



CHAPTER 7

RECOMMENDATIONS

- ✚ The Present study has undertaken efforts to generate awareness amongst the study population for Food Fortification using e- intervention strategy and the Diffusion of Innovation Model for categorization of the subjects according to the month of adoption. There are limited research available for measuring the knowledge, attitude and Practice, using different strategies. There is an urgent need to conduct more research in the area of Food Fortification especially for raising the awareness amongst all the sections of the society.
- ✚ Diffusion of Innovation Model measures the rate at which a new concept gets adopted by the people. The model helped in the research to know the percentages of early adopters and the laggards. However, the model can be explored further in different community setups and for different strategies
- ✚ Messages on WhatsApp were well accepted by the study subjects for generating the awareness on Food Fortification and Micronutrients, however case control study using different mode of communication can be tested.