

PHOTO ESSAY

NEW OBSESSION; JUNK ADDICTION



Part-B

Objective - To understand the junk eating habits of children residing in urban poor slums of Bengaluru

What is Junk food?

Junk foods are high in calories but low in nutritional value. In general, these foods include processed and prepared snack foods with long, often unpronounceable ingredient lists.

Location chosen - Maya Bazaar

Maya Bazaar is an urban poor locality situated nearer to Neelasandra in Bangalore, having 600 households with a dense population of around 3500 residing on 6 acres of land.

Methodology - Photo Essay

A photo essay is a collection of images that may or may not include captions, explanations, or both. Typically, photo essays show something that is easier to understand through an image, frequently by provoking an emotional response but also frequently through illustrating. A photo essay organises a selection of photos either thematically or in a precise order to demonstrate the evolution of events, feelings, and concepts. Photographers and photojournalists reflect lived experiences in their photo essays in an intuitive way, while social scientists explicitly explore and describe lived experiences in their photo essays.



Recommended Dietary Allowances for Indians (Macronutrients and Minerals)

Group	Particulars	Body weight kg	Net Energy Kcal/d	Protein g/d	Visible Fat g/day	Calcium mg/d	Iron mg/d
Man	Sedentary work	60	2320	60	25	600	17
	Moderate work		2730		30		
	Heavy work		3490		40		
Woman	Sedentary work	55	1900	55	20	600	21
	Moderate work		2230		25		
	Heavy work		2850		30		
	Pregnant woman		+350	+23	30	1200	35
	Lactation 0-6 months		+600	+19	30	1200	21
	6-12 months		+520	+13	30		
Infants	0-6 months	5.4	92 Kcal/kg/d	1.16 g/kg/d	–	500	46 µg/kg/day
	6-12 months	8.4	80 Kcal/kg/d	1.69 g/kg/d	19		5
Children	1-3 years	12.9	1060	16.7	27	600	09
	4-6 years	18	1350	20.1	25		13
	7-9 years	25.1	1690	29.5	30		16
Boys	10-12 years	34.3	2190	39.9	35	800	21
Girls	10-12 years	35.0	2010	40.4	35	800	27
Boys	13-15 years	47.6	2750	54.3	45	800	32
Girls	13-15 years	46.6	2330	51.9	40	800	27
Boys	16-17 years	55.4	3020	61.5	50	800	28
Girls	16-17 years	52.1	2440	55.5	35	800	26

Source: Indian Council of Medical Research



If the recommended calorie intake is exceeded



Any excess calories you eat will be stored as fat, and consistently eating more than you burn will cause weight gain over time

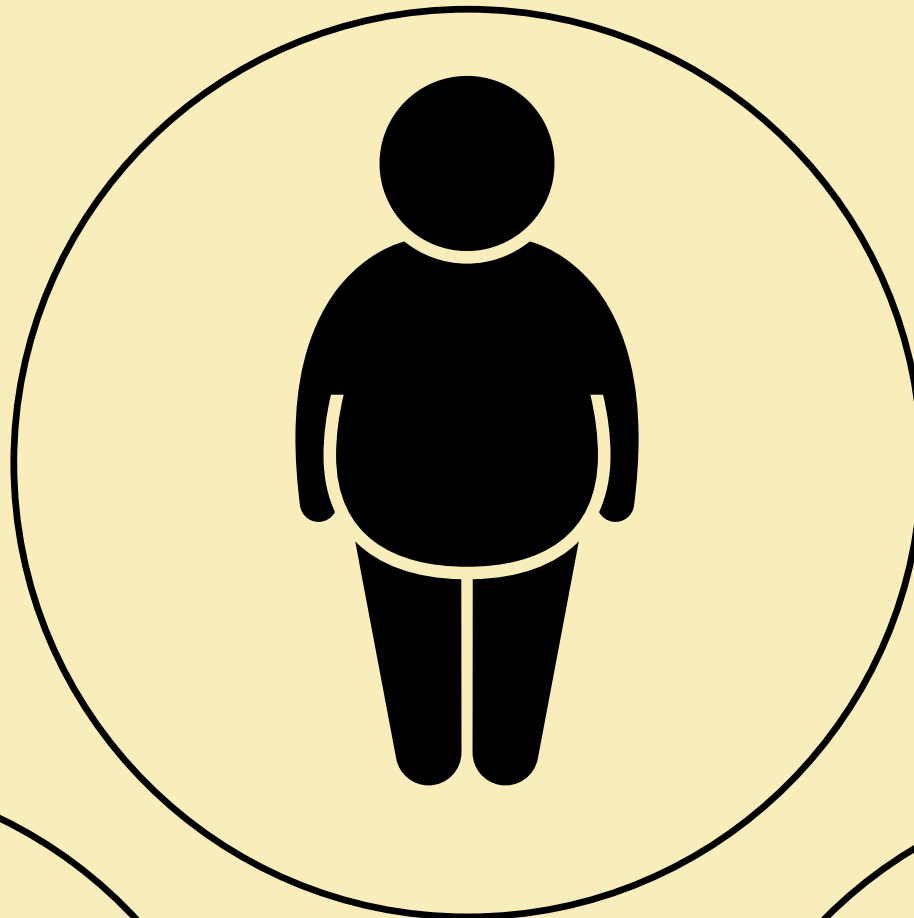


HEALTH ISSUES

Some children may develop health problems such as type 2 diabetes, high blood pressure and high cholesterol, risk factors for heart disease. Some children also may experience teasing, bullying, depression link, or low self-esteem.

WHICH FURTHER AFFECTS THE CHILD

Physically



Mentally



Socially





Amayra, dressed in a pink sweater, is a mother to a 3-year-old boy. Her household includes her husband, father, mother, and little child. When questioned if the kid ate junk food, she grinned widely and nodded as if it was a very apparent fact. She revealed that her husband is a cook and that her father helps out at a tailor's shop. The family makes about 20k each month. When asked how much they spend each day on junk, she replied that they spend close to 100 rupees since the youngster doesn't go to school if he doesn't have blue lays to accompany his lunch box. On being asked why do you provide him with junk don't you know it's harmful to him? They said, He's small now and when he starts crying we are unable to say no to him. A family of five living in a rented house, household expenses, school expenses, medical expenses and among other significant expenses why is JUNK given precedence?



A picture from Amayra's Kitchen.



Venila is the mother of three children. Her Children are aged 8, 6 and 4 and two of them are addicted to junk food. She told us how often they make noodles at home and how she has to get some or the other snacks to pack along with the lunch boxes otherwise they deny to take the box along with them. Her husband is the only earning member of the family and earns around 10k per month. On being asked the amount spent on junk on a daily basis she said it would be around 20-30 rupees and that she stocks snacks so that she doesn't have to run around all the time. Out of all the people that I talked to she was the only one who took great care of her children's nutrition. She included soaked badams and ghee in their everyday diet. She also made sure they didn't consume much of the packaged snacks like lays, bingo, kurkure, etc rather got them snacks like murukku, cookies which are comparatively much better than the ones that the community kids usually have.



The evening munchies she kept on hand for her kids to enjoy when they got home from school.



Badams are soaked in water at night and given to the kids before they leave for school.



Jayan is the father of two children and the one he is holding in the picture is his beloved daughter aged 3. Devaraj's wife works as a nurse and he takes care of the house and the children. The elder son aged 6 is a fan of junk food says Devaraj. The shop is right in front of their house(painted blue) which makes it very accessible for the kids to purchase their favourite packet of chips, drinks, and chocolates at any time of the day. The money is handed over to the kids but the father accompanies them each time. Devaraj said that around 50 rupees are spent on a daily basis to satisfy the junk munching habit of the kids. He also said that youtube and television advertisements makes the child crave new eatables.



Aromal, A naughty 5-year-old who I frequently meet during my Maya Bazaar field visits. Talked to his mother who told has that he doesn't have much junk but also tells us that he refuses to have anything other than biscuits and tea for breakfast. On being asked, he was really excited to name all his favourite snacks and how he gets 20 rupees per day after getting back from school. The mother told that he really liked packaged juices and added that they provided him with juices over sodas as the latter is not at all healthy for the child.



I also stopped by the community Anganwadi of the Institute of Health Management Research during my fieldwork for the project. The kids are served a nutritious lunch and snacks here, so I was surprised to discover that the parents were still giving the kids food. When questioned if they feed those to the kids, the carer replied that when they get too hard to handle, we just give it to them.

LEARNING AND REFLECTIONS

From the
FIELD VISITS





**You find children in uniforms roaming around with coins and notes.
This is a daily routine to avoid the kid being cranky after school**



You can see the scattered bottles of aerated beverages and fruit juices as well as the chocolate, biscuit, tetra pack, and chip wrappers. They commonly occur in the little drains. They frequently cause the drains to become clogged as well. It isn't just causing a menace to the surrounding but it is also putting a hole in the pockets of the low income families who are managing to afford these snacks for their children.



Everyone in the community included white rice in their daily diet. They made sure that the child's diet included rice. Idly, Dosa, Fried rice were some of the common answers we received other than the normal rice and curry.



Chips and candies from local brands are widely available in community shops. They are cheap and come in attractive coloured packets.



SINCE 1999
Tapi
Quality Commitment

F210
Lollipop

Chokri



A kid accompanying his mother to the nearby shop. The mother is seen to be buying some essentials for the household but before leaving she makes sure she gets the child a lollipop.



A mother and a daughter spotted at a community shop.



A mother and a daughter were spotted at an awareness session exchanging money for the child to buy a packet of chips.



A picture clicked during the awareness session where the ladies were busy hearing the session and the kids were busy munching on their snacks.



During one of our awareness sessions, a participant's child came and sat through the entire session, busily eating his snacks wrapped in paper.



A lot of parents in the community complained of their kids being influenced by TV and youtube advertisements and tend to demand them to buy those products. Studies have shown that after just one exposure to a commercial, children can recall the ad's content and have a desire for the product. Lack of adult reasoning is a concern because young children tend to accept ads as fair, accurate, balanced and truthful

Common Packaged Drinks consumed by the community children and their nutritional value

NUTRITIONAL INFORMATION

(TYPICAL VALUES PER 100ml)

Energy	65kcal	Added Sugar	13.5g
Protein	0g	Fat	0g
Carbohydrate	16.2g	Vitamin A	120mcg
Natural Fruit Sugars	2.3g	Calcium	8mg

Frooti - Rs. 10

INGREDIENTS

WATER, MANGO PULP (19%), SUGAR, ACIDITY REGULATOR (INS330) AND ANTIOXIDANT (INS300).

CONTAINS PERMITTED SYNTHETIC FOOD COLOUR (INS110) AND ADDED FLAVOUR [NATURE-IDENTICAL FLAVOURING SUBSTANCES (MANGO)] (INS-INTERNATIONAL NUMBERING SYSTEM)

NO ADDED PRESERVATIVE

A 10 rupee tetra pack of frooti contains 160 ml

Nutritional Information

1 serving per container

Serving size 180 mL

Amount per pack* % RDA**

Energy (kcal) 163 8%

Total Fat (g) 5.6 8%

Saturated Fat (g) 3.4 15%

Trans Fat (g) 0.0 0%

Cholesterol (mg) 16

Carbohydrate (g) 22.5

Total Sugars (g) 22.5

Added Sugars (g) 14.0 28%

Protein (g) 5.6

Sodium (mg) 78 4%

**RDA stands for Recommended Dietary Allowance per serving

* Average values

Amul Badam Milk - Rs. 20

A 20 rupee bottle contains 180 ml

NUTRITIONAL FACTS PER 100 ml (APPROXIMATE)

Energy 56 kcal

Protein 0.4 g

Carbohydrate 14 g

Natural Fruit Sugars 6 g

Added Sugar 8 g

Fat 0 g

Calcium 7 mg

Iron 0.25 mg

Real Fruit Juice - Rs. 20

A 20 rupee tetra pack of Real Juice contains 180 ml

Common Packaged Snacks consumed by the community children and their nutritional value

***Nutrition Information per 100g product (approx..)**

Carbohydrates	77g	Poly unsaturated fatty acids	1g
**Sugars	22g	Trans fatty acids	0g
Protein	8.5g	Cholesterol	0mg
Fat	10.9g	Energy	440kcal
Saturated fatty acids	5g		
Mono unsaturated fatty acids	4g		

Figures based on calculated values – (Ref: *NIN; **US FDA norm)

Calcium	90mg	Vitamin B3	1.6mg
Iron	3mg	Vitamin B6	0.2mg
Iodine	15mcg	Vitamin B12	0.1mcg
Vitamin B1	0.12mg	Folic acid	10mcg
Vitamin B2	0.14mg	Pantothenate	1.1mg

Marie Light Biscuit - Rs. 10

A 10 rupee pack contains approx 70g

Nutrition Facts
Valeur nutritive

Per 4 biscuits (34 g)
Par 4 biscuits (34 g)

Calories 175

Amount / Teneur	% DV / % VQ*	Amount / Teneur	% DV / % VQ*
Fat / Lipides 8 g	10 %	Carbohydrate / Glucides 23 g	8 %
Saturated / Saturés 4 g	20 %	Fibre / Fibres 0 g	0 %
+ Trans / Trans 0 g		Sugars / Sucres 7.5 g	
Cholesterol / Cholestérol 1 mg	0 %	Protein / Protéines 2 g	
Sodium / Sodium 80 mg	3 %		
Vitamin D / Vitamine D	0 %	Iron / Fer	5 %
Calcium / Calcium	1 %	Potassium	1 %

* DV = Daily Value
VQ = Valeur quotidienne

Good Day Biscuit - Rs. 10

A 10 rupee pack contains approx 58g

best quality potatoes

NUTRITIONAL INFORMATION (APPROX.):

		Per 100g
Energy	kcal	555
Protein	g	6.9
Total Carbohydrate	g	51.4
of which Sugars	g	4.1
Total Fat	g	35.7

Total Trans Fat content not more than 0.1 per cent by weight.
Total Saturated Fat content not more than 16.6 per cent by weight.

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Lays

A 10 rupee pack contains approx 27 g and 20 rupee pack contains approx 52 g