List of Tables

Table no.	Title	Page no.
2.1	Indian Dairies practicing Fortification of Milk	36
2.2	Cost of Fortification in an Open market	37
2.3	Fortificants and their levels in staple foods	44
2.4	List of Fortified Foods available in an Open Market in Gujarat or PAN India	45
2.5	Food Fortification around the World	54
4.1	Benefits of various Fortificants	74
4.2	Socioeconomic status scale-Kuppuswamy	83
5.1.1	Sociodemographic Characteristics of the Study Population	90
5.1.2	Classification of the subjects on the basis of Nutrition Background	91
5.1.3	Percent subjects identifying attributes of Fortified Foods accurately	93
5.1.4	Percent subjects reporting correct identification of logo	93
5.1.5	Number of Participant's indicating their Attitude towards Food Fortification (N=375)	94
5.1.6	Purchasing preferences of the subjects for grocery items from organized/unorganized retail shops	96
5.1.7	Percent Subjects who were Purchasing Fortified Foods at the Baseline	96
5.1.8	Percent Subjects who were consuming Multivitamin Tablets	97
5.1.9	Association between Awareness of Fortificants with Education levels of the subjects	102
5.1.10	Association between Awareness of Fortificants with Occupation levels of the subjects	103
5.1.11	Association between awareness of micronutrients with nutrition background of the subjects	104
5.2.1	Percent shift in awareness parameters of the subjects for Fortified Foods	108

5.2.2	Percent shift in awareness parameters of the subjects for Fortified Foods	109
5.2.3	Percent shift in the attitude of the subjects' toward Fortified Foods umber subjects changed their perception regarding Fortified Foods	111
5.2.4	Percent shift in the Purchase Practices of the subjects for Fortified Foods	113
5.2.5	Bottlenecks regarding Purchase of Fortified Foods by the subjects (N=326)	113
5.2.6	Change in attitude regarding the purchase of Fortified Foods during the mid-evaluation	115
5.2.7	Percent of subjects who felt messages were insightful	116
5.2.8	Ranks chart for awareness, Attitude, and Practice	117
5.2.9	Categorization of subjects based on the Diffusion of Innovation Model	119
5.3.1	Market survey for fortified foods availability on online retail platforms	122
5.3.2	Market survey for Fortified Food availability in Hypermarkets of Vadodara	124
5.3.3	Market survey for fortified food availability in Traditional Kirana (Grocery) stores of Vadodara Model	126