

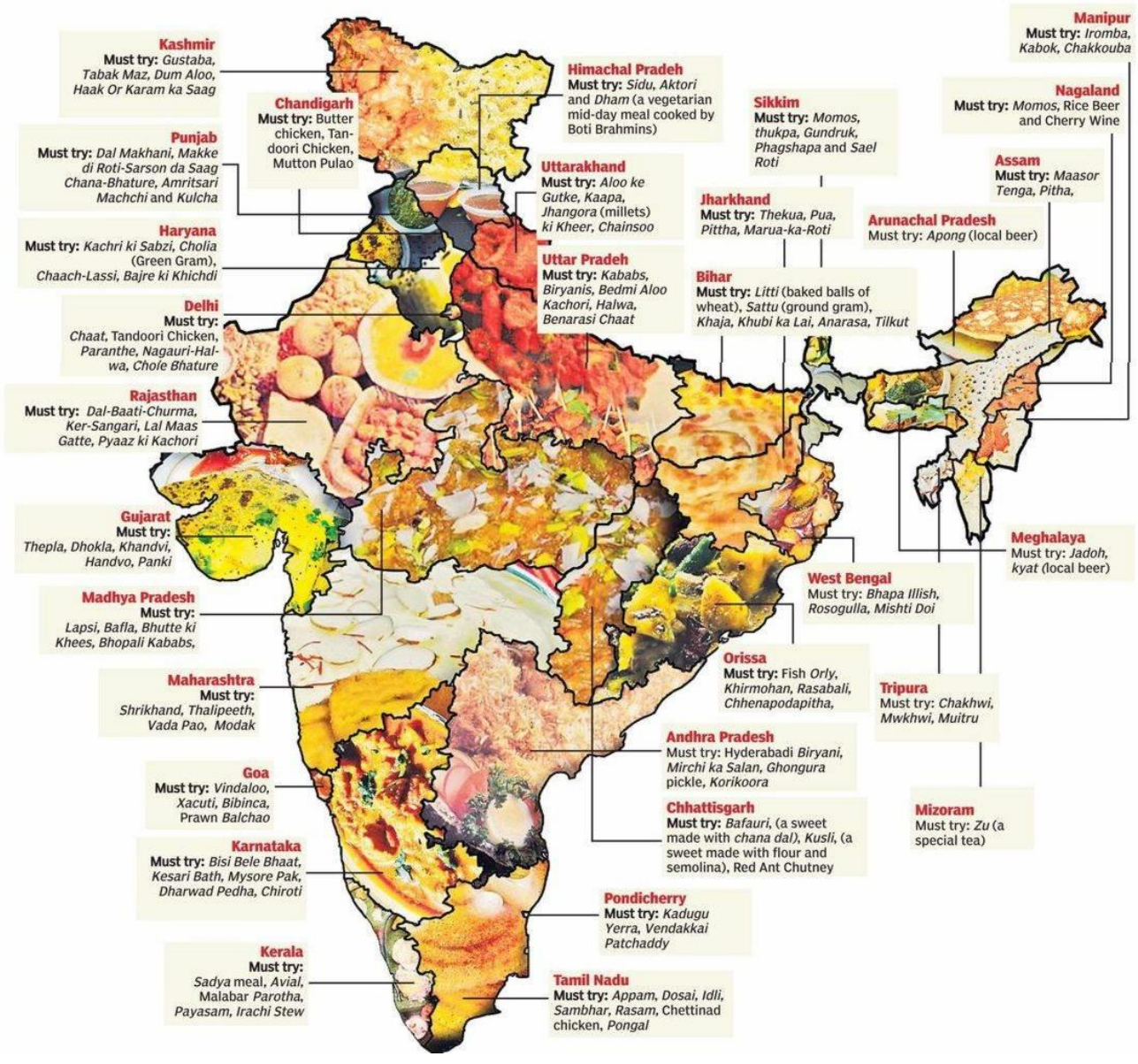
NUTRITION
AND CONSUMPTION
TRENDS IN INDIA

ABOUT TRENDS.....

- Trends..... Made by consumers & followed by consumers.
- Consumers – Differences in culture, values, social status, economic status, likes and dislikes.
- Availability for consumption is priority rather than nutritional requirements.

ABOUT INDIA

- Developing country, high demand low supply.
- Densely Populated with various financial status.
- Crops grown are sufficiently adequate in nutrient contents like in cereals, pulses, fruits and vegetables etc.
- Highest with milk production in terms of quantity
- Pulse, cereal, vegetables and spices are average and fruits production is lower in both quantity and variety



CHALLENGES TO INDIAN GOVERNMENT

- Equal distribution of food supplies.
- Production and processing regulation.
- Improvement in transportation and storage facilities.
- Co-ordination in all levels linked with food industry.
- Balancing the food finances.

YOUR CAREER

YOUR FUTURE

YOUR ABILITY

YOUR SUCCESS

YOUR DREAMS

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