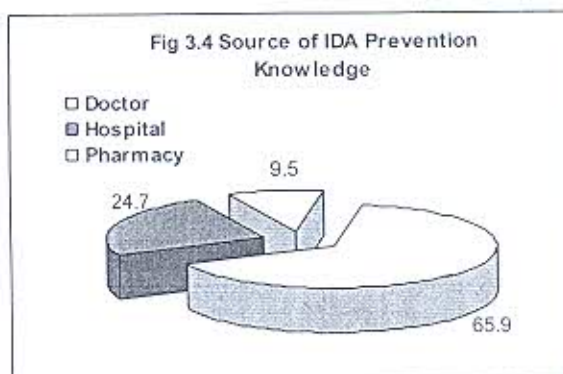
To create awareness among the parents regarding iron deficiency and how to prevent it, their level of knowledge and understanding about the iron rich food is very important. The findings reveal poor knowledge among the parents about food lack of which lead to iron deficiency. While reporting on the foods lack of which may cause iron deficiency, the parents listed egg (45%), fish (43%), *Shaak* (40%), vegetable (40%) and meat (36%). However, very few percentage of parents could rightly mentioned about iron rich foods like *Kochu Shaak* (6%) or liver (2%).

Table 3.8: Lack of Food that Leads to Iron Deficiency

	Total	By Division						Place of Residence	
		DHK	CTG	RAJ	KHU	SYL	BAR	Urban	Rural
Base: Those who are aware about IDA	1703	489	416	339	322	63	74	717	986
Egg	44.6	40.3	50.2	29.8	62.4	33.3	41.9	38.9	48.8
Fish	43	40.9	47.1	32.7	56.2	28.6	35.1	40.3	44.9
<i>Shaak</i>	40	42.7	38.9	36	35.1	73	39.2	37	42.2
Vegetable	39.5	40.9	45.2	33.9	34.8	65.1	21.6	38.1	40.5
Meat	35.6	30.3	39.9	29.5	51.2	17.5	23	33.3	37.3
Cow milk	21.1	19.8	16.8	16.2	30.4	34.9	24.3	18.3	23.2
Breast milk	21.3	21.1	27.6	10	27.3	19	14.9	18.3	23.5
Fruit	17	15.5	24.8	13.3	14.9	15.9	9.5	16.9	17
Banana	9	7.4	6.3	5.3	15.8	15.9	17.6	8.1	9.7
Liver	1.6	1.4	1.2	0	4.3	1.6	1.4	2.1	1.3
Khichri	1.4	1.4	1.9	0.6	1.9	0	1.4	1.4	1.4
Rice	2.6	4.7	1.9	2.7	0.6	3.2	1.4	3.5	2
<i>Kochu Shaak</i>	6.1	5.5	4.1	5.6	9.6	6.3	8.1	4.7	7.1
Pulse	4.2	3.9	4.3	6.8	2.8	0	4.1	3.8	4.6
Vitamin enriched food	6.5	6.5	12.3	5.9	1.2	4.8	1.4	9.1	4.7

3.9.5 Knowledge on Prevention of Iron Deficiency

While asked how to prevent the iron deficiency the parents opined that providing ample amount of iron rich food (67.4%) may help prevent iron deficiency. Substantial percentage of parents also feels that being in regular touch with the doctor (37%) and providing necessary medicine (24%) may help prevent iron deficiency.



3.9.6 Source of IDA Prevention Treatment

According to the knowledge of the parents, doctors (66%) are the main source for the treatment of IDA of the child followed by hospital (25%). Nearly ten percent mentioned pharmacy as their source of IDA prevention treatment. Similar findings were found in both the rural and urban areas. However, in the rural areas, doctors include both graduate and rural medical practitioners.

IDA and Sprinkles

'Nothing is available pure in the market- be it vegetable, fruits or fish. The nutritious value of the food lowered because of using artificial preservatives and coloring. Some foods have even become harmful to consume- how can nutrition be ensured in this situation?'

'Sprinkles will not face any barrier- anything for the good never face any barriers. It will even more successful if it could be promoted by doctors and health workers.'

3.9.7 Attitude on Nutritious Food and Sprinkles

It was also attempted to investigate the attitude of the parents towards nutritious foods to gauge their potential interest on products like sprinkles. In such view the parents were asked their perception on the foods that should be in the regular food list of a child.

Table 3.9: Attitude on Nutritious Food and Sprinkles (%)

	Total	By Division						Place of Residence	
		DHK	CTG	RAJ	KHU	SYL	BAR	Urban	Rural
Base: All Respondents	3600	1110	720	870	450	210	240	1170	2430
Fish	66.9	64.0	67.9	62.5	78.0	63.3	75.4	63.6	68.5
Shaak	53.1	57.4	51.4	44.6	54.2	55.2	65.4	50.9	54.2
Vegetable	52.6	57.0	56.5	38.3	67.8	54.3	42.9	52.3	52.8
Egg	53.1	52.7	58.9	44.5	77.3	42.4	33.3	51.7	53.8
Meat	37.0	29.5	46.4	34.8	56.2	21.4	29.2	39.5	35.8
Breast milk	30.4	32.8	44.3	16.0	30.9	38.1	22.9	25.6	32.8
Cow milk	24.5	21.9	23.6	24.5	29.1	31.9	24.2	24.3	24.6
Rice	30.7	30.8	31.9	34.5	16.9	43.8	26.7	25.4	33.2
Pulse	18.1	15.7	14.9	19.1	32.7	17.1	8.8	17.2	18.5
Fruit	13.7	12.5	19.9	12.8	14.4	6.2	8.8	15.7	12.7
Banana	13.3	8.3	6.7	22.6	21.3	17.6	3.8	12.9	13.5
Khichri	8.8	9.5	16.4	2.8	8.9	7.6	5.4	9.5	8.4
Yellow colored fruit	3.3	2.8	2.6	5.1	4.9	0.5	0.8	4.4	2.8

The parents perceive that the fish (66%) followed by *Shaak* (53%), vegetable (53%) and egg (53%) should be in the regular food list of a child. Meat (37%), rice (31%), breast milk and cow milk were also mentioned by the parents who should be in the food list to ensure nutrition. Thus the findings reveal that the parents lack enough consciousness as well as knowledge to provide enough iron rich food in the daily routine of the child's food list.

3.9.8 Food Compulsory for a Children's Growth

The parents were further asked on their perception on the food value that is compulsory for a child's growth. It was found that in general the parents hold very poor knowledge regarding the food value that is required for the child's growth. Only 16% parents could recall vitamin, while 8% referred protein. Only 2.4% mentioned about iron. A few mentioned about food rich with carbohydrate, fat, and calcium.

Table 3.10: Food Value Compulsory for a Children's Growth

	Total	By Division						Place of Residence	
		DHK	CTG	RAJ	KHU	SYL	BAR	Urban	Rural
Base: All Respondents	3600	1110	720	870	450	210	240	1170	2430
Milk	38.5	48.7	20.3	33.6	32.9	42.9	70.4	38.2	38.6
Fish	36.1	41.7	18.3	21.4	61.8	57.6	50.0	32.6	37.8
Fruits	13.4	13.4	6.0	18.2	8.2	14.3	27.9	13.6	13.4
Egg	35.5	43.5	18.5	36.0	36.0	26.2	55.0	35.0	35.7
Shaak	27.1	36.3	9.3	20.1	27.6	44.3	47.9	22.2	29.5
Iron	2.4	3.1	5.7	0.6	1.1	0.0	0.4	4.3	1.5
Vitamin	16.2	12.8	41.9	7.9	7.8	13.8	2.5	22.6	13.1
Protein	8.3	5.4	13.9	4.0	3.6	1.9	1.7	7.6	5.3
Green vegetables	22.6	29.2	14.3	14.9	19.1	41.9	33.8	21.1	23.3
Noodles	0.4	0.6	0.1	0.3	0.4	0	0.4	0.8	0.2
Bread	0.8	0.8	0	0.6	2.7	0.5	0.4	0.9	0.7
Meat	18.6	20.3	10.7	13.7	25.6	21.9	36.7	19.3	18.3
Banana	11.8	8.9	1.7	28.2	8.4	8.6	5	9	13.1
Rice	9.3	10.5	6	4.7	21.6	13.8	2.9	8.6	9.6
Pulse	17.9	18.6	2.5	13.9	45.8	31.9	11.7	15.2	19.3
Calcium	0.9	1.1	0.7	0.6	2.2	0.5	0	1.4	0.7
Carbohydrate	3.7	3.7	9.4	2.3	0.4	1.4	0	4.4	3.4
Fat	0.6	1	0	1.1	0.2	0	0	0.7	0.6
Zinc	0.1	0.1	0	0.1	0	0	0	0.2	0
Carbohydrate	0.3	0.4	0	0.2	0.7	0	0	0.4	0.2

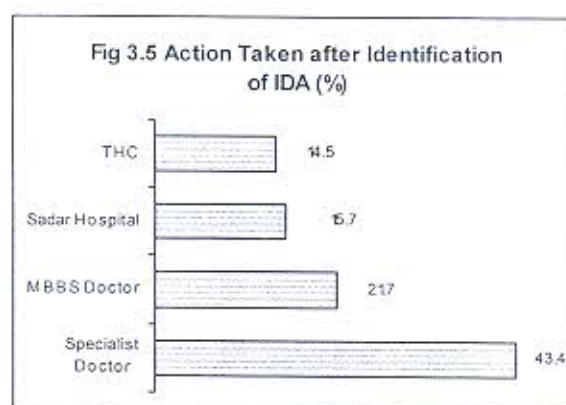
3.10 PRACTICE

3.10.1 Instances of IDA

The study attempted to investigate the presence of IDA among the target group's children. Only five percent parents admitted/could recognize the presence of IDA among their children.

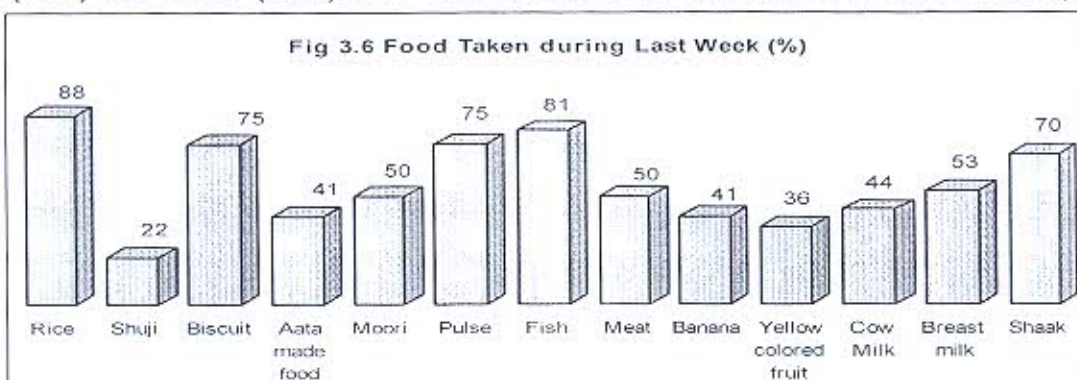
3.10.2 Measures Taken for IDA

Of those who could identify presence of IDA (5%) among their children were further probed on the action taken on identification of IDA. Nearly half of the parents (43.4%) reported that they had taken their child to a specialist doctor on identification of IDA for treatment, while nearly one fifth (22%) mentioned taking to a MBBS doctor.



3.10.3 Food Taken By the Child in Last Seven Days

The parents were asked on their practice of complementary foods fed to the children. Rice (88%), fish (81%) followed by biscuit (75%), pulse (75%), green vegetable (75%) and *Shaak* (70%) were the main foods fed to the child in last seven days.



Substantial percentage of parents had also fed breast milk (53.2%), meat (50%), moori (puffed rice) (50%), cow milk (44%), banana (41%) and ata made food (41%) in last seven days.

Table 3.11 Food Taken by Child by Age

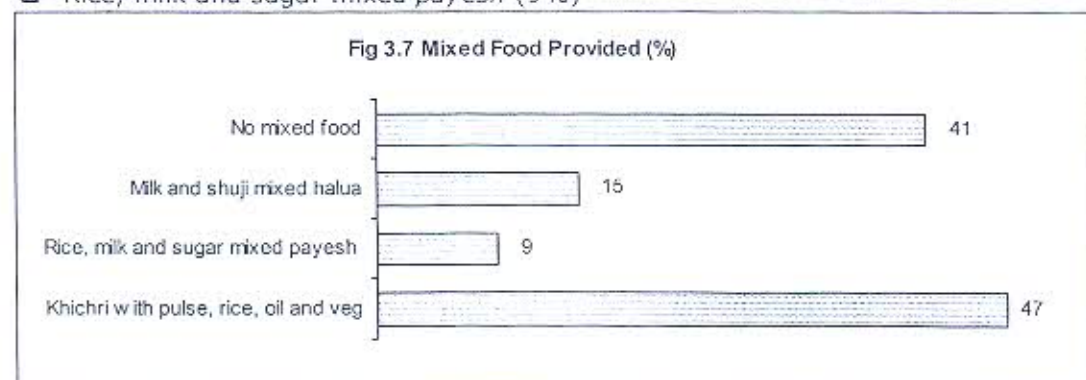
Months	Rice	Shuji	Biscuit	Atta made food	Moori	Pulse	Fish	Meat	Banana	Cow milk	Breast milk	Shaak
6-12	50	35	43	16	18	41	40	21	23	25	95	37
13-24	95	28	78	42	52	80	85	52	41	37	79	71
25-36	99	15	86	51	59	86	94	59	49	49	38	82

Children aged 6-12 months basically depends on breast milk and shuji kind of food, while they gradually move to rice, biscuit, atta made food as they grow up.

3.10.4 Kind of Mixed Food Given to the Child

With a view to provide nutrition to the children, most of the parents mentioned about giving different kinds of mixed food given to children, as follows:

- ❑ Khichri with pulse, rice, oil and veg (47%)
- ❑ Milk and *shuji* mixed *halua* (15%)
- ❑ Rice, milk and sugar mixed *payesh* (9%)

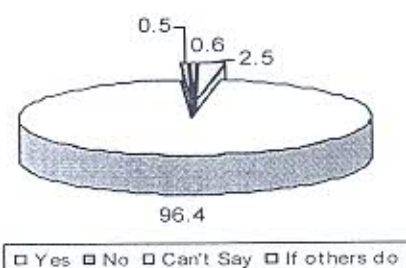


However, 41% mentioned about not feeding anything, as such.

3.10.5 Opinion on Sprinkles

After having a detail discussion with the parents regarding their knowledge and practice of complementary feeding, parents were introduced the concept and benefits of sprinkles and asked their interest and intention of using such a product. All most all the parents (96%) expressed their positive interest for using such a product for their child.

Fig 3.8 Intention of Using Sprinkles (%)



3.10.6 Reasons for Giving Sprinkles

The parents who expressed their interest on feeding Sprinkles to their children were further probed on the reason for such interest. Most of the parent's proper physical growth followed by intention of making the child more intelligent as the reason for their potential interest. Nearly one third parents also mentioned reasons like mental growth as well as intention to prevent iron deficiency.

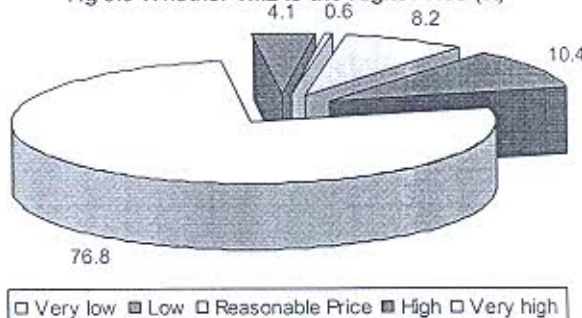
Table 3.12 Reasons for Choosing Sprinkles (%)

	Total	By Division						Place of Residence	
		DHK	CTG	RAJ	KHU	SYL	BAR	Urban	Rural
Base: Those who expressed interest to use sprinkles	3471	1096	711	815	408	209	232	1131	2340
Physical growth	89.9	90.8	92.4	90.8	97.1	77.5	74.1	91.2	89.3
Mental growth	34.3	45.6	34.5	26.0	22.5	18.7	43.5	35.6	33.6
Prevent iron deficiency	29.0	36.7	20.5	21.0	23.3	34.0	51.7	31.5	27.7
To make the child more intelligent	64.4	59.9	79.0	66.1	57.4	81.3	31.9	64.0	64.6

3.10.7 Pricing

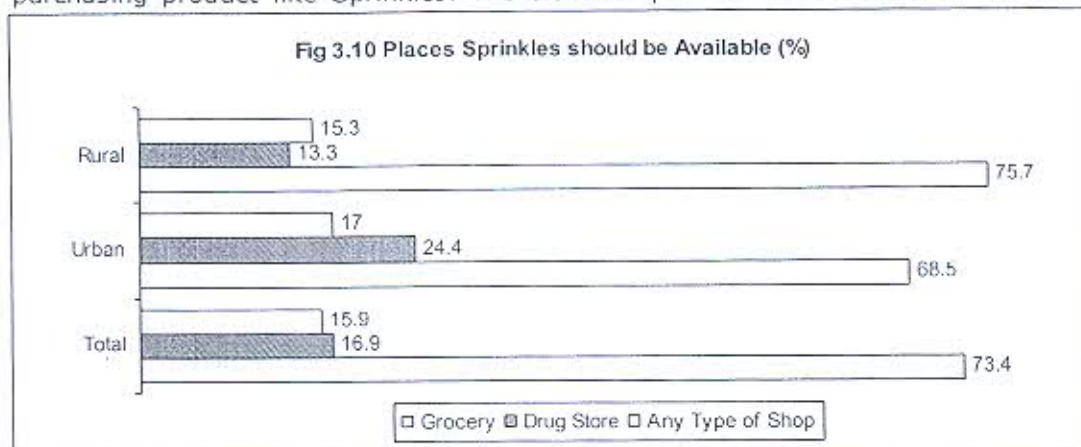
On a further query all most all of these parents (99%) expressed their interest to continue sprinkles till sixty days. On a spontaneous query the parents opined that such a product should be priced between Tk. 1 to Tk. 10. However, majority of the parents opined TK.2 as a right price. While about 10 percent parents found this price to be very high.

Fig 3.9 Whether Tk.2 is the Right Price (%)



3.10.8 Preferred Place of Buying Sprinkles

Grocery were the most proffered place (73%) followed by drug store (17%) for purchasing product like Sprinkles. The trend is quite similar in both the rural and



urban areas. Although, grocery is more preferred than drug store in rural areas and the opposite in the urban areas.

RETAILERS' VIEWS

4.1 SHOP PROFILE

In addition to the views of the parents and caregivers, retailers were also interviewed during the survey, both in rural and urban areas. Since Sprinkles would be sold through retail outlets, their views and suggestions may carry important role in marketing this product through out Bangladesh. A total of 600 retailers were interviewed.

In most of the cases the shops are managed by the owner himself (91%), especially in the rural areas (93%) - consequently owners are the people interviewed in majority cases. Cosmetics turned out to be the highest sold product across all districts (76%) followed by soft drinks (55%).

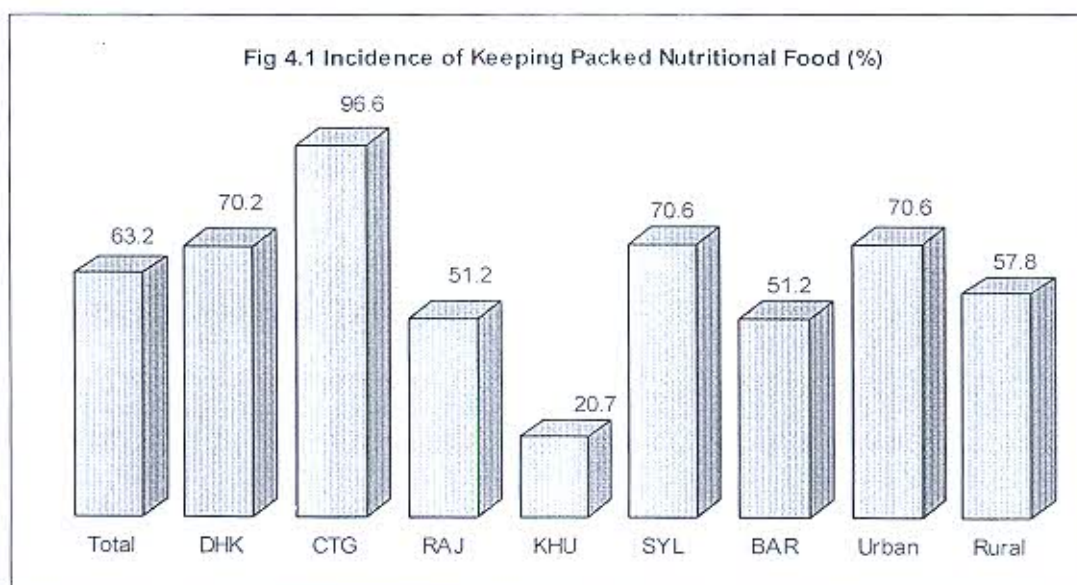
Table 4.1 Shop Profile (%)

	Total	Urban	Rural	DHK	CTG	RAJ	KHU	SYL	BAR
Base: All	600	252	348	198	116	129	82	34	41
Shop Managed By (%)									
Owner	90.5	86.5	93.4	83.8	100	87.6	93.9	88.2	100
Manager	2.5	3.2	2	3	0	3.9	3.7	2.9	0
Employee	6.8	10.3	4.3	13.1	0	8.5	2.4	5.9	0
Nephew	0.2	0	0.3	0	0	0	0	2.9	0
Most Sold Products (%)									
Cosmetics	75.8	78.2	74.1	87.9	99.1	51.9	37.8	100	82.9
Toiletries	52	50.4	53.2	76.8	47.4	24.8	9.8	100	75.6
Soft Drinks	55.3	60.3	51.7	74.7	75.9	23.3	13.4	61.8	82.9
Household items	27.7	30.6	25.6	23.7	10.3	32.6	72	0	14.6
Medicine/ORSaline	44.8	36.5	50.9	56.1	48.3	38	24.4	91.2	4.9
Grocery	41.5	40.9	42	41.9	54.3	21.7	45.1	94.1	14.6
Tk. Monthly Sale (%)									
10000 and below	9.6	9.6	9.7	7	0	3.1	48.9	0	0
10001-20000	16	16.3	15.8	17.7	0	10.9	37.8	2.9	36.6
20001-30000	12.5	8.7	15.2	13.1	3.4	10.9	8.5	23.5	39
30001-50000	14	13.9	14.1	13.1	7.8	23.3	2.4	32.4	14.6
50001-100000	20.5	19	21.6	21.7	22.4	30.2	2.4	26.5	9.8
100001-125000	9.3	10.3	8.6	6.6	26.7	7.8	0	5.9	0
125001-150000	9.5	9.9	9.2	8.1	26.7	7	0	2.9	0
150001 and above	8.4	12.3	5.8	12.7	12.9	7	0	5.8	0

The sale of soft drinks is notably higher in Dhaka (75%) and Chittagong (76%). While asked about the monthly sale of products, it was revealed that most (21%) of the shops sell between Tk. 50000-100000. Sales are visibly higher in Chittagong than other districts- two thirds of the shops in Chittagong sale above Tk.100000 a month.

4.2 PACKED NUTRITIONAL FOOD

Sixty three percent of the retailers across Bangladesh trades packed nutritional food- while almost all in Chittagong (97%) do so. This is higher in urban areas (71%) as compared to rural (58%). While asked about the packed nutritional products, they keep - Dano (75%) followed by Horlicks (55%) turned out to be the product kept by



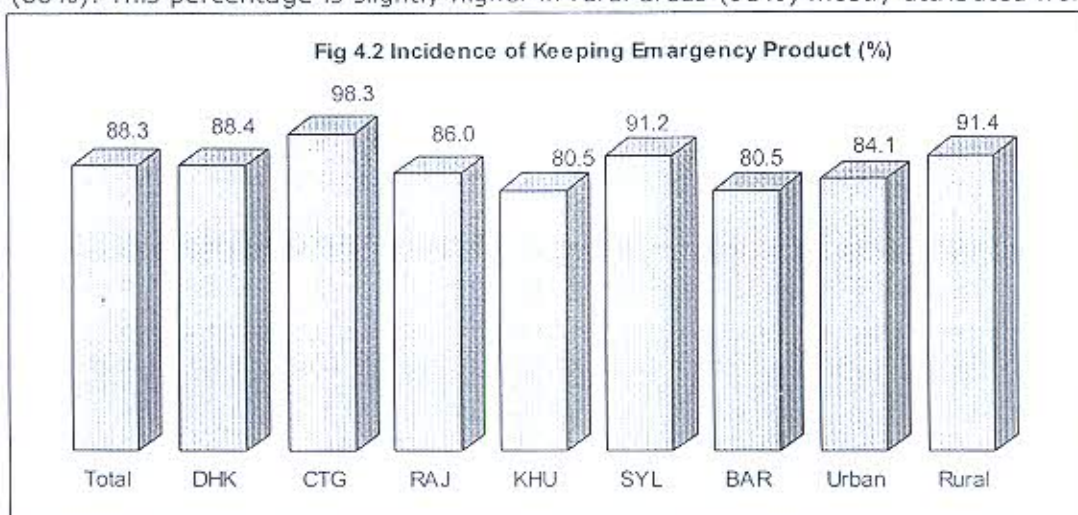
majority retailers. Nido was also found a common product (30%), particularly in Chittagong (52%).

Table 4.2 Packed Nutritional Products Kept in the Shop (%)

	Total	Urban	Rural	DHK	CTG	RAJ	KHU	SYL	BAR
Base: Those who keep packed nutritional food	379	178	201	139	112	66	17	24	21
Lactozen	15.8	15.7	15.9	24.5	0.9	25.8	23.5	12.5	4.8
Dano	74.9	80.3	70.1	76.3	79.5	69.7	100	25	95.2
Anchor	15.8	22.5	10.0	17.3	4.5	25.8	23.5	0.0	47.6
Marks	16.1	13.5	18.4	5.8	31.3	1.5	0.0	66.7	4.8
Red Cow	14.8	21.3	9.0	15.1	23.2	12.1	5.9	0.0	0.0
Starship	24.5	23.0	25.9	2.9	76.8	3.0	0.0	0.0	4.8
Horlicks	54.9	69.7	41.8	55.4	56.3	68.2	94.1	16.7	14.3
Maltova	11.6	20.8	3.5	15.8	4.5	13.6	41.2	0.0	4.8
Ovaltine	11.9	17.4	7.0	12.2	4.5	21.2	52.9	0.0	0.0
Danish	10.0	8.4	11.4	6.5	24.1	1.5	0.0	0.0	4.8
Nido	30.1	35.4	25.4	29.5	51.8	12.1	11.8	12.5	9.5
Cerelac	9.8	15.2	5.0	15.1	1.8	16.7	5.9	4.2	4.8

4.3 EMERGENCY OTC PRODUCTS

Majority of the retail stores trade emergency Over the Counter (OTC) products (88%). This percentage is slightly higher in rural areas (91%) mostly attributed from



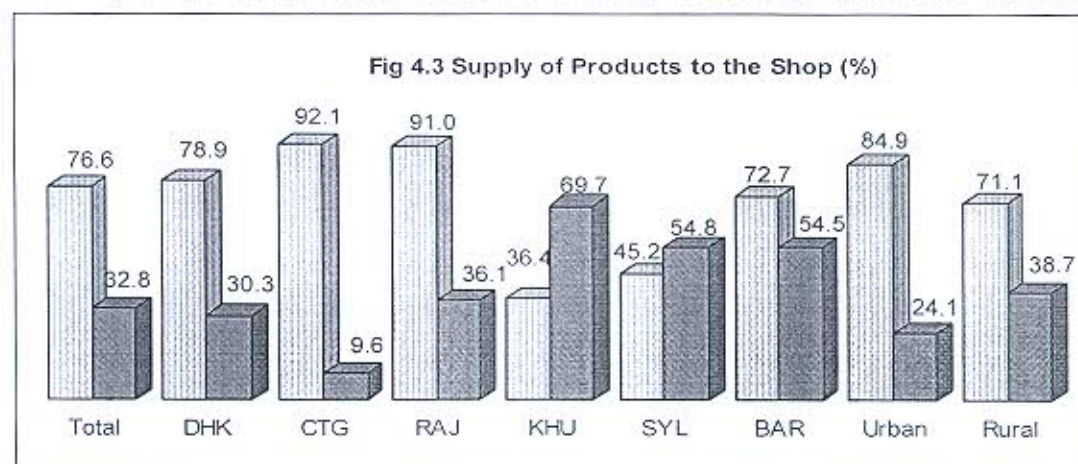
Chittagong (98%) and Sylhet (91%). Oral saline is the most common emergency product (98%), followed by Savlon/Dettol (35%) and Paracetamol (9%).

Table 4.3 Emergency Products Kept in the Shop (%)

	Total	Urban	Rural	DHK	CTG	RAJ	KHU	SYL	BAR
Base: Those who keep emergency product	530	212	318	175	114	111	66	31	33
Oral Saline	98.5	98.6	98.4	99.4	99.1	94.6	100	100	100
Paracetamol	9.1	5.2	11.6	3.4	5.3	19.8	12.1	12.9	6.1
Savlon/Dettol	34.5	40.1	30.8	36	31.6	54.1	6.1	41.9	21.2

4.4 SUPPLY OF PRODUCTS

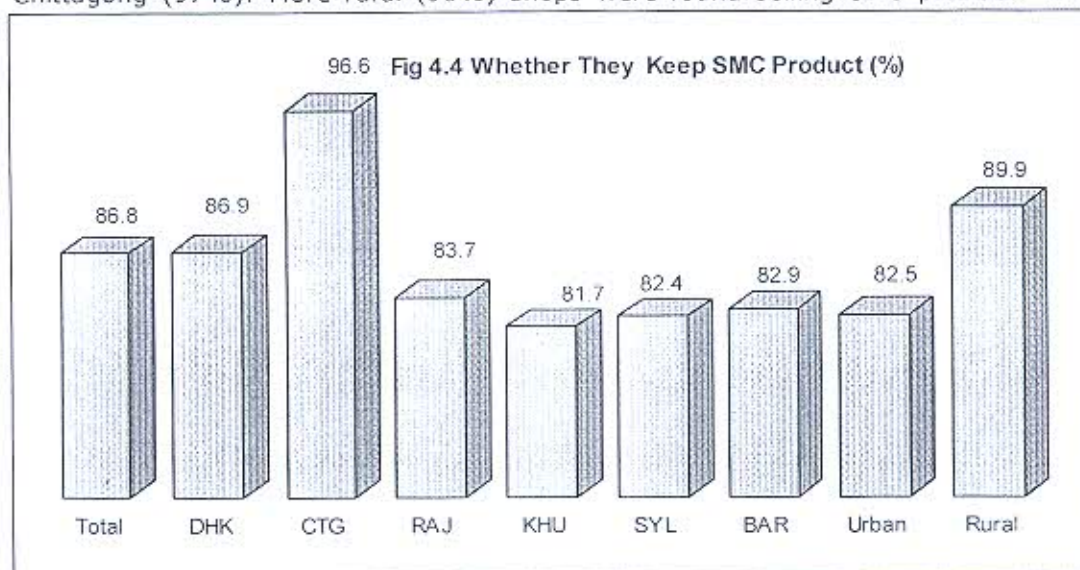
Mostly, company representatives bring the products to the retail outlet (77%). In Khulna (70%) and Sylhet (55%) good are mostly brought by the retailer whenever



needed.

4.5 SMC PRODUCTS

SMC products were found widely sold (87%) throughout the country, particularly in Chittagong (97%). More rural (90%) shops were found selling SMC products than



urban (83%). Almost all these shops sell ORS Saline while only 13 percent sell condom. In Rajshahi, sales of SMC product are higher- 99 percent sell ORS Saline, 52 percent sell condom, 30 percent sell OCP and 14 percent sell sanitary napkins.

Table 4.4 SMC Products Available in the Shop (%)

	Total	Urban	Rural	DHK	CTG	RAJ	KHU	SYL	BAR
Base: Those who keep SMC products	521	208	313	172	112	108	67	28	34
ORSaline	99.8	100	99.7	100	100	99.1	100	100	100
Condom	13.1	9.1	15.7	2.3	1.8	51.9	6.0	0.0	5.9
Birth control pills	7.1	5.8	8.0	1.2	0.0	29.6	4.5	0.0	0.0
Sanitary Napkins	5.4	7.2	4.2	0.6	9.8	13.9	1.5	0.0	0.0

4.6 INCENTIVES FOR SPRINKLES-SUPPLY, PROMOTION, MARKETING PROBLEMS

After describing the benefits, only 2 percent said they wouldn't want to keep Sprinkles in their store. Among the rest 98 percent, majority (93%) of the retailers assume that Sprinkles won't be facing any marketing issues.

4.6.1 Incentive

While asked what would motivate them, majority (94%) mentioned 'sales based commission'. The list of incentives included Credit Facility

Opinion on Sprinkles

'It should be properly communicated that each sachet of Sprinkles covers one day's requirement of iron- not more or less. Also emphasis should be given on the sixty sachet course; usually people ignore this kind of information and the product turns out ineffective.'

'Grocery is the most ideal place to buy Sprinkles from.'

'Sprinkles' nutritious value should be promoted'

(8.3%), Yearly Gift (4.1%), cash discount (1.7%) and best retailer awards (1.4%). Credit facility was more mentioned by the retailers in Rajshahi (24%) and Khulna (15%).

Table 4.5 Incentives of Keeping Sprinkles (%)

	Total	Urban	Rural	DHK	CTG	RAJ	KHU	SYL	BAR
Base: Those who is interested in Sprinkles	592	248	344	194	115	127	81	34	41
Sales based commission	94.6	93.5	95.4	94.9	99.1	89.8	90.1	100	100
Yearly Gift	4.1	4.8	3.5	5.7	5.2	1.6	6.2	0	0
Best retailer rewards	1.4	1.6	1.2	2.1	0.9	0.8	2.5	0	0
Credit facility	8.3	9.3	7.6	3.1	0	24.4	14.8	0	0
Cash discount	1.7	1.2	2	0	8.7	0	0	0	0

4.6.2 Supply

The success of a product largely depends on the supply chain and retailers appear to be the most important channel member for any product. It was asked how the retailers would want to get supply of Sprinkles and it turned out that they would prefer to receive it from the company directly (92%). Seventeen percent retailers in Rajshahi suggested a distributor to be involved in the supply chain.

Table 4.6 Preferred Means of Supply of Sprinkles (%)

	Total	Urban	Rural	DHK	CTG	RAJ	KHU	SYL	BAR
Base: Those who is interested in Sprinkles	592	248	344	194	115	127	81	34	41
Direct from the company	91.9	87.1	95.3	88.1	98.3	85	97.5	97.1	97.6
Anyone can bring them	1.9	1.6	2	2.1	3.5	2.4	0	0	0
Distributor	8.1	10.5	6.4	9.8	0	17.3	6.2	2.9	2.4
Dealer	6.9	12.9	2.6	8.8	0.9	8.7	12.3	0	4.9
Wholesaler	2.5	2.4	2.6	2.1	0	2.4	9.9	0	0

4.6.3 Promotion

Expectedly, television (92%) is considered by majority of the retailers as the proper mode of promotion. The recent introduction of FM radio might be attributed to the high percentage of retailers preferring radio (39%) throughout the country. Poster (22%) and newspaper (18%) was also mentioned by the retailers.

Promotion of Sprinkles

"For a product like Sprinkles, it is obvious that word-of-mouth will work the best. It is important that everyone spreads the good word in their community. Since women in the villages face mobility issue, health workers can bring Sprinkles to them."

"Sprinkles should be promoted in a gathering where parents of the locality will come. It should be made available everywhere-pharmacy, grocery or retail shop."

Table 4.7 Suggested Means of Promotion (%)

	Total	Urban	Rural	DHK	CTG	RAJ	KHU	SYL	BAR
Base: Those who is interested in Sprinkles	592	248	344	194	115	127	81	34	41
Television	91.7	94.4	89.7	87.9	97.4	86	95.1	97.1	100
Poster	21.5	24.2	19.5	26.3	10.3	20.2	31.7	29.4	7.3
Using health workers to promote in each households	6.7	4.8	8	3.5	17.2	1.6	12.2	2.9	0
Miking	5.2	0	8.9	6.6	2.6	5.4	6.1	2.9	4.9
Newspaper	18	21.4	15.5	19.2	13.8	5.4	48.8	20.6	0
Radio	38.7	25.4	48.3	37.4	40.5	7.8	53.7	52.9	95.1
Promotion in schools	2.5	1.2	3.4	0	2.6	0.8	1.2	0	24.4

4.6.4 General Suggestions

General suggestions were also taken from the retailers despite of their willingness to keep Sprinkles in their shop. Most of the retailers confined within:

- ☐ Mass publicity' (28%),
- ☐ Low price (16%) and
- ☐ Quality (18%).

Table 4.8 General Suggestion (%)

	Total	Urban	Rural	DHK	CTG	RAJ	KHU	SYL	BAR
Base: Those who is interested in Sprinkles	600	252	348	198	116	129	82	34	41
Free sample	7.7	8.3	7.2	6.1	26.7	0.8	2.4	0	0
Mass publicity	27.8	32.1	24.7	36.4	5.2	13.2	53.7	76.5	4.9
Quality	16	15.1	16.7	18.7	29.3	9.3	6.1	8.8	12.2
Good relationship with retailers	0.8	1.2	0.6	2	0	0.8	0	0	0
Should be promoted in schools	0.3	0.4	0.3	0.5	0.9	0	0	0	0
Have to promote it in hospital/among doctors	0.8	0.8	0.9	0.5	3.4	0	0	0	0
The pack should be attractive and air tight	4.3	2.8	3.2	4.5	0.9	3.1	3.7	0	2.4
Price should be stated on pack of the product	0.3	0.4	0.3	1	0	0	0	0	0
Price should be low	16	11.9	19	17.7	18.1	0.8	4.9	2.9	82.9
Expiry date should be kept in mind	1	1.2	0.6	1	0	0	3.7	0	0
Should be available everywhere	1.2	0.4	1.7	0	0.9	2.3	3.7	0	0
Have to write doctor's recommendation on the pack cover	1	1.6	0.6	0.5	1.7	1.6	1.2	0	0

CONCLUSIONS

The study finds that the parents are conscious about giving nutritious food to their children to ensure proper physical and mental growth. They have a list of food like fish, meat, vegetable, *Shaak*, and fruit in mind and perceive that providing this sort of foods will ensure proper physical fitness for their child. But they lack knowledge on the specific food contain as also lack the consciousness to give a proper and balanced diet according to the food value . They also lack knowledge on the foods that contains iron, as also lack the awareness to specifically address the need of iron containing food.

Thus extensive and preplanned mass media campaign is required to create awareness among the parents as well to make them educated regarding iron rich food, need of such food and consequence of not having enough iron rich food in the early child hood, thus leading to have a positive and accepting mindset to use sprinkles. Though the parents in general expressed a positive mindset to accept sprinkles, extensive knowledge and learning on proper and balanced diet, need of iron can turn them on to more convinced and conscious about using sprinkles for their children.

The current nutritional status in Bangladesh, especially among the children and women, demands an easy and cost-effective prevention mechanism. The concept of Sprinkles was tested among the mothers/caregivers and retailers and positive response was obtained. Sprinkles can be regarded as the solution with least and harmless side effects. The primary target group has appreciated the initiative of marketing product like Sprinkles.

The price of the product can be settled at Tk.2 per Sachet considering all pros and cons. There is still scope for price increment while it penetrates the primary target groups.

Doctors are recognized to be the biggest enforcers for pharmaceutical brands. Therefore, massive promotional campaign should be directed towards them to create the 'pull' in the market.

Retailers have shown positive interest in selling this nutritious product – Sprinkles. Therefore, SMC should design the business plan revolving the retailers and consumers.

Finally, introduction of Sprinkles is very much in line with the national goals the govt. has set. This includes Millennium Development Goals (MDG) and National Strategy for Anemia Prevention and Control in Bangladesh.

Appendix: Questionnaires

ACNielsen Bangladesh Ltd.

House # 70 (2nd Floor), Road # 15A (new), Dhanmondi R/A, Dhaka-1209, Bangladesh. Phone: 9125839
E-mail: acn.bangladesh@acnielsen-bd.com

HOUSEHOLD SURVEY

Job # :		H. H SI No.			
PROJECT	INFANT	Urban	1	Rural	2
NAME OF RESPONDENT	CENTRE				
ADDRESS IN FULL	District:				
Thana:					
Union:					
Village:					
INTERVIEW TIME					
START					
END					
LANDMARKS					
TELEPHONE (IF ANY)	HOME	WORK	MOBILE		
NAME OF INTERVIEWER	CODE	DATE OF INTERVIEW	2008	SIGN	
CHECK DETAILS	CODE	ACCOMPANY	BACK CHECK	SCRUTINY	REMARKS
		CODE	DATE	CODE	DATE
NAME OF FS					
NAME OF FC					
NAME OF OTHER OFFICIAL					
FIELD EXECUTIVE					
NAME OF CODER					

আমি _____ এই মর্মে শপথ করছি যে, এই সাক্ষাৎকারের সকল তথ্য সম্পূর্ণ সত্য এবং সঠিক।
প্রশ্নপত্রের তথ্য সংগ্রহের ক্ষেত্রে আমি কোন মিথ্যার আশ্রয় নেইনি এবং যথাযথ নিয়মানুগ পদ্ধতি অনুসরণ করেছি।

Signature of Interviewer

Target Respondents: Mothers/Caregivers of 6-60 month old children**INTRODUCTION**

ছালাম/আদাব, আমার নাম। আমি ACNielsen Bangladesh নামক একটি আন্তর্জাতিক সামাজিক ও বাজার গবেষণা সংস্থার পক্ষ থেকে এসেছি। বর্তমানে আমরা আপনাদের এলাকায় ৬-৬০ মাস বয়সের শিশুদের রক্তক্লান্ততা রোধ কল্পে শিশুদের মা বা পরিচর্যাকারীদের মধ্যে একটি গবেষণা জরিপ পরিচালনা করছি। আপনাদের খানার ৬-৬০ মাস বয়সের শিশু সম্পর্কে কিছু ব্যক্তিগত ও আর্থ-সামাজিক তথ্য জানতে চাইবো। অনুগ্রহ করে এ ব্যাপারে আপনি আমাকে কিছু সময় দিবেন কি?

আপনার দেয়া মূল্যবান তথ্যসমূহ সম্পূর্ণ গোপন রাখা হবে এবং তা শুধুমাত্র গবেষণার কাজে ব্যবহার করা হবে।

Section A: Profile of the Respondent

Q. No.	Questions and Filters	Coding Categories	Codes	Skip to
101	আপনার বয়স কত (যদি সঠিক বয়স না বলতে পারে তাহলে প্রোব করে আনুমানিক বয়স লিখুন যেমন- ১৯৭১ এর মুক্তিযুদ্ধ, ১৯৮৮ এর বন্যা)? বছর		
102	আপনি সর্বোচ্চ কোন্ ক্লাশ পাশ করেছেন?	কোন শিক্ষা নেই লিখতে ও পড়তে পারে তবে প্রাতিষ্ঠানিক শিক্ষা নেই ১ম - ৪র্থ শ্রেণী ৫ম - ৯ম শ্রেণী এসএসসি/দাখিল এইচএসসি বিএ/বিকম/বিএসসি/বিএসএস এমকম/এমএ/এমএসসি অন্যান্য (উল্লেখ করুন)	01 02 03 04 05 06 07 08	
103	আপনার পেশা কি? (কোড উল্লেখ করুন)		
104	আপনাদের পরিবারের মাসিক আয় কত?		
105	আপনাদের পরিবারের মাসিক খরচ কত?	মোট - খাওয়া খরচ - চিকিৎসা খরচ - লেখাপড়া খরচ অন্যান্য (উল্লেখ করুন)		
106	আপনার ঘর/বাড়ীর ধরন কেমন? (উত্তরদাতাকে জিজ্ঞাসা না করে পর্যবেক্ষনের মাধ্যমে রেকর্ড করুন)	কাঁচা পাকা সেমিপাকা সন/বাঁশ/বেত টিন/টালী/ছাদ অন্যান্য (উল্লেখ করুন)	01 02 03 04 05	
107	শিশুর বয়স কত?	৬ মাস থেকে ৫ বছরের মধ্যে অন্যান্য (উল্লেখ করুন)	01	দাকাতকর বয়স কতক
108	শিশুর সাথে আপনার সম্পর্ক কি?	পিতা মাতা দাদা/দাদী নানা/নানী অন্যান্য (উল্লেখ করুন)	01 02 03 04	
FOR Q.104, 105. (পেশা):				
কৃষক = 01, বর্গাচাষী = 02, কৃষি দিন মজুর = 03, চুক্তি ভিত্তিক কৃষি দিন মজুর = 04, দক্ষ শ্রমিক = 05, অদক্ষ শ্রমিক = 06, রিক্সা/কার/ভ্যান চালক/মাঝি = 07, কাজের লোক = 08, ছাত্র/ছাত্রী = 09, জেলে = 10, পেশাজীবী = 11 বেতন ভুক্ত কর্মচারী = 12, ব্যবসায়ী (২০০০ টাকার উপরে) = 13, ব্যবসায়ী (২০০০ টাকার নীচে) = 14, বেকার = 15, ভিক্ষুক = 16, বাড়িওয়ালা / ভাড়া লিজ = 17, গৃহিনী=18 অন্যান্য (উল্লেখ করুন)				

Q. No.	Questions and Filters	Coding Categories	Codes	Skip to
--------	-----------------------	-------------------	-------	---------

B. Nutrition Related Knowledge:

শিশুর সঠিক পুষ্টি নিশ্চিত করা শারীরিক ও মানসিক বৃদ্ধির জন্য অত্যন্ত গুরুত্বপূর্ণ। এবার আমি আপনাদের পুষ্টিকর খাবার সম্পর্কে কিছু প্রশ্ন করবো।

201	আপনার মতে পুষ্টিকর খাবার বলতে কি বোঝায়? (উত্তর ছবছ রেকর্ড করুন)			
		জানিনা/বলতে পারি না	99	
202	আমাদের পুষ্টিকর খাবার কেন প্রয়োজন বলে আপনি মনে করেন?			
		জানিনা/বলতে পারি না	99	
203	শিশুদের পুষ্টিকর খাবার কেন প্রয়োজন বলে আপনি মনে করেন?			
		জানিনা/বলতে পারি না	99	
204	কোন কোন খাবার থেকে আমরা পুষ্টি পেতে পারি ?			
		জানিনা/বলতে পারি না	99	
205	আপনার জানামতে কোন কোন খাবারে আয়রন/লৌহ রয়েছে ? (প্রয়োজনে আয়রনের ব্যাখ্যা দিন)			
		জানিনা/বলতে পারি না	99	
206	৬-৬০ মাস বয়সের শিশুদের জন্য কোন কোন পুষ্টিকর খাবার খাওয়ানো জরুরী বলে আপনি মনে করেন?	সপ্তাহে কয় বার		
		মাছ	01	
		মাংস	02	
		শাক	03	
		সব্জি	04	
		কলা	05	
		কলিজা	06	
		ডিম	07	
		খিচুরি	08	
		গরুর দুধ	09	
		বুকের দুধ	10	
		হলুদ ফল	11	
		অন্যান্য (উল্লেখ করুন).....		

Q. No.	Questions and Filters	Coding Categories	Codes	Skip to
207	কেন? (হুবহু লিখে নিন)	১. ২. ৩.		
208	আপনি যে খাবারগুলির কথা বললেন এর মধ্যে কোন খাবারগুলি শিশুর শারীরিক বৃদ্ধির জন্য খুবই জরুরী? নির্দেশ : উত্তরদাতার স্বতস্ফূর্তভাবে উল্লেখিত সর্বোচ্চ ৩টি খাবারের নাম রেকর্ড করার চেষ্টা করুন।			
		জানিনা/বলতে পারি না	99	
209	আপনি যে খাবারগুলির কথা বললেন এর মধ্যে কোন খাবারগুলি শিশুর মানসিক বৃদ্ধির জন্য খুবই জরুরী? নির্দেশ : উত্তরদাতার স্বতস্ফূর্তভাবে উল্লেখিত সর্বোচ্চ ৩টি খাবারের নাম রেকর্ড করার চেষ্টা করুন।			
		জানিনা/বলতে পারি না	99	
210	অনুগ্রহ করে বলুন ৬ - ৬০ মাস বয়সের শিশুদের জন্য এই খাবারগুলির প্রয়োজনীয়তা সম্পর্কে আপনি কিভাবে জেনেছেন?	পরিচিত চিকিৎসকের মাধ্যমে থানা স্বাস্থ্য কমপ্লেক্স থেকে ইউনিয়ন স্বাস্থ্য কমপ্লেক্স থেকে সূর্যের হাসি ক্লিনিক থেকে গ্রাম্য ডাক্তার ফার্মেসী ব্র্যাক স্বাস্থ্যকর্মী অন্য NGO স্বাস্থ্য কর্মী/স্বাস্থ্য সেবিকার মাধ্যমে রেডিওতে শুনেছি টেলিভিশনে দেখেছি প্রতিবেশীর মাধ্যমে বন্ধু-বান্ধব / আত্মীয়ের মাধ্যমে অন্যান্য (উল্লেখ করুন).....	01 02 03 04 05 06 07 08 09 10 11 12	

C. Knowledge on IDA & Treatment :

আপনি হয়তো জানেন, বাংলাদেশের শিশুদের মধ্যে রক্তস্বল্পতার প্রবনতা অনেক বেশী। এখন আমি আপনাদের রক্তস্বল্পতা ও তার প্রতিরোধ বিষয়ক কিছু প্রশ্ন করবো।

301	রক্তস্বল্পতা সম্পর্কে আপনি কিছু জানেন কি?	হ্যাঁ না	1 2	302 401
302	অনুগ্রহ করে বলুন রক্তস্বল্পতার লক্ষণ কি? (উত্তর একাধিক হতে পারে)	গায়ের রং ফ্যাকাশে দেখা গায়ের রং হলুদ দেখা শরীর রোগা/পাতলা দেখা শরীরে রক্ত কম থাকা শিশুকে নিতেজ দেখা হিমোগ্লোবিন কম থাকা জানি না/ বলতে পারি না অন্যান্য (উল্লেখ করুন).....	01 02 04 05 06 07 99	

Q. No.	Questions and Filters	Coding Categories	Codes	Skip to
303	এ ধরণের লক্ষণকে (রক্তস্রাবতা) আপনার এলাকার লোকেরা কি নামে চেনেন বা জানেন? (উত্তর হুবহু রেকর্ড করুন)			
304	অনুগ্রহ করে বলুন শিশুদের রক্তস্রাবতার কারণ কি? (সর্বোচ্চ ৩টি কারণ রেকর্ড করুন)	১.		
		২.		
		৩.		
305	শিশুদের শরীরে কোন্ কোন্ খাবারের অভাবে রক্তস্রাবতা জনিত রোগ দেখা দেয়? (উত্তর হুবহু রেকর্ড করুন)			
		জানিনা/বলতে পারি না	99	
306	শিশুদের রক্তস্রাবতা জনিত রোগ প্রতিরোধের জন্য কি কি করা উচিত বলে আপনি মনে করেন? (উত্তর হুবহু রেকর্ড করুন)	বেশী করে আয়রনযুক্ত খাবার দেয়া	01	
		ডাক্তারের পরামর্শ নিয়মিত নেয়া	02	
		তেমন গুরুত্বপূর্ণ বিষয় না	03	
		প্রয়োজনীয় ঔষধ দেয়া	04	
		জানিনা/ বলতে পারি না	99	
		অন্যান্য (উল্লেখ করুন).....		
307	আপনাদের এলাকায় কোথায় বা কার কাছ থেকে রক্তস্রাবতার চিকিৎসা পাওয়া যায়? (উত্তর একাধিক হতে পারে)			
		জানিনা/বলতে পারি না	99	
308	আপনার শিশু ৬ মাস বয়স থেকে আজ পর্যন্ত রক্ত স্রাবতা ভুগেছিল কি?	হ্যাঁ	01	309
		না	02	401
		বুঝিনি	03	
		জানি না	99	
		অন্যান্য (উল্লেখ করুন)		
309	শিশুর রক্তস্রাবতা সম্পর্কে আপনি কিভাবে নিশ্চিত হয়েছিলেন?			
		জানিনা/বলতে পারি না	99	
310	আপনার শিশুর রক্তস্রাবতার চিকিৎসার জন্য কি ব্যবস্থা নিয়েছিলেন?	বিশেষজ্ঞ চিকিৎসক দেখিয়ে ছিলাম	01	
		স্থানীয় এমবিবিএস ডাক্তার দেখিয়ে ছিলাম	02	
		জেলা সদর হাসপাতালে গিয়েছিলাম	03	
		থানা স্বাস্থ্যকমপ্লেক্সে গিয়েছিলাম	04	
		ইউনিয়ন স্বাস্থ্যকেন্দ্রে গিয়েছিলাম	05	
		হেকিম/কবিরাজ দেখিয়েছিলাম	06	
		সূর্যের হাঁসি ক্লিনিকে গিয়েছিলাম	07	
		ফার্মেসী	08	
		গ্রাম্য ডাক্তার	09	
		কাড়-ফুক/ তত্ত্ব-মজ্ঞ	10	
		অন্যান্য (উল্লেখ করুন).....		

D. Child Feeding Practice:

401	সাধারণতঃ দিনে কতবার আপনার শিশুকে দুধ বাদে কোন খাবার খেতে দেন?বার
-----	---	----------

Q. No.	Questions and Filters	Coding Categories		Codes	Skip to
402	গত ২৪ ঘন্টায় আপনার শিশুকে কি কি খাইয়েছেন এবং কত বার খাইয়েছেন? (বুকের দুধ খাওয়ালেও রেকড করুন)	খাবার	কোড	কতবার	
	সকাল (৬-১২টা)	1.			
2.					
3.					
4.					
5.					
	দুপুর (১২-৪টা)	1.			
2.					
3.					
4.					
5.					
	বিকাল (৪-৮টা)	1.			
2.					
3.					
4.					
5.					
	রাত (৮-৬টা)	1.			
2.					
3.					
4.					
5.					
403	আমি এখন কতগুলো খাবারের নাম বলব, অনুগ্রহ করে বলুন, গত ৭দিনে আপনার শিশুকে এই খাবারগুলো খাইয়েছেন কি?	খাবার	হ্যাঁ	না	সপ্তাহে কয় বার
		ভাত.....	1	2	
		সুজি.....	1	2	
		বিস্কুট.....	1	2	
		অটার তৈরী খাবার	1	2	
		মুড়ি.....	1	2	
		ডাল.....	1	2	
		মাছ.....	1	2	
		মাংস.....	1	2	
		কলা.....	1	2	
		পেয়ারা.....	1	2	
		হলুদ ফল.....	1	2	
		গরুর দুধ.....	1	2	
		বুকের দুধ.....	1	2	
		শাক.....	1	2	
		সবুজ সব্জি.....	1	2	
		কচুশাক	1	2	
		খিচুড়ী	1	2	
		কলিজা	1	2	
		কাঁচাকলা	1	2	
		রঙিন সব্জি.....	1	2	
		আলু/মূলা জাতীয় সব্জি.....	1	2	
		অন্যান্য (উল্লেখ করুন)			

Q. No.	Questions and Filters	Coding Categories	Codes	Skip to
E. Attitude on Nutritious Food & Sprinkles				
501	আপনার মতে শিশুদের খাবারে পর্যাপ্ত পরিমাণ পুষ্টি নিশ্চিত করার জন্য তাদের দৈনন্দিন খাদ্য তালিকায় কি ধরনের খাবার থাকা উচিত?			
		জানিনা/বলতে পারি না	99	
502	সাধারণত শিশুদের খাবারে কোন কোন খাদ্য উপাদান (Food value) থাকা অপরিহার্য বলে আপনি মনে করেন?			
		জানিনা/বলতে পারি না	99	
503	আপনার শিশুকে কি বিভিন্ন ধরনের খাবার একত্রে মিশিয়ে খাইয়ে থাকেন? (বুঝিয়ে বলুন)	চাল, ডাল, তেল ও সবজি মিশ্রনে খিচুড়ি	01	
		চাল, দুধ ও চিনির মিশ্রনে পায়েস	02	
		দুধ ও সুজির মিশ্রনে হালুয়া	03	
		খাওয়াই না	04	
		জানি না	99	
		অন্যান্য (উল্লেখ করুন).....		
<p>আমি এখন Sprinkles নামে একটি পুষ্টি যুক্ত পাউডার সম্পর্কে আপনাদের একটু ধারণা দিব। Sprinkles হল কয়েকটি উপাদানে তৈরি (যেমন: ভিটামিন, মিনারেল, খনিজ, আয়রন এবং জিংক) এক ধরনের শক্তিশালী গুড়া যা ৬ থেকে ৬০ মাসের শিশুর শারিরীক/মানসিক এবং বুদ্ধি বাড়তে সাহায্য করে। Sprinkles দেখতে পাউডারের মত যা ছোট একটি প্যাকেট থেকে ছিড়ে শিশুদের প্রতিদিনের খাবারের সাথে মিশিয়ে খাওয়াতে হয় Sprinkles এক নাগাড়ে ২ মাস ধরে মোট ৬০ টি শ্যাসে (প্যাকেট) খাওয়াতে হয়।</p> <p>এটি খাবারের সাথে মেশানোর পর খাবারের স্বাদ, গন্ধ ও রংয়ের কোন পরিবর্তন হয়না।</p> <p>আয়রনের অভাব থেকেই শিশুর শারিরীক/মানসিক বিকাশ বাধাপ্রাপ্ত হয়, যার ফলে তাদের বুদ্ধি বিবেক অন্য শিশুদের চেয়ে কম হয়। তাই শিশুদের প্রতিদিনের খাবারের সাথে যদি নিয়মিত Sprinkles এর মত পুষ্টিগুড়া খাওয়ানো যায় তাহলে শিশুর রক্তস্বল্পতা দূর হয় এবং শিশুর ভবিষৎ সুন্দর হয় এবং ভবিষ্যতে কাজ করার ক্ষমতাও বাড়ে।</p>				
504	এ ধরনের ভিটামিন যুক্ত পাউডার সম্পর্কে আপনার মতামত কি?			
505	Sprinkle সম্বন্ধে জানার পর শিশুর রক্তস্বল্পতা দূর করার জন্য এ ধরনের ভিটামিন যুক্ত পাউডার শিশুদের খাওয়াবেন কি?	হ্যাঁ	1	506
		না	2	
		বলতে পারি না	3	507
		অন্যরা খাওয়ালে খাওয়াবো	4	
506	কেন খাওয়াবেন?	শিশুর শারিরীক বৃদ্ধির জন্য	01	
		মানসিক বিকাশের জন্য	02	
		শিশুদের রক্তস্বল্পতা রোধের জন্য	03	
		বুদ্ধি বিকাশের জন্য	04	
		অন্যান্য (উল্লেখ করুন)		
507	আমরাতো বললাম ৬০ দিন ধরে Sprinkle খাওয়াতে হবে। আপনি কতদিন পর্যন্ত খাওয়াবেন?			
508	Sprinkle এর দাম কত হওয়া উচিত বলে আপনি মনে করেন?			

Q. No.	Questions and Filters	Coding Categories	Codes	Skip to
509	আপনার মতে Sprinkle এর দাম ২ (দুই) টাকা হলে কেমন হবে?	খুব কম	1	
		কম	2	
		মোটামুটি/দাম ঠিক আছে	3	
		বেশী	4	
		খুব বেশী	5	
506	Sprinkle পাউডার কোন ধরনের দোকানে পাওয়া গেলে ভাল হবে?			
		জানিনা/বলতে পারি না	99	

F Media Habit :

601	আপনাদের বাড়ীতে রেডিও আছে কি?	হ্যাঁ	1	
		না	2	
602	আপনি কি সপ্তাহে অন্তত: একদিন রেডিও শোনেন?	হ্যাঁ	1	603
		না	2	604
603	সাধারণত: কোথায় শোনেন? (উত্তর একটি হবে)	নিজ বাড়ীতে	1	
		প্রতিবেশীর বাড়ীতে	2	
		দোকানে	3	
		বাজারে	4	
		ক্লাবে	5	
		অন্যান্য (উল্লেখ করুন)-----		
604	আপনাদের বাড়ীতে টেলিভিশন আছে কি?	হ্যাঁ	1	
		না	2	
605	আপনি কি সপ্তাহে অন্তত: একদিন টেলিভিশন দেখেন?	হ্যাঁ	1	606
		না	2	607
606	সাধারণত: কোথায় দেখেন? (উত্তর একটি হবে)	নিজ বাড়ীতে	1	
		প্রতিবেশীর বাড়ীতে	2	
		দোকানে	3	
		বাজারে	4	
		ক্লাবে	5	
		অন্যান্য (উল্লেখ করুন)-----		
607	আপনি কি সপ্তাহে অন্তত: একদিন খবরের কাগজ পড়েন?	হ্যাঁ	1	
		না	2	
		পড়তে পারি না	3	

G. Source of Information:

701	কোন কোন গণমাধ্যম থেকে আপনি স্বাস্থ্য বিষয়ে বিভিন্ন তথ্যাবলী জানতে পারেন? (উত্তর একাধিক হতে পারে)	রেডিও	01	
		টেলিভিশন	02	
		খবরের কাগজ	03	
		সিনেমা	04	
		অন্যান্য (উল্লেখ করুন).....		
702	এছাড়া আর কার কাছ থেকে আপনি স্বাস্থ্য বিষয়ে বিভিন্ন তথ্যাবলী জানতে পারেন? (উত্তর একাধিক হতে পারে)	স্বাস্থ্যকর্মী	01	
		ফার্মাসিস্ট	02	
		ডাক্তার	03	
		নার্স	04	
		গ্রাম্য ডাক্তার	05	
		অন্যান্য (উল্লেখ করুন).....		

“ধন্যবাদ জানিয়ে সাক্ষাৎকার শেষ করুন”

ACNielsen Bangladesh Ltd.

RETAILER

Job # :	SR /:												
PROJECT	INFANT												
NAME OF RESPONDENT								CENTRE					
ADDRESS IN FULL													
							INTERVIEW TIME						
							START		END				
LANDMARKS													
TELEPHONE (IF ANY)	Home				Work				Mobile				
NAME OF INTERVIEWER			Code				Date of Interview				Signature		
CHECK DETAILS			Code		Accompany			Back Check			Scrutiny		
					Code	Sign	Date	Code	Sign	Date	Code	Sign	Date
NAME OF FS					1			2			3		
NAME OF FC					1			2			3		
NAME OF OTHER OFFICIAL					1			2			3		

সালাম/আদাব, আমার নাম। আমি ACNielsen Bangladesh নামক একটি আন্তর্জাতিক সামাজিক ও বাজার গবেষণা সংস্থার পক্ষ থেকে এসেছি। আমরা বর্তমানে আপনার মতো খুচরা বিক্রেতাদের মধ্যে একটি গবেষণা জরিপ পরিচালনা করছি। Sprinkle নামক একটি পণ্য বাজারজাত করণের ব্যাপারে আপনার মতামত পেলে উপকৃত হব।
আপনার/আপনাদের দেয়া মূল্যবান তথ্যসমূহ সম্পূর্ণ গোপন রাখা হবে এবং তা শুধুমাত্র গবেষণার কাজে ব্যবহার করা হবে।

A: Screening Part

Q. 1 How are you associated with this business?

Owner	01
Manager	02
Employee	03
Others (Please Specify)	

Q. 2 Who is involved in day to day running of the business in general?

Owner	01
Manager	02
Employee	03
Others (Please Specify)	

B: Business Related

Q.3 What kind of products does your shop sell?

Cosmetics	01
Toiletries	02
Soft Drinks	03
Household items	04
Vegetables	05
Clothing	06
Medicine/ORsaline	07
Meat/Fish	08
Hardware products	09
Others (Please specify)	

How much business do you make each month?

Q.4

..... Taka

Q.5 What kinds of products/items are sold most in your shop?

Cosmetics	01
Toiletries	02
Soft Drinks	03
Household items	04
Vegetables	05
Clothing	06
Medicine/ORsaline	07
Meat/Fish	08
Hardware products	09
Others (Please specify)	

C: Nutritious Food

Q.6 Do you keep packed nutritious food in your shop? (Considered as a solid food/ complementary food for children)

Yes	1	Go to Q:7
No	2	Go to Sec D

Q.7 What are the packed nutritious food you keep in your store?

Dano	01
Anchor	02
Anchor Plus	03
Red Cow	04
Fisiana	05
Horlicks	06
Maltova	07
Ovaltine	08
Others (Please specify)	

D: Healthcare Product

Q.8 Beside regular products, do you keep anything that people seek during emergency or ill health?

Yes	01	Go to Q:9
No	02	Go to Q:11

Q.9 If yes, which products do you keep?

Oral Saline	01
Paracetamol	02
Savlon/Dettol	03
Others (Please specify)	

Q.10 How do you produce the goods for your shop?

Company representatives bring them	01
Medical representatives bring them	02
I bring them whenever needed	03
Others (Please specify)	

Q.11 Do you keep any product made/marketed by SMC?

Yes	01	Go to Q:14
-----	----	------------

No	02	Go to Section E
----	----	-----------------

Q.12 What SMC products?

Orsaline	01
Condom	02
Birth control pills	03
Sanitary	04
Others (Please Specify)	

E:Sprinkles Related

Q.13 Would you like to keep

Yes	01	Go to Q:14
No	02	Go to Q 16

Q.14 What incentives might motivate you to keep Sprinkles in your shop?

Sales based comission	01
Yearly Gift	02
Best retailer rewards	03
Others (Please Specify)	

Q.15 How would you want Sprinkles to be supplied at your shop?

Direct from the company	01
Anyone can bring them	02
Distributor	03
Dealer	04
Wholesaler	05
Others (Please Specify)	

Q.16 How should Sprinkles be promoted?

Q.17 What kind of marketing problems/obstacles Sprinkles might face?

Q.18 Any other advice?

ACNielsen Bangladesh Ltd.

RETAILER

Job # :	SR /:										
PROJECT	INFANT										
NAME OF RESPONDENT					CENTRE						
ADDRESS IN FULL											
				INTERVIEW TIME							
				START		END					
LANDMARKS											
TELEPHONE (IF ANY)	Home			Work			Mobile				
NAME OF INTERVIEWER		Code		Date of Interview			Signature				
CHECK DETAILS		Code	Accompany			Back Check			Scrutiny		
			Code	Sign	Date	Code	Sign	Date	Code	Sign	Date
NAME OF FS			1			2			3		
NAME OF FC			1			2			3		
NAME OF OTHER OFFICIAL			1			2			3		

সালাম/আদাব, আমার নাম। আমি ACNielsen Bangladesh নামক একটি আন্তর্জাতিক সামাজিক ও বাজার গবেষণা সংস্থার পক্ষ থেকে এসেছি। আমরা বর্তমানে আপনার মতো খুচরা বিক্রেতাদের মধ্যে একটি গবেষণা জরিপ পরিচালনা করছি। Sprinkle নামক একটি পণ্য বাজারজাত করণের ব্যাপারে আপনার মতামত পেলে উপকৃত হবে।
আপনার/আপনাদের দেয়া মূল্যবান তথ্যসমূহ সম্পূর্ণ গোপন রাখা হবে এবং তা শুধুমাত্র গবেষণার কাজে ব্যবহার করা হবে।

A: Screening Part

Q. 1 অনুগ্রহ করে বলুন এই দোকানের ব্যবসার সাথে আপনি কি হিসাবে আছেন?

মালিক	01
ম্যানেজার	02
কর্মচারী	03
অন্যান্য (উল্লেখ করুন)	

Q. 2 অধিকাংশ সময় দোকানের ব্যবসা কে পরিচালনা করেন?

মালিক	01
ম্যানেজার	02
কর্মচারী	03
অন্যান্য (উল্লেখ করুন)	

NB: যদি উত্তর দাতা নিজে মালিক না হন তবে সেক্ষেত্রে নিয়মিত কে ব্যবসা পরিচালনা করছেন এটা নিশ্চিত হন - তারপর Interview Continue করুন। অন্যথায় সাক্ষাৎকার বন্ধ করুন।

B: Business Related

Q.3 আপনার দোকানে কোন ধরনের পণ্য/দ্রব্য সামগ্রী বিক্রি করেন?

প্রসাধনী	01
টয়লেট্রিজ	02
কোমলপানীয়	03
গৃহস্থালী সামগ্রী	04
শাকসবজি	05
পোশাক/কাপড়	06
ঔষধ/স্যালাইন	07
মাছ/মাংস	08
হার্ডওয়্যার সামগ্রী	09
অন্যান্য (উল্লেখ করুন)	

Q.4 আপনি গড়ে প্রতি মাসে কত টাকার পণ্য/দ্রব্য বিক্রি করেন?

..... টাকা

Q.5 কোন ধরনের পণ্য/দ্রব্য সামগ্রী কিনতে আপনার দোকানে বেশী ক্রেতা আসে?

প্রসাধনী	01
টয়লেটরিজ	02
কোমলপানীয়	03
গৃহস্থালী সামগ্রী	04
শাকসবজি	05
পোশাক/কাপড়	06
ঔষধ/স্যালাইন	07
মাছ/মাংস	08
হার্ডওয়্যার সামগ্রী	09
অন্যান্য (উল্লেখ করুন)	

C: Nutritious Food

Q.6 আপনার দোকানে কৌটাজাত পুষ্টিকর খাদ্য রাখেন কি? (যা শক্ত খাবার হিসাবে বিবেচিত এবং বাড়তি পুষ্টি যোগায়)

হ্যাঁ	1	Go to Q:7
না	2	Go to Sec D

Q.7 কি কি কৌটাজাত(যদি রাখেন তাহলে) পুষ্টিকর খাদ্য রাখেন?

ডানো	01
এ্যাংকর	02
এ্যাংকর পাস	03
রেড কাউ	04
ফিসিয়ানা	05
হরলিকস	06
মালটোভা	07
ওভালটিন	08
অন্যান্য (উল্লেখ করুন)	

D: Healthcare Product

Q.8 নিত্যপ্রয়োজনীয় জিনিসের পাশাপাশি এমন কোন পণ্য/দ্রব্য সামগ্রী আপনি কি দোকানে রাখেন যা অসুস্থতায় জরুরী ভাবে প্রয়োজন হতে পারে?

হ্যাঁ	01	Go to Q:9
না	02	Go to Q:11

Q.9 যদি রেখে থাকেন তাহলে কি ধরনের পণ্য/দ্রব্য সামগ্রী আপনি রাখেন?

খাবার স্যালাইন	01
প্যারাসিটামল	02
স্যাভলন/ডেটল	03
অন্যান্য (উল্লেখ করুন)	

Q.10 কিভাবে আপনি এ ধরনের পণ্য/দ্রব্য সামগ্রীর সাগ্রহি পেয়ে থাকেন?

কোম্পানীর লোক এসে দিয়ে যায়	01
মেডিকেল রিপ্রেজেন্টেটিভ দিয়ে যায়	02
প্রয়োজনমত নিজে নিয়ে আসি	03
অন্যান্য (উল্লেখ করুন)	

Q.11 আপনি SMC'র তৈরী কোন পণ্য/সামগ্রীর দোকানে রাখেন কি?

হ্যাঁ	01	Go to Q:14
না	02	Go to Section E

Q.12 কি কি পণ্য/সামগ্রী আপনি দোকানে রাখেন?

SMC'র স্যালাইন	01
কনডম	02
জন্মনিয়ন্ত্রন বড়ি	03
স্যানিটারী প্যাড	04
অন্যান্য (উল্লেখ করুন)	

E: Sprinkles Related

আমি এখন Sprinkles নামে একটি পুষ্টি যুক্ত পাউডার সম্পর্কে আপনাদের একটু ধারণা দিব। Sprinkles হোল করেকটি উপাদানে তৈরি (যেমন: ভিটামিন, মিনারেল, খনিজ, আয়রন এবং জিংক) এক ধরনের শক্তিশালী গুড়া যা ৬ থেকে ৬০ মাসের শিশুর শারিরীক/মানসিক এবং বুদ্ধি বাড়তে সাহায্য করে। Sprinkles দেখতে পাউডারের মত যা ছোট একটি প্যাকেট থেকে ছিড়ে শিশুদের প্রতিদিনের খাবারের সাথে মিশিয়ে খাওয়াতে হয় Sprinkles এক নাগাড়ে ২ মাস ধরে মোট ৬০ টি শ্যাসে (প্যাকেট) খাওয়াতে হয়।

এটি খাবারের সাথে মেশানোর পর খাবারের স্বাদ, গন্ধ ও রংয়ের কোন পরিবর্তন হয়না।

আয়রনের অভাব থেকেই শিশুর শারিরীক/মানসিক বিকাশ বাধাপ্রাপ্ত হয়, যার ফলে তাদের বুদ্ধি বিবেক অন্য শিশুদের চেয়ে কম হয়। তাই শিশুদের প্রতিদিনের খাবারের সাথে যদি নিয়মিত Sprinkles এর মত পুষ্টিগুড়া খাওয়ানো যায় তাহলে শিশুর রক্তস্বচ্ছতা দূর হয় এবং শিশুর ভবিষ্যৎ সুন্দর হয় এবং ভবিষ্যতে কাজ করার ক্ষমতাও বাড়ে। এবার আমি এলাকার একজন সম্মানিত ব্যবসায়ী হিসাবে আপনার কাছে এই নতুন ভিটামিনযুক্ত পাউডার কিভাবে আপনার কাছে পৌঁছানো উচিত এ ব্যাপারে কিছু জানতে চাইবো।

Q.13 Sprinkle সম্পর্কে জানার পর শিশুদের রক্ত স্বচ্ছতা রোগ প্রতিরোধের জন্য নতুন এ ধরনের পুষ্টি যুক্ত একটি পাউডার আপনি দোকানে রাখতে আগ্রহী হবেন কি?

হ্যাঁ	01	Go to Q:14
না	02	Go to Q 16

Q.14 কি ধরনের ব্যবসায়িক সুবিধা পেলে Sprinkles দোকানে রাখতে আপনি বেশী আগ্রহী হবেন?

বিক্রির উপর কমিশন	01
বাৎসরিক উপহার	02
শ্রেষ্ঠ বিক্রেতা হিসাবে অন্যান্য সুবিধা	03
অন্যান্য (উল্লেখ করুন)	

Q.15 অনুগ্রহ করে বলুন কাদের মাধ্যমে সাপাই দিলে Sprinkles পেতে আপনার জন্য সহজ হবে?

সরাসরি কোম্পানী দিলে ভালো হবে	01
যে কেউ দিতে পারে	02
ডিস্ট্রিবিউটর দিলে ভালো হবে	03
ডিলার দিলে ভালো হবে	04
Wholesaler / পাইকারী বাজার	05
অন্যান্য (উল্লেখ করুন)	

Q.16 কিভাবে প্রচার করলে Sprinkles এর ব্যবসা সাফল্য হবে বলে মনে করেন?

Q.17 আপনার মতে কি কি বাধা/সমস্যা হতে পারে বলে মনে করেন? কেন?

Q.18 আর কোন পরামর্শ দিবেন কি?

“ধন্যবাদ জানিয়ে সাক্ষাৎকার বন্ধ করুন”

ACNielsen Bangladesh Ltd.

House # 70 (2nd Floor), Road # 15A (new), Dhanmondi R/A, Dhaka-1209, Bangladesh. Phone: 9125839

E-mail: acn.bangladesh@acnielsen-bd.com**HOUSEHOLD SURVEY**

Job # :		H. H SI No.			
PROJECT	INFANT	Urban	1	Rural	2
NAME OF RESPONDENT		CENTRE			
ADDRESS IN FULL		District:			
		Thana:			
		Union:			
		Village:			
		INTERVIEW TIME			
		START		END	
LANDMARKS					
TELEPHONE (IF ANY)	HOME	WORK	MOBILE		
NAME OF INTERVIEWER	CODE	DATE OF INTERVIEW		2008	SIGN
CHECK DETAILS	CODE	ACCOMPANY	BACK CHECK	SCRUTINY	REMARK S
		CODE	DATE	CODE	DATE
NAME OF FS					
NAME OF FC					
NAME OF OTHER OFFICIAL					
FIELD EXECUTIVE					
NAME OF CODER					

আমি _____ এই মর্মে শপথ করছি যে, এই সাক্ষাৎকারের সকল তথ্য সম্পূর্ণ সত্য এবং সঠিক।
প্রশ্নপত্রের তথ্য সংগ্রহের ক্ষেত্রে আমি কোন মিথ্যার আশ্রয় নেইনি এবং যথাযথ নিয়মানুগ পছা অনুসরণ করেছি।

Signature of Interviewer

Target Respondents: Mothers/Caregivers of 6-60 month old children**INTRODUCTION**

ছালাম/আদাব, আমার নাম। আমি ACNielsen Bangladesh নামক একটি আন্তর্জাতিক সামাজিক ও বাজার গবেষণা সংস্থার পক্ষ থেকে এসেছি। বর্তমানে আমরা আপনাদের এলাকায় ৬-৬০ মাস বয়সের শিশুদের রক্তস্বল্পতা রোধ কল্পে শিশুদের মা বা পরিচর্যাকারীদের মধ্যে একটি গবেষণা জরিপ পরিচালনা করছি। আপনাদের খানার ৬-৬০ মাস বয়সের শিশু সম্পর্কে কিছু ব্যক্তিগত ও আর্থ-সামাজিক তথ্য জানতে চাইবো। অনুগ্রহ করে এ ব্যাপারে আপনি আমাকে কিছু সময় দিবেন কি?

আপনার দেয়া মূল্যবান তথ্যসমূহ সম্পূর্ণ গোপন রাখা হবে এবং তা শুধুমাত্র গবেষণার কাজে ব্যবহার করা হবে।

Section A: Profile of the Respondent

Q. No.	Questions and Filters	Coding Categories	Codes	Skip to
101	How old are you years		
102	Educations Attainment	Illiterate	01	
		Can read and write, no formal schooling	02	
		Class I-IV	03	
		Class V-IX	04	
		SSC/Dakhil	05	
		HSC	06	
		B.A/B.Com/B.SC	07	
		M.A/M.Com/M.SC	08	
		Others (Please Spcify)		
103	Ocuupation	Mention code		
104	Monthly household income			
105	Monthly household expenditure	Total		
		Food		
		Medicine and healthcare		
		Education		
		Others		
106	Housing materials	Raw	01	
		Porper house	02	
		Semi proper	03	
		Bamboo	04	
		Tin	05	
		Others		
107	Child's age	Between 6 months to 6 years	01	
		Others		Clode interview
108	Relationship with thechild	Father	01	
		Mother	02	
		Paternal grandparents	03	
		Maternal grandparents	04	
		Others		
FOR Q.104, 105. (পেশা):				
Farmer = 01, Sharecropper = 02, Agricultural day labor = 03, Contract day labor = 04, Skilled labor = 05, Unskilled labor = 06, Transport labor = 07, Home maid = 08, Student= 09, Fisherman = 10, Professional= 11 Slaried employee = 12 , Businessman (Tk.2000 +) = 13, Businessman(below Tk. 2000) = 14, Unemployed = 15 , Begger = 16, Landowner/leased property = 17, Housewife=18 Others (Please specify)				

Q. No.	Questions and Filters	Coding Categories	Codes	Skip to
--------	-----------------------	-------------------	-------	---------

B. Nutrition Related Knowledge:

201	What do you understand by nutritious food?			
		Don't know/ Can't Say	99	
202	Do you think we need nutritious food?			
		Don't know/ Can't Say	99	
203	Why do you think children require nutritious food?			
		Don't know/ Can't Say	99	
204	What are the food items that provide us nutrition?			
		Don't know/ Can't Say	99	
205	What are the food items that have iron in them?			
		Don't know/ Can't Say	99	
206	What are food items essential for children aged between 6 months to 5 years?		Times in a week	
		Fish		01
		Meat		02
		Shaak		03
		Vegetable		04
		banana		05
		Liver		06
		Egg		07
		Khichri		08
		Cow milk		09
		Breastmilk		10
		Yellow colored fruit		11
		Others		

Q. No.	Questions and Filters	Coding Categories	Codes	Skip to
207	Why?	1. 2. 3.		
208	Among the items you mentioned, which food items are required for the child's physical growth?			
		Don't know/ Can't Say	99	
209	Among the items you mentioned, which food items are required for the child's mental growth?			
		Don't know/ Can't Say	99	
210	From where did you come to know about these foods?	Doctor Thana Health Complex Union Health Complex Shurjer Hsahi clinic Quack Doctor Pharmacy BRAC healthw worker NGO worker Radio TV Neighbor Friends/Family Members Others (Please specify)	01 02 03 04 05 06 07 08 09 10 11 12	

C. Knowledge on IDA & Treatment :

301	Do you know anything about iron deficiency?	Yes	1	302
		No	2	401
302	What are the symptoms of iron deficiency?	Pale skin color Yellish skin color Looking skinny/thin Insufficient blood in the body Child not looking frash Insufficient hemoglobin Don't Know/ Can't say Others (Please specify)	01 02 04 05 06 07 99	
303	What is the local term for iron deficiency in your locality?			

Q. No.	Questions and Filters	Coding Categories	Codes	Skip to
304	Can you tell me three reasons behind iron deficiency?	1.		
		2.		
		3.		
305	Lacking which food items lead to iron deficiency?			
		Don't know/ Can't Say	99	
306	What can be done to prevent iron deficiency among children?	Providing ample amount of iron rich food	01	
		Consulting doctors on a regular basis	02	
		Nothing that important	03	
		Providing necessary medicine	04	
		Don't know/ Can't Say	99	
		Others (Please specify)		
307	From where or whom can you avail iron deficiency treatment in your locality?			
		Don't know/ Can't Say	99	
308	Did you child ever suffer from iron deficiency since he/she was six months old?	Yes	01	309
		No	02	401
		Didn't understand	03	
		Don't Know	99	
		Others (Please specify)		
309	How were you confirmed that your child had iron iron deficiency?			
		Don't know/ Can't Say	99	
310	What measures did you take for treatment?	Consulted a specialist doctor	01	
		Local MBBS Doctor	02	
		Sadar Hospital	03	
		Thana Health complex	04	
		Union health Complex	05	
		Quack Doctor	06	
		Shurjer Hashi Clinic	07	
		Pharmacy	08	
		Village Doctor	09	
		Matra Tantra	10	
		Others (Please Specify)		

D. Child Feeding Practice:

401	How many times a day do you provide food other than breastmilk (to your child)?times			
402	What did you provide to your child in the last 24 hours? How many times?	Food Item	Code	Times	
	Morning (6am-12pm)	1.			
		2.			
		3.			

Q. No.	Questions and Filters	Coding Categories			Codes	Skip to
		4.				
		5.				
	Afternoon (12pm-3pm)	1.				
		2.				
		3.				
		4.				
		5.				
	Evening (4pm-8pm)	1.				
		2.				
		3.				
		4.				
		5.				
	Night (8pm-6am)	1.				
		2.				
		3.				
		4.				
		5.				
403	Please tell me whether you have fed your child with the following food in the last seven days	Food Item	Yes	No	Times in a week	
		Rice	1	2		
		Shuji	1	2		
		Biscuit	1	2		
		Aata made food	1	2		
		Moori	1	2		
		Pulse	1	2		
		Fish	1	2		
		Meat	1	2		
		Banana	1	2		
		Guava	1	2		
		Yellow colored fruit	1	2		
		Cow milk	1	2		
		Breast milk	1	2		
		Shaak	1	2		
		Green Vegetables	1	2		
		Kochu shaak	1	2		
		Khichri	1	2		
		Liver	1	2		
		Green banana	1	2		
		Colorful vegetable	1	2		
		Potatoe/Potatoe like veg.	1	2		
		Others (please specify)				
E. Attitude on Nutritious Food & Sprinkles						

Q. No.	Questions and Filters	Coding Categories	Codes	Skip to
501	What should be included in child's diet plan to ensure proper nutrition?			
		Don't know/ Can't Say	99	
502	What food values are compulsory for children's proper growth?			
		Don't know/ Can't Say	99	
503	Do you ever feed your child with mixed food solution?	Khichri with pulse, rice, oil and veg.	01	
		Rice, milk and sugar mixed <i>payesh</i>	02	
		Milk and shuji mixed <i>halua</i>	03	
		Don;t feed anything like that	04	
		Don't Know	99	
		Others (Please specify)		
504	What is your opinion about Vitamin rich food like this?			
505	After learning about Sprinkles, will you provide it to your children?	Yes	1	506
		No	2	507
		Can't Say	3	
		If others do	4	
506	Why?	Physical growth	01	
		Mental growth	02	
		Prevent iron deficinecy	03	
		To make the child more intelligent	04	
		Others (Please Specify)		
507	Sprinkle should be provided for 60 days consecutively. How many days are you likely to continue?			
508	What should be the price of Sprinkles?			
509	What do you think if the price is settled at Tk. 2?	Very low	1	
		Low	2	
		Reasonable Price	3	
		High	4	
		Very high	5	
506	What type of shops should be selling Sprinkles?			

Q. No.	Questions and Filters	Coding Categories	Codes	Skip to
		Don't know/ Can't Say	99	
F Media Habit :				
601	Ado you have radio in your household?	Yes	1	
		No	2	
602	Do you listen to radio at least once a week?	Yes	1	603
		No	2	604
603	Where do you listen from, in general?	Home	1	
		Neighbor's house	2	
		Shop	3	
		Market	4	
		Club	5	
		Others (Please Specify)		
604	Do you have TV at your household?	Yes	1	
		No	2	
605	Do you watch TV at least once a weel?	Yes	1	606
		No	2	607
606	Generally, from where do you watch TV?	Home	1	
		Neighbor's house	2	
		Shop	3	
		Market	4	
		Club	5	
		Others (Please Specify)		
607	Do you read newspaper at least once a week?	Yes	1	
		No	2	
		Can't read	3	
G. Source of Information:				
701	From which mass media do you normally come to know about health related things?	Radio	01	
		Television	02	
		Newspaper	03	
		Cinema	04	
		Others (Please Specify)		
702	Which are the other sources of similar kind of information?	Health worker	01	
		Pharmacist	02	
		Doctor	03	
		Nurse	04	
		Village doctor	05	
		Others (Please Specify)		

ACNielsen Bangladesh Ltd.

IN-DEPTH CHECKLIST FOR INFORMAL LEADER / KEY INFORMANT

Job # :	SR /:										
PROJECT	INFANT										
NAME OF RESPONDENT						KEY INFORMANT					
ADDRESS IN FULL						SS: 1	FWA 2.				
						H.A: 3.	Nutritionist: 4.				
						Com. Leader: 5.	NGO Worker: 6.				
INTERVIEW TIME											
START END											
LANDMARKS											
TELEPHONE (IF ANY)	Home		Work		Mobile						
NAME OF INTERVIEWER		Code		Date of Interview		Signature					
CHECK DETAILS		Code	Accompany			Back Check			Scrutiny		
			Cod	Sign	Date	Code	Sign	Date	Code	Sign	Date
NAME OF FS			1			2			3		
NAME OF FC			1			2			3		
NAME OF OTHER OFFICIAL			1			2			3		

সালাম/আদাব, আমার নাম। আমি ACNielsen Bangladesh নামক একটি আন্তর্জাতিক সামাজিক ও বাজার গবেষণা সংস্থার পক্ষ থেকে এসেছি। বর্তমানে আমরা আপনাদের এলাকায় ৬-৬০ মাস বয়সের শিশুদের রক্তশর্করারোধ কল্পে আপনার মতো সম্মানিত ও গণ্যমান্য ব্যক্তিদের মধ্যে একটি গবেষণা জরিপ পরিচালনা করছি।
আপনার/আপনাদের দেয়া মূল্যবান তথ্যসমূহ সম্পূর্ণ গোপন রাখা হবে এবং তা শুধুমাত্র গবেষণার কাজে ব্যবহার করা হবে।

Health & Nutritious Related Information

Q. 1 আপনার জানামতে এ এলাকায় শিশুরা সাধারণতঃ কি ধরনের অসুখে ভুগে থাকে অনুগ্রহ করে বলুন।

Q. 2 আপনার এলাকায় মানুষেরা অসুস্থ হলে চিকিৎসার জন্য সাধারণতঃ কোথায় যায়?

Q. 3 আপনি Nutritious বা পুষ্টির খাবার বলতে যা বোঝেন সে সম্পর্কে অনুগ্রহ করে কিছু বলুন? (উত্তর ছব্ব রেকর্ড করুন)

Q. 4 ৬-৬০ বয়সের শিশুদের জন্য কোন কোন পুষ্টিকর খাবার খাওয়ানো জরুরী বলে আপনি মনে করেন?

Q. 5 কেন তা মনে করেন?

Q. 6 আপনার জানামতে কোন কোন খাবারে আয়রন/ লৌহ রয়েছে ?

Q. 7 অনুগ্রহ করে আপনার এলাকার শিশুদের IDA/রক্তশর্লতা সম্পর্কে কিছু বলুন?

Q. 8 IDA/রক্তশর্লতা কিভাবে চেনা যায়?

Q. 9 শিশুর IDA/রক্তশর্লতার কারন অনুগ্রহ করে বলুন?

Q. 10 আপনার জানামতে শিশুদের IDA/রক্তশর্লতা প্রতিরোধের জন্য শিশুর মা বা পরিচর্যাকারীদের সচেতন করতে NGO / সরকারী কি কি কার্যক্রম এ এলাকায় আছে?

About Sprinkles

আমি এখন Sprinkles নামে একটি পুষ্টি যুক্ত পাউডার সম্পর্কে আপনাকে একটু ধারণা দিব। Sprinkles হোল কয়েকটি উপাদানে তৈরি (যেমন: ভিটামিন, মিনারেল, খনিজ, আয়রন এবং জিংক) এক ধরনের শক্তিশালী গুড়া যা ৬ থেকে ৬০ মাসের শিশুর শারিরীক/মানসিক এবং বুদ্ধি বাড়তে সাহায্য করে। Sprinkles দেখতে পাউডারের মত যা ছোট একটি প্যাকেট থেকে ছিড়ে শিশুদের প্রতিদিনের খাবারের সাথে মিশিয়ে এক নাগাড়ে ২ মাস ধরে মোট ৬০ টি শ্যাসে (প্যাকেট) খাওয়াতে হয়।

এটি খাবারের সাথে মেশানোর পর খাবারের স্বাদ, গন্ধ ও রংয়ের কোন পরিবর্তন হয়না।

আয়রনের অভাব থেকেই শিশুর শারিরীক/মানসিক বিকাশ বাধাপ্রাপ্ত হয়, যার ফলে তাদের বুদ্ধি বিবেক অন্য শিশুদের চেয়ে কম হয়। তাই শিশুদের প্রতিদিনের খাবারের সাথে যদি নিয়মিত Sprinkles এর মত পুষ্টিগুড়া খাওয়ানো যায় তাহলে শিশুর রক্তস্বল্পতা দূর হয় এবং শিশুর ভবিষ্যৎ সুন্দর হয় এবং ভবিষ্যতে কাজ করার ক্ষমতাও বাড়ে।

- Q. 11** Sprinkle এর এমন গুণের কথা জানার পর শিশুর রক্তস্বল্পতা দূর করার জন্য এ ধরনের পুষ্টি যুক্ত পাউডার শিশুদের খাওয়ানো ব্যাপারে এলাকায় মানুষদের সচেতনতা বাড়ানোর জন্য কারা সবচেয়ে বড় ভূমিকা রাখতে পারেন বলে মনে করেন?

- Q. 12** কিভাবে ভূমিকা রাখতে পারে বলে মনে করেন?

- Q. 13** Sprinkle এর খাওয়ানো বাড়াতে হলে কি কি করা দরকার বলে মনে করেন? কেন?

- Q. 14** Sprinkle এর মত পুষ্টি যুক্ত পাউডার আপনাদের এলাকাতে কাদের কাছে থাকলে এলাকায় মানুষদের পেতে সুবিধা হবে বলে মনে করেন?

- Q. 15** আর কোন পরামর্শ দিবেন কি?

- Q. 16** কি কি বাধা আসতে পারে বলে মনে করেন?

ধন্যবাদ জানিয়ে সাক্ষাৎকার বন্ধ করুন।