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## To Study the Perception and Attitude of Street Food Vendor in Pune towards using of Newspaper for Dishing out the Food

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**Abstract:** Use of newspapers for dishing-out, wrapping or packing of food by local street food vendor is a common phenomenon which is availed by a major segment of the populace. The use contaminates the food and slowly poisons the consumers creating an unnoticed health hazard and consequence. It is a survey based research which concentrates on the perception of the local street vendors in Pune region about the ill-effects of use of newspapers as consumption of food wrapped in newspapers is injurious to health, even if the food had been cooked hygienically. The FSSAI has stated that there is an urgent need to discourage the use of newspaper as food packaging material by creating awareness among businesses, especially unorganized food business operators, about the harmful effects. It also investigates their attitude after being erudite about the disadvantages of the deed.

**Keywords:** Street Food Vendors (SFV), Contaminates, Perception, Attitude, Newspapers, Pune.

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### I. INTRODUCTION

In the traditional Pune society “eating out “ was looked down upon, if not entirely ‘tabooed’ due to the notion of purity, pollution, hygiene, family prestige or status, and remained confined to poor sections, menial laborers, and craftsman. However today there is a sea change in the consumption pattern and the items available as well as the class of consumers which cut across caste, education, income, occupation, satellite family, and age. In addition, there has been the entry of street vendors belonging to north India, South, Gujarat, Rajasthan and Chinese food which catered to the taste and fancy of the considerably changed clientele right from daily wage earners to students, white collared and even foreigners. Apart from huge variety offered by SFV it still stands to be cost saving, tastier and quicker.

The Street Food Vendors (SFV) falls under informal sector micro size enterprise which usually avoids regulations and taxes. It is such an occupation which does not require formal education or training. SFV sell wide varieties of food ranging from mere roasted peanuts to pav bhaji and pizzas. It runs on a low profit margin along with they need to pay haftas or bribes to the influential personnel in the area.

### II. PURPOSE AND IMPORTANCE OF THE STUDY

Everyone is aware specially in urban areas that use of newspaper in food related purpose but apparently, it is quite ignored now also by the SFV, the research focuses on finding the whether the locals and vendors are aware of the health risk and also investigates their attitude towards the concept. It will help in educating the unknowns and unaware about the serious cause which will make them thinks and step towards a revolutionary step of reforming the society.

### III. REVIEW OF LITERATURE

The street food industry plays an important role in cities and towns of many developing countries both economically and in meeting food demands of city dwellers (Cress-Williams, 2001). The number of street vendors in major Indian cities has increased sharply during the past few years. It is now estimated that around 2.5% of the urban population is engaged in this occupation. The total number of street vendors in India is around 10 million (Sharit Bhowmik, 2010).

The chief characteristics of street food are that street foods are reasonably priced and flavored and easily available (National Association of Street Vendors of India – NASVI).

The quest for profit maximization by the vendors or the need to make street foods affordable for the consumers make some vendors patronize cheap and unsafe ingredients that may be detrimental to the health of the consumers (Buliyaminu Adegbemiro Alimi, 2016).

A majority of food vendors are not aware of causes of food poisoning and food borne disease because of which can spread through their food if not handled properly (NASVI).

The Economic Times Health world states India is a foodie nation, and with the rising middle class, our eating habits are changing. There is an increasing tendency to eat food outside, and India, predominantly being a middle class nation, our preference is for road side eateries and small or mid-size restaurants. But what goes unnoticed is; the newspapers used in packing food items, or the printed material on tea bags, and the potential dangers associated with them. It is a fact, that the newspapers are printed with ink that is dissolved on it with the help of chemical solvents. Studies have shown that printing ink from newspapers can easily get into foods wrapped or served in them and this is dangerous for health. The solvents used in ink are potentially carcinogenic. Also, newspapers and cardboard boxes used for packaged foods are made of recycled paper, which may be contaminated with harmful chemicals like di-isobutyl phthalate and di-n-butyl phthalate that can cause digestive problems and also lead to severe toxicity. It is a fact that the recycled paper used has printing ink residues. These un-cleaned residues have found to contain hormone disruptors like benzophenones and mineral oils which can interfere with reproductive cycle of women.

Through the print based packaging, there is an exposure to organic chemicals called aryl amines, such as benzidine, Naphthylamine, and 4-Aminobiphenyl, which are associated with high risks of bladder and lung cancer. Apart from these, printing inks also contain colorants, pigments, binders, additives, and photo-initiators, which have harmful effects.

It is also believed, that the mineral oil-based printing inks for newspapers contain mineral oils, which consists of various types of hydrocarbon molecules that can exist as Mineral Oil Saturated Hydrocarbons (MOSH) and Mineral Oil Aromatic Hydrocarbons (MOAH). These hydrocarbons usually convert into gases by evaporation that eventually penetrates food items.

Newspapers are usually produced by a system called offset-web printing, which requires a certain consistency of the ink (it needs to be very thick) and a particular means of drying. For the former, mineral oils (petroleum-based) and solvents such as methanol, benzene and toluene are used; and for the latter, heavy metal (Cobalt)-based drying agents are used. None of these should be used in food packaging, as they are also classified as harmful and can be dangerous for health if consumed.

The Hindu newspaper on 9<sup>th</sup> Dec 2016 published that the food regulator expressed concern over “**Indians are being slowly poisoned by cancer-causing agents in newspaper ink**”. They further said the chemicals in newspaper ink contain harmful colors, pigments, additives, and preservatives. “Besides chemical contaminants, the presence of pathogenic micro-organisms in used newspaper poses a potential risk to human health. Older people, children and people with compromised vital organs and immune systems are at a greater risk of acquiring cancer-related health complications if they are exposed to food packed in such material.” The Food Safety and Standards Authority of India (FSSAI) restricted the use of newspapers and packaging material saying that consumption of food wrapped in newspapers was “injurious to health, even if the food had been cooked hygienically. Indians are being slowly poisoned due to newspapers being widely used as food packaging material by small hotels, vendors and also in homes in lieu of absorbent paper.” They also stated that there is an urgent need to discourage the use of newspaper as food packaging material by creating awareness among businesses, especially unorganized food business operators, about the harmful effects. The regulator has instructed the commissioners of food safety across the country to initiate an awareness campaign to this effect.

Shri J. P Nadda, Union Minister of Health and Family Welfare in a GR dated 09th December 2016 stated; the newspaper ink contains many hazardous chemicals which can trigger serious health problems; Foods contaminated by newspaper ink raise serious health concerns since the ink contains multiple bioactive materials with known negative health effects. Newspapers and even paper/ cardboard boxes made of recycled paper may be contaminated with metallic contaminants, mineral oils and harmful chemicals like phthalates which can cause digestive problems and also lead to severe toxicity.

The Commissioner of Food Safety recently issued an order that prohibits the storage, distribution, and sale of food articles packed in printed material including newspapers (The Hindu, July 2017)

The Chief Executive Officer, Pune Cantonment board Dr. D. N. Yadav also issued a notification on 16/02/17 in leading newspaper regarding not to purchase any eatables especially fried food packed in newspapers.

#### IV. RESEARCH METHODOLOGY

##### 4.1 Research Objectives

- To research about the hazards of the newspaper when it comes in contact with food.
- To find out the knowledge of SFV regarding ill effects of the use of newspaper in dishing out food.
- To study the SFV behavior after they are being educated about the same.

##### 4.2 Research Area

Pune is one of the densely populated cities of India and major center of quality education with several colleges and Universities. It is a prominent location for IT and manufacturing. Pune has the eighth largest metropolitan economy and the sixth highest per capita income in the country. The areas studied for the coverage in the paper or the subtopics covered directly or indirectly in the paper are limited to Old Pune area only, the street food vendors in the unorganized sector and their customers. The research study is supported by keen observation, well-tailored verbal questionnaire, and literature review. The respondents apparently felt that they were replying to a spy or agent of Municipal Corporation.

##### 4.3 Sample size and Research design

**Data Collection Tools:** Primary data were collected by conducting a face-to-face interview using structured close ended questionnaire with the SFV and their customers, while the secondary data was collected from magazines, newspapers, research papers, journals, etc.

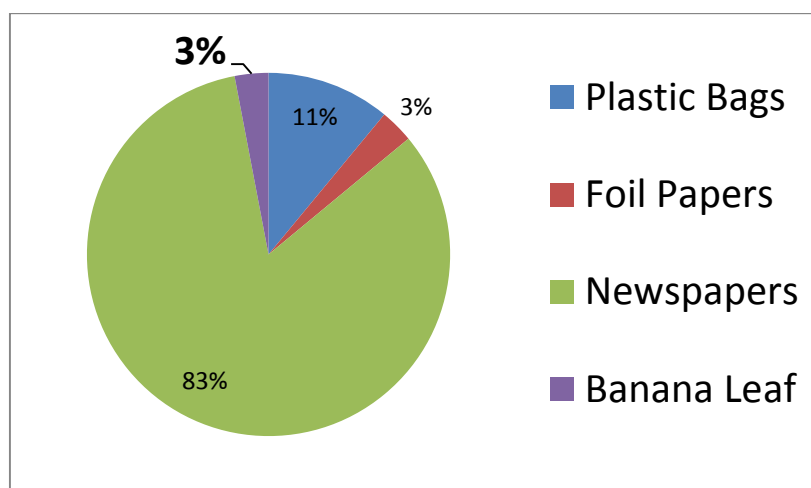
##### Data Analyses

The data was collected by way of visiting and verbally asked informal Questionnaires to 50 street food vendors (owners) and their 500 customers under study. The data was analyzed with the help of percentage analysis the analyzed data is presented in the form of tables and graphs.

**Research Design:** In this study, qualitative research approach was adopted.

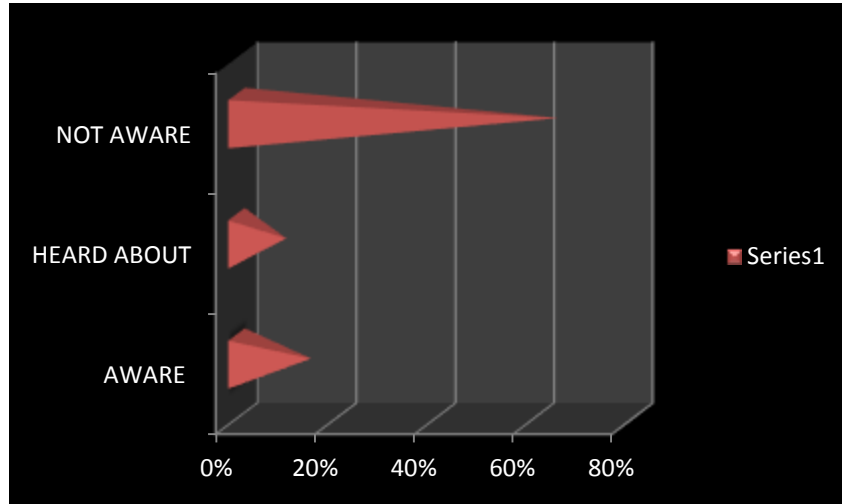
#### V. FINDINGS & ANALYSIS FROM THE QUESTIONNAIRE, INTERVIEWS AND KEEN OBSERVATIONS

##### 1) VARIOUS MATERIALS IN WHICH SFV DISH-OUT THE FOOD



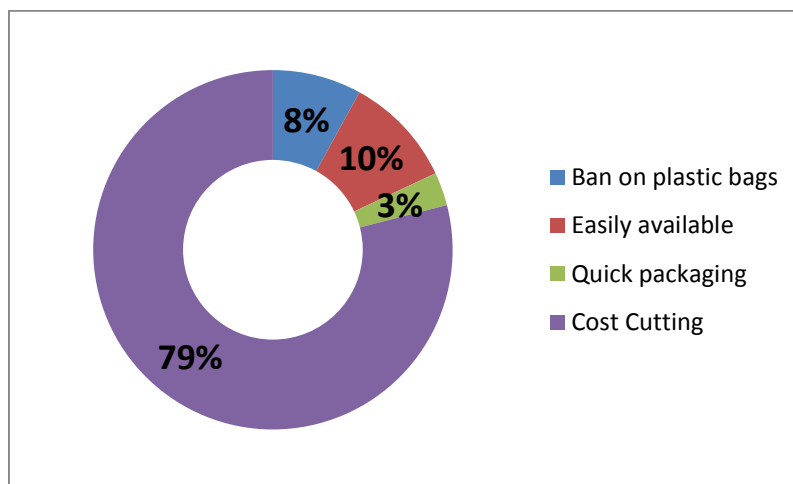
**Interpretation:** The major numbers of SFV prefer to dish-out their finished products in the newspaper

2) PERCENTAGE OF SFV AWARENESS REGARDING ILL-EFFECTS OF DISHING OUT FOOD IN NEWSPAPER



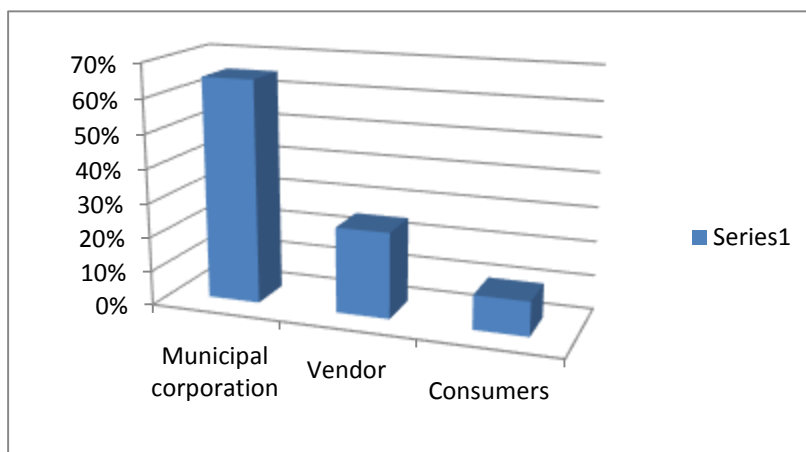
**Interpretation:** Surprisingly 65% of SFV were not aware that the newspaper use in food was harmful to mankind; it shows the serious alarm that these vendors are required to be educated so a revolutionary change can be bought.

3) REASONS FOR USING NEWSPAPER IN DISHING OUT FOOD



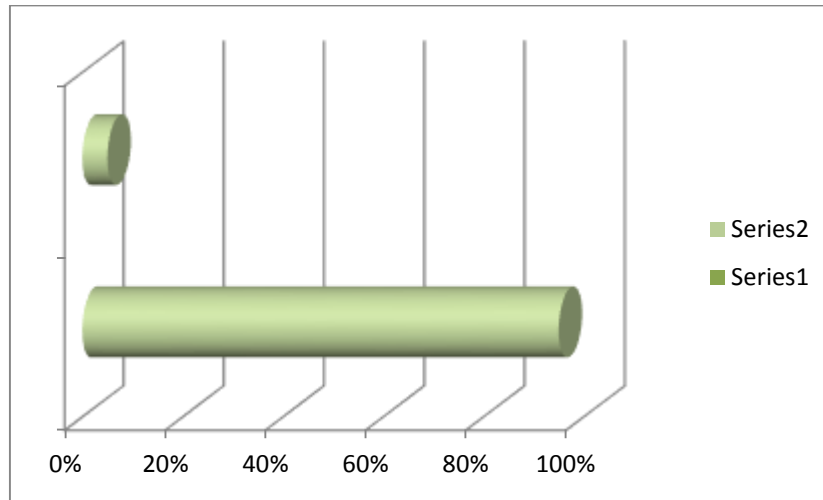
**Interpretation:** It was been observed that the SFV preferred paper to other materials because of cost savings as a prime reason along with easy availability.

4) WHO SHOULD BE HELD RESPONSIBLE FOR THIS WRONG PRACTICE



**Interpretation:** During the survey, it was observed that majority of respondent blamed the municipal authority who ignores the practice, while a chunk of it blamed the vendors who do the deed; surprisingly the consumers didn't feel that they are also equally responsible to support the venture.

#### 5) PERCENTAGE OF VENDOR READY TO USE SAFE PAPER WITH SUBSIDIES RATES



**Interpretation:** The SFV showed their consent for the change if being provided some alternative by the municipal corporation at a subsidized rate, which assured that the scenario can be changed towards betterment.

### VI. CONCLUSION

The need for creating awareness among the SFV and also its customers is the need of the hour as the toxic elements in the newspaper contaminate the food when it is dished out or packed with it that slowly poisons the consumer and causes ill-effect to their digestive system, reproductive cycle in women or even cancer. The municipal corporation is doing its job to educate the consumers and SFV through newspaper advertisement but its learning outcome is very low, hence it is very important that regulatory reforms have to be done at government level along with some mandatory certified basic training programs designed by FDA for the SFV for their existence in the market. The Municipal Corporation should also come out with a subsidized alternative for newspapers which should be readily available everywhere.

### SUGGESTIONS BASED ON STUDY

A study can be done on various options of the material that can be used by SFV for dishing out or packaging food.

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