

protein PARADOX

A study that finds a major gap between the importance & real understanding of quality protein in daily diets in India



Right To Protein, a nationwide public health awareness initiative, released the findings of a study that uncovers a paradox in India’s daily protein consumption habits. Over **2000 mothers** were surveyed across **16 cities** to understand the **perception, knowledge and consumption** patterns that possibly lead to India being protein deficient.

HERE’S WHAT WE FOUND:

Most mothers claim to be aware of protein & attach a high importance to it.

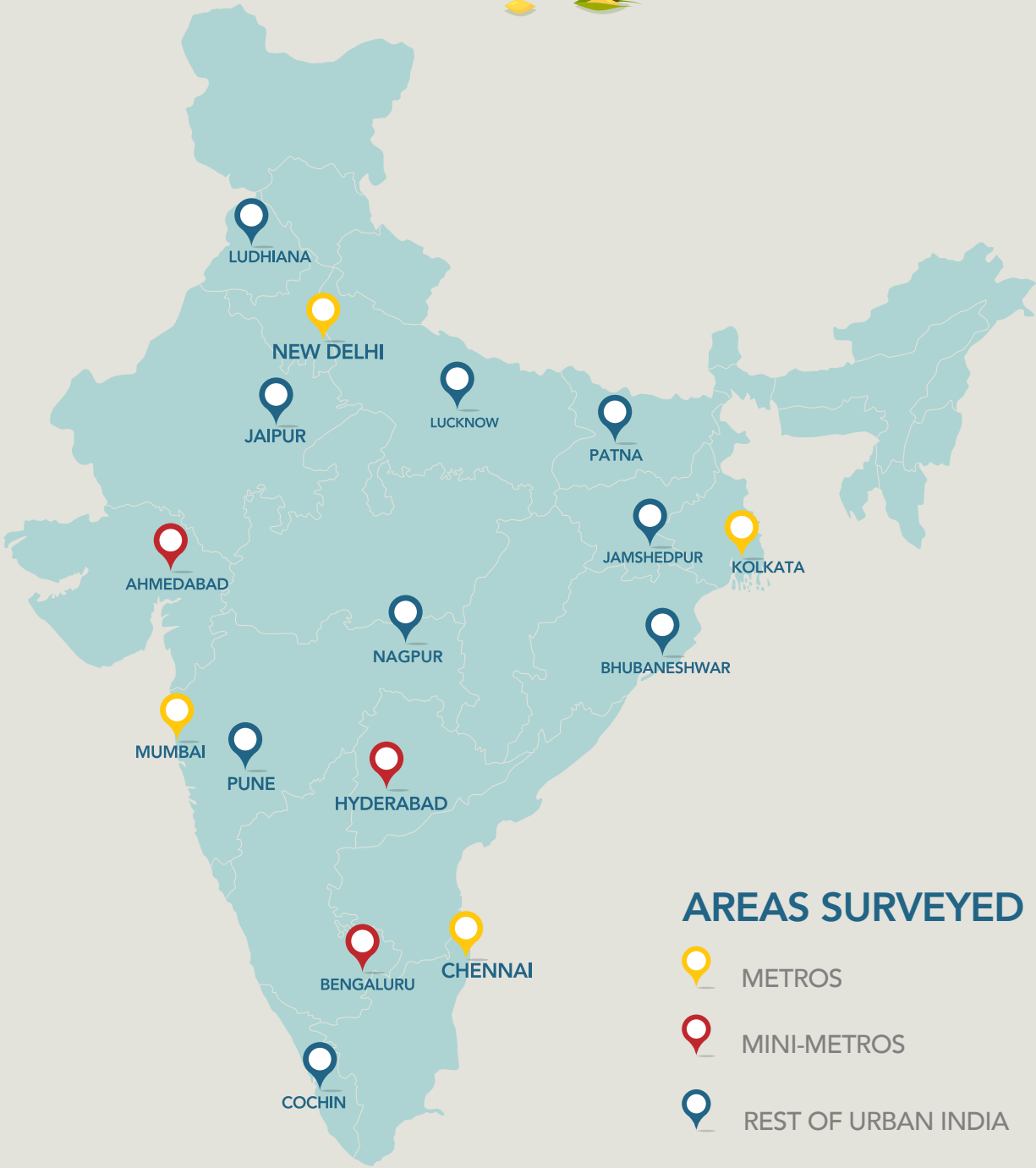


95% Indian mothers are familiar with the subject ‘protein’ & have associated at least 1 word with it.

5% Indian mothers say they don’t know any words to define protein.



8 out of 10 Indian mothers believe protein is crucial in daily diet.



AREAS SURVEYED
● METROS
● MINI-METROS
● REST OF URBAN INDIA

THREE MAJOR CONCERNS:

protein PAUCITY



While protein awareness exists, there is a low knowledge of protein sources which is causing poor protein consumption in Indian households

95% Indian mothers surveyed claim to know protein as a macro-nutrient

But only, **3%** really understand the prominent functions of protein or why one should consume it.

WHAT INDIAN MOTHERS DON’T KNOW ABOUT PROTEIN

PRIMARY FUNCTIONS



SECONDARY FUNCTIONS



protein PSYCH

Mighty barriers of misinformation and myths are overshadowing protein consumption in Indian homes

On an average **85%** of mothers who believe that protein leads to weight gain also agreed that they would prioritise the consumption of vitamins & carbohydrates rather than protein.

85% Mothers believe food fortified with multivitamin is more important than protein.

85% Mothers believe controlling calorie intake is more important than eating protein.

84% Mothers believe carbohydrates are more important for energy than protein.

87% Mothers believe vitamin & energy are more crucial than protein for children.



MYTHS BELIEVED ABOUT PROTEIN



Complex to digest
11% Disagree 72% Agree



Leads to weight gain
10% Disagree 76% Agree



Only for physically active people
9% Disagree 78% Agree

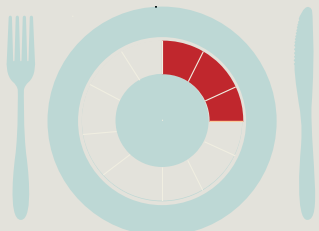


Protein rich items are expensive
7% Disagree 79% Agree

Disagree Agree

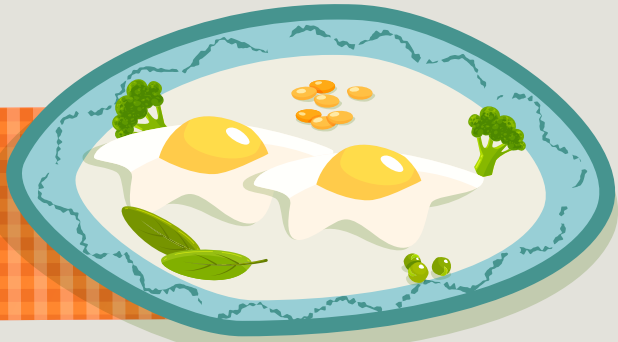
protein PINCH

Indian households hold back protein intake to a pinch with basic staples, as most protein sources remain unidentifiable



Only **3/11** protein rich foods were correctly identified by mothers

Over **81%** mothers incorrectly believe that the basic diet consisting of just roti, dal, and rice is enough for daily protein needs



INCORRECTLY PERCEIVED TO HAVE HIGH PROTEIN CONTENT



Milk



Green leafy vegetables



Fruits



Rice



Curd/ Buttermilk



Roti

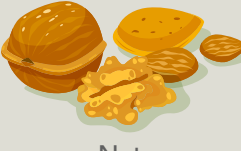
CORRECTLY PERCEIVED TO HAVE HIGH PROTEIN CONTENT



Dal & Pulses



Eggs



Nuts

INCORRECTLY PERCEIVED TO HAVE LOW PROTEIN CONTENT



Cheese



Paneer



Chicken



Peanut butter



Oat & millets



Soy



Mutton & lamb



Seafood

Now that paradoxes which undermine protein in Indian households are identified, it’s time to tackle subconscious biases that are keeping us from exercising our Right To Protein!

About the Protein Paradox Study: Protein Paradox, is a study by Right To Protein, developed based on the research conducted by commissioned research company Nielsen. The Protein Paradox study aims to understand and identify the practical challenges that pose as a barrier to protein consumption in India, including common myths and practices about protein, and facilitate evidence-based discussions by focusing on data, statistics and objective information. This study has been developed basis results from a survey which included 2,142 mothers of children in the age groups of 6-18 years residing in 16 cities across India. Right To Protein commissioned Nielsen to conduct this survey using a combination of Computer Assisted Personal Interviews (CAPI) as well as Face to Face (F2F) interviews in various local languages. The sample was based on the New Consumer Classification System (NCCS) which classifies households in India based on two variables – education of the chief wage earner and number of consumer durables owned by the family. For more info, log on to www.righttoprotein.com.
About the 'Right To Protein' Initiative: It is India's first communications & consumer advocacy initiative supported by several like-minded Indians, individuals, academicians, professionals, and institutions and is also supported globally. In its initial phase, the initiative is open for all Indians who would like to join and/ or contribute to the initiative in any capacity including providing knowledge, technical support, or as promotional partners. Further, this initiative will develop an ecosystem of professionals to drive protein awareness and debunk myths & misconceptions about protein as a critical macro-nutrient for human health. The ecosystem will also aim to improve the quality & consistency of different types of proteins consumed in India and thereby lead to greater protein consumption by livestock, poultry, & pisciculture/aquaculture. For more info, visit the www.righttoprotein.com and follow @righttoprotein on Twitter, Facebook, and Instagram OR contact: contactus@righttoprotein.com