



Awareness Level of Rural Women about National Nutrition Mission in Samastipur District of Bihar

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(Received: 05 May 2023; Revised: 22 May 2023; Accepted: 29 May 2023; Published: 15 June 2023)

(Published by Research Trend)

ABSTRACT: The reproductive period is an important period in determining the risks of chronic diseases in child. Nutrition plays essential role at this developmental stage, and because it is a determinant of long term disease risk. It is a modifiable risk factor and therefore may improve nutritional outcomes for children, pregnant women and breastfeeding mothers. Honorable Prime Minister on the occasion of the International Women's Day on 8th March 2018 from Jhunjhunu in Rajasthan launched a Government of India's flagship programme National Nutrition Mission (NNM). A good awareness of any government and non government programmes is very necessary for all so that they can receives all health, education etc services provided by these programmes and by using these all services people can improve their nutritional status as well as economic condition. This study awareness level of rural women about National Nutrition Mission (N.N.M) was conducted in Samastipur district of Bihar. The main purpose of this study is to know the awareness level of women about NNM. Findings revealed that most of the women 51.6% in Pusa block has medium knowledge whereas, in Kalyanpur block 58.3% has low awareness level about National Nutrition Mission they have not a good knowledge about NNM and nutrition practices. Dependent variable awareness level correlated with eight independent variables in which three independent variables were found as significant that providing mother & child health services (.003*), mother & child health facility (.032*) and availability & accessibility of health services (.018*) by respondents. Multiple correlations (R) are .847 and the R square is .717, which is 71.7 percent of the variation in awareness level about nutrition practices and NNM among the sample of 120 respondents is explained by these eight variables working together.

Keywords: Anganwadi sevika, Knowledge, rural women, N.N.M., nutrition.

INTRODUCTION

The Indian government is working hard to improve the health of its people and provide medical services to people all over the country until finally the Indian government has implemented many programs to achieve the goal of "health for all". The National Nutrition Programme is a flagship programme of the Government of India to improve the nutritional status of children, pregnant and lactating mothers and was launched by the Chief Minister of Rajasthan, Jhunjhunu, on the occasion of International Women's Day on 8 March 2018. Poshan Abhiyaan draws the nation to the issue of malnutrition and solves this problem in project mode. It is the world's largest food programme and is expected to benefit 100 million people, with the goal of reducing stunting, obesity and low birth weight by 2% per year and anaemia in all children, adolescents and women by 3% by 2022 (World Bank, 2012). Slow growth occurs every year.

The specific target for stunting was set at 25% by 2022. It could be three years. It has a number of programmes that will help in addressing food insecurity with a very strong integration, ICT based real time monitoring system, empowering States/Union Territories to achieve the target and supporting the height measurement of children through Anganwadi Centre (AWC). Health monitoring, establishment of food service center and participation in food issues through various activities carried out by Jan Andolan. The Ministry of Women and Child Development (MWCD) plans to cover all districts of India in three years from 2017 to 2021. This is despite the malnutrition and related problems in the country. There is no lack of plans but there is no question of creating unity and linking plans to achieve common goals. Poshan Abhiyaan will try to bring about unity through strong alliances and other things. This paper is mainly focused on awareness level of rural women regarding NNM and different nutrition practices. In psychology, the concept of consciousness

means knowledge, understanding and awareness of any situation, and it also refers to the situation in which students are known to affect many behaviors (Chalmers, 1997). Lal *et al.* (2021) investigated the health indicators related to women's family work in disaster-prone areas of India. Unfortunately, women's health has always been a global concern. Women's health is affected by biological factors as well as factors such as poverty, work and family responsibilities.

MATERIALS AND METHODS

The study was conducted in Samastipur district of Bihar and was based on purposive non-probability sampling technology. The study was conducted in the Pusa and Kalyanpur two blocks of Samastipur district. From these two blocks two villages from each blocks selected randomly. A total of 120 respondents were randomly selected from selected four villages. Personal interviews method was used for collecting the data which was then further assessed by the help of different statistical tools like frequency, percentage and correlation (Srivastava & Lal 2021). All lastly selected respondents were interviewed about their awareness level of National Nutrition Mission and child health & nutrition practices (Lal *et al.*, 2015; 2016). A set of 10 questions were asked via constructed closed-ended questionnaire with yes or No response and maximum potential score could be 10. This method of classification of data was also ensued by Kumar *et al.* (2022) for "An Exploratory Study on Pattern and Factors Influencing Out Migration among COVID-19

Returned Migrants in North-Bihar". Further, the data is analyzed by correlation and regression, which are simple tools used in behavioral research and social sciences and it has been earlier applied by Nardi (2006); Lal *et al.* (2021); Bandhavya *et al.* (2022); Kumari *et al.* (2022); Lal *et al.* (2022); Shukla *et al.* (2022a); Shukla *et al.* (2022b).

RESULTS AND DISCUSSION

Table 1 showed that out of 120 respondents in Pusa 95 percent respondents had aware about every newborns should be fed breast milk within an hour of birth, 88.3 percent had know that every newborns should be given complementary foods after six months in addition to mother's milk and also continued breastfeed even if the child or the mother is ill, 91.6 percent know about every mother should breastfeed the child for two years, 86.6 percent respondents know that every mother should exclusively breastfeed the child for six months, 100 percent respondents had aware about every month on 19th celebrating annaprasan of child above 6 month along his/her mother and family members at Anganwadi centre, every month on 7th celebrating godbharai of pregnant women along her husband and family members at Anganwadi centre, different activities organised at Anganwadi Center under Nutrition Fortnight/Poshan Pakhwara in your area in which you are included, a lot of activities organised at Anganwadi Center under Nutrition Month/Poshan Maah in their area in which they are included.

Table 1: Awareness of respondents regarding National Nutrition Mission (NNM) and nutrition practices.

Sr. No.	Categories	Total 120 respondents	
		Samastipur	
		Pusa	Kalyanpur
1.	Every Newborns should be fed breast milk within an hour of birth	57 95%	50 83.3%
2.	Every Newborns should be given complementary foods after six months in addition to mother's milk	53 88.3%	48 80%
3.	Every mother should exclusively breastfeed the child for six months	52 86.6%	50 83.3%
4.	Every mother should breastfeed the child for two years	55 91.6%	54 90%
5.	Breastfeeding should not be stopped even if the child or the mother is ill.	53 88.3%	57 95%
6.	The purpose of NNM program is to improve the health of lactating women, pregnant women and children up to six years of age.	60 100%	60 100%
7.	Under NNM every month on 7th celebrating godbharai of pregnant women along her husband and family members at Anganwadi centre.	60 100%	60 100%
8.	Every month on 19th celebrating annaprasan of child above 6 month along his/her mother and family members at Anganwadi centre.	60 100%	60 100%
9.	Are activities organised at Anganwadi Center under Nutrition Fortnight/Poshan Pakhwara in your area in which you are included?	60 100%	60 100%
10.	Activities organised at Anganwadi Center under Nutrition Month /Poshan Maah in your area in which you are included?	60 100%	60 100%

Whereas, out of 120 respondents in Kalyanpur block 83.3 percent respondents had aware about every newborns should be fed breast milk within an hour of birth and also know that every mother should exclusively breastfeed the child for six months, 80 percent had know that every newborns should be given complementary foods after six months in addition to

mother's milk and 95 percent respondents know that continued breastfeed even if the child or the mother is ill, 90 percent know about every mother should breastfeed the child for two years, 100 percent respondents had aware about every month on 19th celebrating annaprasan of child above 6 month along his/her mother and family members at Anganwadi

centre, every month on 7th celebrating godbharai of pregnant women along her husband and family members at Anganwadi centre, different activities organised at Anganwadi Center under Nutrition Fortnight/Poshan Pakhwara in your area in which you are included, a lot of activities organised at Anganwadi Center under Nutrition Month /Poshan Maah in their area in which they are included.

From Table 2 it is clear that out of 120 respondents in Samastipur district, in Pusa block 51.6% have medium knowledge, 48.3% have low knowledge and none of the

respondents have high knowledge about NNM and nutrition practices. Whereas in Kalyanpur block 58.3% has low knowledge, 41.6% have low knowledge and none of the respondents have high knowledge about National Nutrition Mission and nutrition practices.

Table 3 revealed that multiple correlations (R) are .847 and the R square is .717, which is 71.7 percent of the variation in awareness level about nutrition practices and NNM among the sample of 120 respondents is explained by these eight variables working together.

Table 2: Distribution of respondents into different categories with respect to the awareness levels.

Sr. No.	Awareness Level	Samastipur	
		Pusa	Kalyanpur
1.	Low(Up to 5)	29 48.3%	35 58.3%
2.	Medium(6 to 8)	31 51.6%	25 41.6%
3.	High(9 and above)	-	-
	Total	60	60

Table 3: Model summary of dependent variable i.e., awareness level of rural women

Model	R	R square	Adjusted R ²	Std. Error of the Estimate
1	.847 ^a	.717	.697	.580

Table 4: Correlation analysis between dependent (Awareness regarding nutrition practices and national nutrition mission) and independent variables.

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
(Constant)	-2.720	1.716		-1.585	.116
Mass Media Exposure) MME)	.045	.117	.054	.380	.704
Safe drinking water facility (SDW)	.309	.207	.160	1.493	.138
Housing facility (HF)	.246	.255	.129	.964	.337
(Mother & child health services (MCHS)	.373	.121	.277	3.080	.003**
(Mother & child health Facility (MCHF)	.493	.227	.171	2.175	.032*
Taking advantages of Pre natal care	-.094	.196	-.038	-.481	.632
Health services provided to mother and child	-.056	.147	-.044	-.378	.706
Aavailability & Accessibility of health services	.397	.166	.307	2.395	.018*

*Significant at 5% level of probability; ** Significant at 1% level of probability

The Table 4 shows the relation of awareness about nutrition practices among rural women with chosen independent variables. In this segment awareness level about nutrition practices have been taken as dependent variables and co-relate it with the above cited eight independent variables. The data in table three independent variables were found as significant that providing mother & child health services (.003*), mother & child health facility (.032*) and aavailability & accessibility of services (.018*) by respondents. The remaining variables multi media exposure (Agyeman *et al.*, 2022), safe drinking water facility, housing facility, taking advantages of Pre-natal care, services provided to mother and child could not emerges as significant predictors. It can be therefore, concluded that only three independent variables have definite role to play in affecting the awareness level of rural women about NNM and nutrition practices.

CONCLUSIONS

From the findings of the present study, it is concluded that most of the respondents have low awareness level regarding NNM and nutrition practices. None of the respondents of both blocks have high awareness level about NNM and nutrition practices. They have not knowledge about National nutrition mission, when it started but they received its services at anganwadi centres (AWCs) in every month. Three independent variables were found as significant that providing mother & child health services (.003*), mother & child health facility (.032*) and availability & accessibility of services (.018*) by respondents. The remaining variables multi media exposure, safe drinking water facility, housing facility, taking advantages of Pre natal care, services provided to mother and child could not emerges as significant predictors. It can be therefore, concluded that only three independent variables have

definite role to play in affecting the awareness level of rural women about NNM and nutrition practices.

FUTURE SCOPE

Further study can be accomplished by combining a bigger number of villages and respondents and future studies can also more susceptible to social limitation. This study will provide a holistic figure of women's nutrition services in India.

Acknowledgement. It is the author's sincere gratitude to Dr. Sudhanand Prasad Lal (Assistant Professor/Scientist, RPCAU, Pusa, India) and Dr. Binita Kumari (Assistant Professor, N Jha Mahila College, LNMU, Darbhanga, India) for his intellectual assistance and continue guidance in the technical writing of the manuscript.

Conflict of Interest. None.

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How to cite this article: Richa Kumari and Binita Kumari (2023). Awareness Level of Rural Women about National Nutrition Mission in Samastipur District of Bihar. *Biological Forum – An International Journal*, 15(6): 943-946.