

COMMUNICATION STRATEGY TO PROMOTE SOY-FORTIFIED WHEAT FLOUR



SEEMA DIXIT

PROBLEM



- **INDIAN POPULATION > THAN 1 BILLION**
- **> 60% OF THE POPULATION IS VEGETARIAN**
- **MAIN DIETARY PROTEIN SOURCES ARE LEGUMES, LENTILS, CEREALS, MILK AND MILK PRODUCTS**
- **STAGNANT LEGUME AND LENTIL PRODUCTION HAS RESULTED IN A HUGE PRICE INFLATION**
- **INDIAN POPULATION NEEDS AN ALTERNATIVE ECONOMICAL PROTEIN SOURCE**

BACKGROUND



- **INDIA PRODUCES APPROX 5.5 MMT OF SOYBEANS ANNUALLY**
- **82.35% DE-FATTED SOY MEAL AND 17.65% SOY OIL**
- **ONLY 1% OF THE TOTAL DE-FATTED SOY MEAL PRODUCED IS USED DOMESTICALLY IN FOOD**
- **MOST OF THE DE-FATTED MEAL IS EXPORTED TO NEIGHBOURING COUNTRIES AS ANIMAL FEED**



- **SOYBEAN "THE GOLDEN BEAN"**
- **RICHEST AND CHEAPEST VEGETABLE PROTEIN SOURCE**
- **CONCENTRATE OF ABUNDANCE OF NUTRIENTS - PROTEINS, VITAMINS, MINERALS AND NEWLY DISCOVERED 'ISOFLAVONES'**



- **INDIA HAS A HUGE DIVERSITY OF CULTURE AND CUISINE**
- **INDIAN PALATE IS VERY INFLEXIBLE**
- **IMPOSSIBLE TO INTRODUCE AND POPULARIZE A NEW FOOD ITEM**
- **EFFECTIVE TO ENHANCE THE NUTRITIVE VALUE OF AN EXISTING AND POPULAR FOOD ITEM**



EXISTING IEC EFFORTS



- **SOY MEAL: DE-FATTED SOY FLOUR, SOY NUGGETS ON A SMALL SCALE**

GROWING AWARENES ABOUT NUTRITION AND HEALTH BENEFITS OF SOYBEAN

CONSTRAINT: “ CHICKEN AND EGG SITUATION”

PROPOSED STRATEGY



- **FACTS**
- **PLAN OF ACTION**
- **PRODUCT ECONOMICS**

FACTS



- **INDIA IS THE SECOND LARGEST PRODUCER OF WHEAT (70 MMT)**
- **WHEAT FLOUR IS A DIETARY STAPLE**
- **CONSUMED > 3 TIMES IN NORTHERN AND WESTERN INDIA (200 GMS/DAY) AND AT LEAST ONCE A DAY IN SOUTHERN AND EASTERN INDIA (50 -100 GMS/DAY)**
- **WHEAT FLOUR - APPROPRIATE CHANNEL FOR FORTIFICATION**



PFA ACT (A.18.01.02, PFA 1996)



- **'PREVENTION OF FOOD ADULTERATION ACT' GOVERNMENT OF INDIA AMENDED SPECIFICATIONS FOR WHOLE WHEAT FLOUR AND INCLUDED A NEW CATEGORY 'PAUSHTIK ATTA' WITH A MAXIMUM FORTIFICATION OF WHEAT FLOUR WITH OTHER PROTEIN SOURCES LIKE 'DE-FATTED SOY FLOUR' UP TO 10%**

WHEAT FLOUR PROCUREMENT IN INDIA



- **FLOUR MILLS SELLING PACKAGED WHEAT FLOUR (ABOUT 40% OF THE POPULATION)**
- **HOME MILLING OF THE WHEAT (ABOUT 60% OF THE POPULATION)**

PLAN OF ACTION

■ WHEAT FLOUR FORTIFICATION WITH SOY FLOUR



WHEAT-SOY FORTIFICATION CAN BE DONE IN TWO WAYS



■ BY MIXING 10% DE-FATTED SOY FLOUR IN THE WHEAT FLOUR AT THE FLOUR MILL LEVEL DURING MILLING

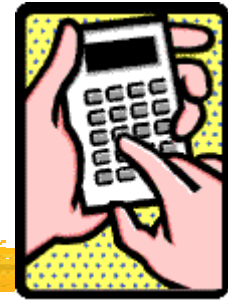
■ BY MIXING 10% DE-FATTED SOY FLOUR WITH WHEAT FLOUR AT HOME

90% WHEAT FLOUR AND 10% DE-FATTED SOY FLOUR BLEND



- INCREASES THE CONTENT OF
 - -PROTEIN BY 30%
 - -AMINO ACID AVAILABILITY BY 100%
 - -CALCIUM BY 60%
 - -IRON BY 38%
 - -LYSINE BY 72%
- FUNCTIONAL QUALITY IMPROVEMENTS
 - -BETTER MOISTURE RETENTION
 - -LESS OIL ABSORPTION

PRODUCT ECONOMICS



- **REPLACING 10% WHEAT FLOUR WITH DE-FATTED SOY FLOUR WILL COST 30 PS EXTRA PER KG**
- **EXTRA COST TO THE FLOUR MILL OWNERS TO SET UP THE MIXING EQUIPMENT (INR 15,000)**
- **EXTRA MARKETING COST TO THE FLOUR MILL OWNERS**
- **IDEALLY WHEAT-SOY BLEND SHOULD BE 15-20% MORE EXPENSIVE THAN REGULAR WHEAT FLOUR**

AUDIENCE CONSIDERATION AND JUSTIFICATION



- AUDIENCE SEGMENTATION
- CONSUMER BEHAVIOR
- CHALLENGES
- AUDIENCE RESEARCH OUTLINE
REQUIRED

AUDIENCE SEGMENTATION (PRIMARY AUDIENCE)



- DEPARTMENT OF WELFARE, GOVERNMENT OF INDIA
- TECHNOLOGY OF MISSION ON OILSEEDS AND PULSES,
CENTER FOR SCIENTIFIC AND INDUSTRIAL RESEARCH
- ROLLER FLOUR MILL FEDERATION OF INDIA
- SOYBEAN PROCESSORS ASSOCIATION OF INDIA
- AMERICAN SOYBEAN ASSOCIATION
- CENTRAL FOOD TECHNOLOGICAL RESEARCH
INSTITUTE
- NATIONAL INSTITUTE OF NUTRITION

SECONDARY AUDIENCE



- **RETAILERS OF THE URBAN CITIES OF NORTHERN INDIA**
- **CONSUMERS OF THE URBAN CITIES OF NORTHERN INDIA**

CONSUMER BEHAVIOR



- GROUP

- INDIVIDUAL

CHALLENGES



- CONVINCING THE RETAILERS
- CONVINCING THE CONSUMERS

AUDIENCE RESEARCH OUTLINE NEEDED



- WORK DONE (RESEARCH AND PROMOTION ON SOY PRODUCTS)
- EXISTING LEVEL OF AWARENESS AMONG THE TARGET POPULATION
- ESTIMATED MARKET FOR THE PROPOSED WHEAT-SOY FLOUR BLEND (TO BE GIVEN TO RETAILERS)

MULTI MEDIA PLAN

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- MASS MEDIA
- GROUP MEETINGS AND EXHIBITIONS
- INTERPERSONAL

MASS MEDIA



■ TELEVISION

- VERY POPULAR AND EFFECTIVE MEANS**
- 30 SECOND TIME SLOT TO BROADCAST A DOCUMENTARY FILM (SIMILAR TO PSA) BEFORE THE 7.00 PM NATIONAL NEWS**
- INDIVIDUAL FLOUR MILLERS WILL BE ENCOURAGED TO BROADCAST THEIR PRODUCT ADVERTISEMENTS ON THE LOCAL CABLE TELEVISION WHICH IS VERY ECONOMICAL**

BILL BOARDS



- ATTRACTIVE POSTERS ON 'GOODNESS OF SOY' TO BE PUT ON;
 - BUSES
 - IN TRAINS
 - ON CITY BANNERS AT KEY PLACES

PRESS RELEASES



- GENERIC 'GOODNESS OF SOY' PRESS CAMPAIGN TO BE PUBLISHED IN POPULAR NEWS PAPERS AND MAGAZINES
- FLOUR MILL OWNERS WILL BE ENCOURAGED TO ADVERTIZE THEIR PRODUCTS IN 'NEW PRODUCT LAUNCH' CATEGORY OF MAGAZINES

GROUP MEETINGS



- PARTICIPATION IN NATIONAL AND LOCAL FOOD AND HEALTH RELATED EXHIBITIONS

MAJOR WELL ATTENDED FOOD AND HEALTH EXHIBITIONS:



'AHAAR INDIA'

'FOOD EXPO'

ASSOCIATION OF FOOD SCIENTISTS AND
TECHNOLOGISTS

NUTRITION SOCIETY OF INDIA

INDIAN DIETETIC ASSOCIATION

INDIAN MEDICAL ASSOCIATION

PARTICIPATION IN GROUP MEETINGS OF SOCIAL ORGANIZATIONS SUCH AS



- | THE LIONS CLUB
- | ROTARY CLUB
- | WOMEN'S GROUP

INTERPERSONAL



- ALL PEOPLE EDUCATED THROUGH THE ABOVE MENTIONED COMMUNICATION CHANNELS WILL PLAY AN IMPORTANT ROLE IN PROPAGATING THE MESSAGE FURTHER

SAMPLE DISTRIBUTION



- SAMPLES OF SOY FORTIFIED WHEAT FLOUR OR DE-FATTED SOY FLOUR WILL BE DISTRIBUTED AT:
 - POINTS OF PURCHASES (GROCERY STORES, SUPER MARKETS)
 - GROUP MEETINGS, HEALTH CLUBS, EXHIBITIONS

THE RETAILERS WILL ALSO BE ENCOURAGED TO GIVE THESE COMPLIMENTARY SAMPLES WITH THE PURCHASE OF REGULAR WHEAT FLOUR FOR PEOPLE TO TRY.

TIME SPAN CONSIDERATIONS



- CAMPAIGN LAUNCHED TO COINCIDE WITH THE LAUNCH OF WHEAT-SOY FLOUR BLENDS IN THE MARKET
- CAMPAIGN WILL BE IMPLEMENTED AT LEAST FOR A YEAR FOR EFFECTIVE PROPAGATION

BEHAVIORAL ELEMENTS



- COST BENEFIT ANALYSIS
- CONVENIENCE
- TRIALABILITY

MESSAGE



- MESSAGE ELEMENT PROPOSED-
- SPECIFIC TAG LINES LIKE 'SOYBEANS ARE GOOD FOR YOU', 'WHEAT-SOY: BLENDING AT ITS BEST' WILL BE INCLUDED IN ALL FORMS OF COMMUNICATION TO REINFORCE THE MESSAGE

MESSAGE PRE-TESTING PLANNED



- DURING CAMPAIGN PLANNING THERE WILL BE A PILOT TESTING OF THE PRODUCT TO A SMALL POPULATION
- THERE WILL ALSO BE FOCUS GROUPS CONDUCTED TO GET IDEAS FOR THE DESIGN OF EFFECTIVE MESSAGE ELEMENTS

ADMINISTRATION AND BUDGET



- POSSIBLE DONORS
- BUDGET
- MANAGEMENT
- MONITORING AND EVALUATION

POSSIBLE DONORS



- DEPARTMENT OF WELFARE, GOVERNMENT OF INDIA
- TECHNOLOGY OF MISSION ON OILSEEDS AND PULSES, CENTER FOR SCIENTIFIC AND INDUSTRIAL RESEARCH
- ROLLER FLOUR MILL FEDERATION OF INDIA
- SOYBEAN PROCESSORS ASSOCIATION OF INDIA
- AMERICAN SOYBEAN ASSOCIATION

MAIN COSTS INVOLVED IN THE CAMPAIGN

ACTIVITY	COST
PRODUCTION OF THE TV FILM	USD 10,000
PRODUCTION OF BILL BOARDS	USD 150 X NO. OF BOARDS
MATERIALS FOR CONFERENCE PROMOTION	USD 500 X NO. OF EVENTS
CONDUCTING FOCUS GROUPS, PILOT TESTING	USD 1,000
COST OF SAMPLES FOR DISTRIBUTION	USD 0.08/SAMPLE
CAMPAIGN EVALUATION	USD 2,000
THE ADVERTISING AGENCY FEE	15% OF THE TOTAL BUDGET



MANAGEMENT



- HIRE AN ADVERTISING AGENCY TO
MANAGE THE CAMPAIGN

MONITORING AND EVALUATION


- A COMMITTEE WITH REPRESENTATIVES FROM EACH OF THE PRIMARY AUDIENCES/DONORS WILL MONITOR THE CAMPAIGN
- THE COMMITTEE WILL BE LEAD BY A GOVERNMENT OFFICIAL IDEALLY THE HEALTH MINISTER/MINISTER FOR PUBLIC WELFARE WHO IS WELL RECOGNIZED AND ACCEPTED

THERE WILL BE A MID-TERM AND A FINAL CAMPAIGN EVALUATION CONDUCTED



THE EVALUATION CRITERIA WILL INCLUDE BUT WILL NOT BE LIMITED TO:

- 1.) EFFECTIVENESS OF THE MASS MEDIA USED;
- 2.) RESPONSE OF CONSUMERS IN TERMS OF THE ACTUAL PRODUCT SOLD;
- 3.) INCREASE IN THE SOY FLOUR CONSUMPTION



AFTER THE SUCCESSFUL PROPAGATION OF THE SOY FORTIFIED WHEAT FLOUR IN THE URBAN AREAS OF NORTHERN INDIA, IT CAN BE EXTENDED TO ANOTHER PART OF THE COUNTRY