

Development and testing the efficacy of the educational programme on the knowledge of the homemakers regarding food adulteration health effects and redressal mechanism

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ABSTRACT

The study conducted revealed that there was a significant increase in the level of knowledge on the homemakers scoring low on the knowledge test prior to the administration of the educational programme. Hence, this proved the high efficacy of the educational programme prepared and administered on the homemaker with low level of knowledge on food adulteration, health effects and redressal mechanism. The level of knowledge of these respondents had increased a little after a period of one month. The media is an effective tool to impart an education to the consumers. The video cassette prepared to impart knowledge among the homemakers on food adulteration, health effects and redressal mechanism, proved to be successful.

KEY WORDS : Educational programme, Food adulteration, Redressal mechanism

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INTRODUCTION

Everyone who lives, whether very young or old is a consumer. As soon as one is born he is a consumer of food, clothing, water and other items. The things that consumers use are known as consumer goods. The person who uses or consumes is known as consumer. The consumer is a 'king', a 'sovereign' but in reality, it is not true. The consumer is sovereign without sovereignty. The consumer is faced with the problems of food adulteration and other malpractices. Instances of food adulteration are innumerable and ways are novel and ingenious and found in various judgments of Supreme Court and those of High Court. Adulteration, therefore, required to be rooted out to save the innocent purchasers, from suffering health hazards for no fault of theirs. To meet this end, attempts have been made from time to time through legislative measures to tighten the law against adulteration.

Food is a substance as solid or liquid which is required to sustain growth and development, to regulate body processes and to keep the body well. On the other hand

food adulteration is substituting food wholly in part by any cheaper or inferior substance or of removing any of its constituents, wholly, or in part, which affects adversely the nature, substance or quality of the food (Srilakshmi, 2001).

Food has been adulterated to a greater or lesser degree since very early times. The turning point so far as the consumer was concerned came in the 19th century. Between 1820 and 1860, attention was drawn to the prevalence of food adulteration by few writers, Members of Parliament and Microscopists. Government records show that on an average 25 – 30% of edibles sold in various parts of the country are adulterated. The incidence of food adulteration in some states is even higher and it is no exaggeration to say that the nation's health is in peril. In many instances, the health effects of adulteration become apparent only after a lapse of days, months or even years, very often, the resulting order or distresses is not even remotely linked with the adulterated food (Ronald 1971).

Adulteration may be intentional or incidental. The

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