

Study reveals Lucknow most protein deficient at 90%, Delhi at 60%

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By : BioVoice Correspondent - July 29, 2017



New Delhi: Leading research firm, IMRB, released findings of a nationwide study on ‘Understanding Protein Myths & Gaps among Indians’ covering 1800 respondents across East, West, North, South regions, which has revealed significant gaps in both awareness levels on protein and its consumption.

The study, involved analysing the diet patterns of respondents, to understand if the Indians are consuming the prescribed levels of protein in their daily diets, which is a function of their body weight. Alarmingly, it was found that Indians suffer from a significant protein inadequacy, with 73% of Indians consuming diets being protein deficient. Alarmingly, what is the adverse impact of protein deficiency is not well understood among Indians in general, with only 1/3rd strongly endorsing that lack of protein can cause weakness and fatigue.

The most protein deficiency was found among vegetarians with an alarming 84%. Contrary to the popular belief, what is interesting that not all non-vegetarian diets provide adequate protein, as 65% of Indian non-vegetarian diets were found to be deficient in prescribed levels

Protein is one of the fundamental nutrients essential for the human body, which is duly acknowledged by the respondents. Respondents believe that protein is essential for children's growth; enhances mental sharpness; essential for muscle building; is good for immunity and enhances beauty, is good for skin, and hair quality.

Among nutrients endorsed for their health benefits by the respondents, protein has the highest average endorsement i.e. 53%, with calcium at 48%, vitamins at 43%, iron at 34% and carbohydrates at 32%.

As per study, the Lucknow is the most protein deficient city in India with 90% of the population suffering from protein deficiency; Kolkata enjoys the best protein balance with only 43% with protein deficiency.

In a region wise analysis of protein deficiency, Lucknow is the most protein deficient city i.e.90% protein deficiency, followed by Ahmedabad and Chennai at 84%, Vijayawada at 72%, Mumbai at 70%. Only Kolkata has less than half of population suffering from protein deficiency in their diets at 43%.

A closer look at the various consumer segments find that protein deficiency is highest among men with families at 75% and others at 72%. Men with families are most protein deficient, followed by mothers, Men with families – 75%, Mothers – 72%, Single women – 53%, Single men – 44% and Children (10-15 years) – 44%.

The awareness challenge

The reason behind protein deficiency is explained by the fact that Indians also suffer from poor awareness levels on protein. 93% of Indian's interviewed are unaware of their ideal protein requirement, with pregnant ladies on the top at 97%, followed by lactating mothers at 96% and adolescents at 95%.

One of the most misunderstood nutrients: Protein confronts several myths: 73% of Indians believe that green leafy vegetables are a good source of protein, 30% of Indians strongly agree that 1 egg a day provide sufficient amount of protein, 29% of Indians strongly agree that their regular daily diet is enough for their daily protein needs, 28% Indians strongly agree that their veg diet is good enough for their protein needs

93% of Indians are UNAWARE of their ideal protein requirement

95% of adolescents are unaware of their ideal protein requirement, 97% of pregnant ladies are unaware of their ideal protein requirement, 96% of lactating mothers are unaware of their ideal protein requirement, 91% of diabetic patients are unaware of their ideal protein requirement

94% Indians ACCEPT/ AGREE that their daily protein intake is inadequate

96% of adolescents accept/agree that their daily protein is inadequate, 98% of pregnant ladies accept/agree that their daily protein is inadequate, 97% of lactating mothers accept/agree that their daily protein is inadequate and 92% of diabetic patients accept/agree that their daily protein is inadequate

What is even more alarming is that Indians suffer from many myths when it comes to their understanding of the sources of proteins, its role.