Role of Media in Trade and Food Security: A Perceptional Study of Delhi Youth

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Abstract

It is commonly said that food, clothing and shelter are the basic or bare minimum need of the human being. All the countries and international agencies like UN, SAARC, BRICKS etc. spend thousands of millions in their budget and other policies to ensure that every person should at least get a nominal quantity and quality of food but still harsh reality is that in country like India there is a big population who don't even get to eat one proper meal in a day. Hence food availability is the most important factor regarding food security. In India we enjoy the great cultural diversity in terms of food, flavor, species, cuisines-locally, regionally, and Internationally but the alarming question is the food which we are eating is safe and secure for us or not. In today's world food security is one of the major concerns of the every country. Hence every Govt. tires to insure the food security of the people through the various laws and acts. Any act and law can be beneficial only when the people are aware about it. According to USAID Food security is often defined in terms of food availability, food access and food utilization.

Food security and poverty alleviation progammes help to produce more and diversified products and produce a surplus that can be marketed and thereby generate income for the purposes of improving quality of life through improved diet and nutrition and also help in ensuring that each and everyone quality(hygienic and nutritious) food.

In the area of food security, one such good might be a supply of cheap food made available to the poor through a public food distribution system. In other cases the pursuit of food security might even require that private goods (such as land) be taken from a traditionally privileged category of citizens, with or without compensation, for redistribution to disadvantaged citizens. In still other cases food security might require government action to reduce racial prejudice or gender inequity.

Prime Minister Narendra Modi recognizes the need for reform. In the summer of 2014, he appointed a high-level committee to study the operation of India's food procurement system. In addition to finding that much of the food procured for distribution to the poor was being lost to mismanagement and corruption, the committee concluded that two other key objectives were not being met:Only 6 percent of farmers receive market price support from procurement. Buffer stocks are larger than needed, leading to high storage costs and wasted food.

In country like India here population is more but good quality food access is very less. To increase the productivity of the agriculture, farmers are using various types of chemicals which are directly affects the human beings. It causes various type of disease. Framer should do organic farming. Organic farming is good for health but its cost is very high and difficult to access to common man. Govt. should promote organic farming with the help of media. Media can help to promote the organic farming and good effects of organic food. Media is agent of social change because it is persuasive in nature. Through various media like TV, Internet, Radio, Newspaper, magazine can send the information to the anonymous and heterogeneous public. India govt. is working one Clean India campaign but it is useless if people are not aware about healthy and safe food.

Objectives

1. To study the youth awareness about food and security.
2. To know how can media play a role in creating awareness about food and security.
3. To evaluate the people's perceptions about role of media towards food and trade security.
4. To know how much youth is concerned about food and trade security.

Hypothesis

- H1:- Media can play vital role to create awareness among youth towards good and healthy food.
- H2:- People get knowledge about food security through media.

Review of literature

Mark W. Rosegrant, Claudia Ringler (1999) conclude that water management, especially in the rural sector, is important part of food security. If the water management is taken care of it

will help to solve much of food security problem. It would help to improve food productivity and create employment opportunity in rural areas where agriculture is main occupation.

Katherine Alaimo, Christine M. Olson (2001) the researchers observed that not only hunger but also food insecurity is one of the major causes of eating disorders leading to problems like obesity amongst the women.

Defra Group (2006) the research explained that climatic and environmental conditions are a big factor effecting food availability and hence creating food insecurity and various international agencies or countries should come together to combat such natural uncertainties.

Marc J. Cohen (2007) the researchers explained the policy makers should pay greater attention to how food inflation have impact on urban people. It also highlights the evidence on how these impacts have played out during crisis and discusses how policies could be adjusted and improved to better protect the urban poor.

Sophia Murphy (2010) paper provided a brief review of grain reserves—why governments created reserves, to a large extent dismantled them and are now again interested in re-establishing them in some form. Food security policy field has been colored by the debate between proponents of state-led versus market-led development, there is an assumption that the trade rules put in place by the WTO curtail countries' ability to establish and operate a grain reserve.

Joshua Meltzer (2013) food security issues within the WTO—a setting the seeks to create new market access opportunities—points to a growing consensus that international trade can enhance food security by increasing access to sources of food. By focusing on the goal of food security, India could take a leadership role in designing new trade disciplines in the WTO that takes advantage of imports and new market access opportunities for its agriculture sector in the developed world to increase its food security and the welfare of its farmers.

Kimberly Ann Elliott (2015) the researcher observed that India faces huge food security challenges. It is home to one-quarter of all the undernourished people worldwide. And nearly half of all children in the country and one-third of adults aged 15 to 49 are malnourished, according to the World Food Programme. The survey found evidence of significant leakage of the rice and the wheat not getting to intended beneficiaries.

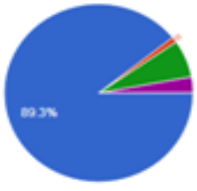
Research Design

- Sample Size:- 150 respondents were selected for this study.
- Sampling Method:-researchers have selected convenience sampling method to select the sample.
- Research Method: - to meet the above objective Survey method has been selected.

Result and Analysis

- During the research, it was found that 68.6% respondent's hygiene health and taste are important factors for buying a food product. 13.7% respondents were saying taste is more important than them for buying a food product. On the other hand, 11.8% respondents were saying healthy food is more important for them.
- It was found that maximum respondents like to eat Indian, healthy, vegetarian, home-made food and which is healthy hygiene or tasty also.
- Very few of them replied that they like to eat spicy, junk food, Italian, Chinese, street food and they gave preference to taste only.
- On the question of where they like to eat food, almost half percentage (47.1%) respondents were saying they like to eat food at their home and 23.1% respondents were saying they like to eat food anywhere. 20.2% respondents replied that they can eat food in all places.

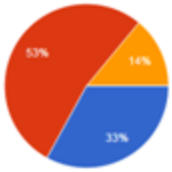
89.3% respondents responses that home food is safe for them. Very few respondents replied that nowhere food is safe. Only 13.7% respondents felt that food they are consuming is completely safe for them. 37.3% said that the food there are consuming is normally safe for them. 35.3% were replied that food there are consuming is partially safe for them. On the other hand, 10.8% respondents were saying that the food they were consuming is not safe for them.



- Almost every respondent said that they know that market food is harmful. It increases cholesterol, increase fat, stomach upset, unhygienic, cause of food poisoning. They also know that this food is made up of different kind of preservatives.

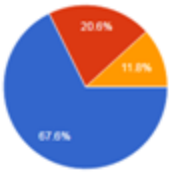
Very less respondents replied that they do not know about harmful effects of market food. Very few said they don't bother about harmful effects of market food.

- Yes they know that it is harmful for their body said by more than half respondents (53.5%) but still they consumed it because of their taste, according to them it has been converted to our regular life style and livelihood, taste matters and more than this we are affected by the food and cuisine of other countries. On the other hand, some respondents replied that they have very less option all type of food are harmful. Few respondents said that they eat junk food occasionally not regularly, they consumed it because it is tasty, less harmful, more priced than organic food. Price of food is also a big reason to continue these food products.



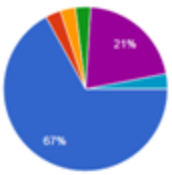
67.6% said that yes they know that government of India recently banned any food product. They know that Maggi is banned by Indian Government but vey less know that it is banned due to excess MSG lead quantity. They said that they never felt unhealthy after eating Maggi noodles.

29.3% respondents said that last year they get this information that any food product is banned by Indian government. 21.2% respondents replied that they knew it recently. 24.2% respondents not replied anything. They were quiet on this question.



67% respondents said that they get information of banned products through media. On the other hand, 21% respondents said that they get this information through all (media, family, friends or any other sources).

- 54.5% respondents said after banning the food product, they never consumed any banned product. On the other hand, 34.7% respondents said they consumed banned products. 10.9% respondents said they can't say anything.
- Almost everyone (97%) respondents said that they know about Mid-Day Meal. Only 3% replied that they don't know about Mid-Day Meal. 30.7% respondents replied that Mid-Day Meal food is partially health for children. 28.7% respondents said that Mid-Day Meal is merely not health for children. 18.8% respondents replied that Mid-Day Meal is normally health for children. 17.8% respondents said that Mid-Day Meal not at all healthy for children.

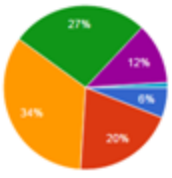


On the question of Trade and Food Security Act, only 33% respondents were found to be aware about it. 53% respondents said that they don't know about it.

- On the question of food availability food quantity and food price in India respondents replied that food is available in India in food quantity but it distribution is not equal. Poor people are not consuming food not even one time. Food quality is also not good and price of food is very high. Some respondents said that in metro cities, we can say it is not a big issue but in villages or small areas situation is not satisfactory. Street food is popular in India since masses are consuming from there, whereas big brands go for taste and charge more from customers and low value for money, said by respondent.
- According to 54% respondents, they said that if they found adulteration, they complaint about it. 17% respondents said they were not taken any action. 6% respondents said they were not react to it and 19% respondents were saying they don't know what to do after food adulteration.
- 53% respondents were replied that media can play a complete role in trade and food security. On the other hand, 31% respondents were saying media can normally play any role in it. 10% respondents said that media can partially play any role in it.

Only 6% respondents were found completely satisfied with media role in food security. 27% respondents were saying that they were nearly not satisfied with media role in food security. 34% respondents were saying they are partially satisfied with the media role in food security. 20% respondents said they were normally satisfied with media role in food security.

- Media can help if media frequently circulate the information about healthy product and its harmful effects on our body. Media can educate the people free of cost without being a greedy compound in a real mass communication way, while communication with the masses by a true heart and soul to care for people across the globe said by respondents. Few respondents said that media can help by spreading the information about acts and rights and awareness about harmful effects of adulterated food items. Some respondents replied that by not promoting banned or unhealthy food, media can help us. Media can advertise social advertisement which can educate and inform the public about harmful effects. Media should give the unbiased and complete news regarding the food products. Some respondents replied that it is their responsibility to

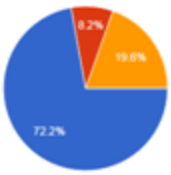


check the food products quality before giving them advertising slot in their newspaper and other media.

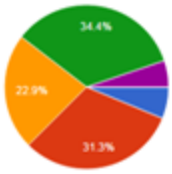
During the survey, it is found that 72.2% respondents think that government should make the law for media regarding the promotion of food security. Only 8.2% respondents were saying that they think that there is no need to make any law for media regarding the promotion of food security. 19.6% respondents were quiet on this issue.

- Respondents said that if they promote harmful food products, their channels must pay good fine or imprisonment. On the other hand, few respondents were saying that government should give media an open permission that they can advertise freely in any food manufacturing company and do survey without any objections.

34.4% respondents were saying that media is active only in festive season. It is nearly not active. 31.3% respondents were saying they think that media is normally active on news only. 22.9% were saying that media is partially active.



- Some respondents said that government should give imprisonment to then those who promote harmful products through various ways and few said there is no need of a media law as media should work freely.
- Respondents said media can educate the government with help at various campaign. There can be free commercials giving education about the law and bill. Media should promote organic farming. Media should analysis the food availability and food quality.
- Media should cover food security programs at least once a week and make sure that during these prime programs food related ads aired less and create awareness and campaigns among children and push the government to take strict action against the company who didn't follow minimum standards said by few respondents. Media should know it is social responsibility without bear favor and allegiance.



- Media can coordinate with government bodies and share information since they keep on doing strings near festivals. Media should play a bigger role than what they are playing right now.

Conclusion

According to the research, most of respondents are not aware about food security and even the educated class is not aware about food security act. Out of all the respondents not even single knows about the food trade. These responses are alarming and clearly indicate that there is big valley between information available and awareness about food security amongst the youth. Hence, media needs to gear up and do this herculean task of creating awareness about the same. Media cannot do it single handedly it has to done in close association with the government and international agencies like WTO. Media coverage regarding the food security is more or less limited to depicting cases of food adulteration but it does not have much coverage regarding the food security acts, food standards, the redressal cells, alternate food and rights of consumer, testing labs.

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