



## Promotion of sports nutrition in rural India - challenges & prospective planning strategies

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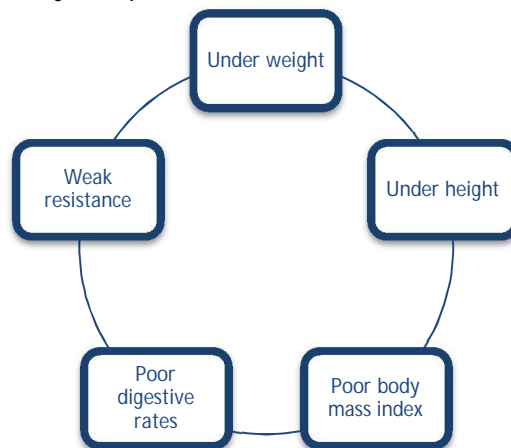
**Abstract :** Access to good food or a healthy food is a dream for rural youth in India. Tapping the rural talents in sports sector is further hampered by the availability of healthy youth athletes. Either they are suffering from mal nutrition or they are suffering from under nutrition. Impediments to good & nutritious food access in rural athletes is also impeded by economic factors , transportation factors , lack of awareness , governmental negligence or the rural urban divide factors which influences community development in general & of the rural athlete in particular. Performance oriented activities. The academic & learning outcomes of the rural athlete, community productivity , community development , community health , community v/s family relations , mental health of the rural athlete, Physical health of the rural athlete . This paper focuses on the nutrition need of rural youth athletes.

**Keywords:** rural athletes issue of nutrition challenges & supportive measure to tackle nutrition issues

**Introduction ;** access to healthy food at reachable rates is a challenge for rural youth specially athletes regardless of their income levels it is very challenging to provide them with healthy nutritious food .Rural areas can be considered as food deserts as they several retails food stores focus only on urban localities. Rural areas lack grocery shops, retail

outlets, food bazaars which can provide them good food at convenient time. Some of the rural people have to rush to nearby sub urban areas to fetch a cool drink or a grocery item.

**Key indicators** The following table shows the margin of under nutrition in India





1. India has been ranked 20 amongst the countries with hunger situation by the Global Hunger Index Report of 2015
2. prevalence of the underweight children in India is the highest in the world
3. in India nearly 50% of the population are hit by anemia
4. 20-40% of the maternal death in India occur due to anemia
5. India's National Rural Livelihoods Mission (NRLM) aims to benefit some 350 million people in 12 states which account for almost 85% of the rural poor.( Global Hunger Index Report of 2015).
6. 56.2% of women and 24.3% of men suffer from anemia, and have lower than normal levels of blood hemoglobin. Anemia has increased in ever-married women from 1998-99. Among pregnant women, anemia has increased from 50% to almost 58%.
7. Only 22.3% of pregnant women consume Iron and Folic Acid supplementation for 90 days and the percentage is less than 10% among the non-educated women compared to 50% among the well-educated. Also the disparity between rural and urban areas is significant (18% and 34.5% respectively.( Global Hunger Index Report of 2015).
8. Iodine deficiency, which can lead to mental retardation, goiter, and complications of pregnancy, is easily prevented by using salt fortified with iodine. Only 51 % of Indian households use adequately iodized salt, About 71 million people in India suffer from Iodine Deficiency Disorders (IDD)( The Report of the central government 2014)

**Impediments to nutrition-** Rural athletes suffer from nutrition related issues as they face several challenges. There are several questions to this perspective such as

1. funding programs to address nutritious food access to rural athletes
2. programs to make rural athletes aware of the nutrition issues
3. to provide rural athletes with community health awareness
4. strategies to address rural hunger issues
5. assistance programs for rural nutrition for athletes

**Negative impact on community-** There has been several negative impact of nutrition lacuna on community development.

1. academic & learning outcomes of the rural athlete
2. community v/s family relations
3. community development
4. community health
5. community productivity
6. mental health of the rural athlete
7. performance oriented activities
8. physical health of the rural athlete

Impediments to good & nutritious food access in rural athletes is also impeded by economic factors , transportation factors , lack of awareness , governmental negligence or the rural urban divide factors which influences community development in general & of the rural athlete in particular. ( The report of the rural sector 2014).



### Popular sports nutrition supplements

Many popular sports nutrition supplements may contain higher levels of sugars or artificial ingredients, such as sweeteners and flavors. Several of them offer science-based formulas designed to complement your fitness endeavors. Including high quality, low glycemic protein options, as well as rehydration formulas to replenish electrolytes and sustain energy during exercise. Amino acids vital for repairing & rebuilding muscle tissues, Mass building products to boost blood flow, to increase glycogen to minimize muscle soreness & fatigue, protein powders for nutritional recharging, energy boosters to provide optimum endurance, diet support products for increasing energy, Omega-3 oils, fishy oils to increase tissue coverage, Arginine is one of 20 amino acids, the building blocks of protein, Bone Care formula contains several ingredients that are important to bone health, Astragalus contains naturally occurring flavonoids and polysaccharides, L-Carnosine, one of the most abundant water-soluble nitrogen compounds found in muscle, supports cognitive and nervous system health. (John Ivy- Nutrition Timing – The Future Of Sports Nutrition 2014).

Sports nutrition products have included ingredients such as creatine, caffeine, and whey protein to boost athletic endurance, enhance physical strength, improve exercise recovery, and adapt to the rigors of intense training. And while many of these products, known as ergogenic aids, are benefitting athletes, many sports nutrition companies are trying to improve them by adding vitamins, minerals, and other healthful ingredients such as probiotics and glycerol to promote them as being good for health.

The essential amino acid creatine promotes anabolism, increasing muscle mass to help athletes build greater strength during weight training workouts. And caffeine is the principal player in most pre workout powders, energy drinks, and weight-loss aids. To avoid products that may contain illegal or banned substances, RDs should recommend clients buy supplements that have been tested by NSF Certified for Sport. It tests the quality and purity of the supplement's lab to ensure nothing illegal was produced. Thus athletes can feel safe taking these products, although they're still taking supplements at their own risk. Before discussing sports supplements with clients, suggests dietitians focus on the science behind the sports nutrition supplement and not on what has the flashiest ads or largest marketing campaign behind it.

### Considerations towards health insurance coverage

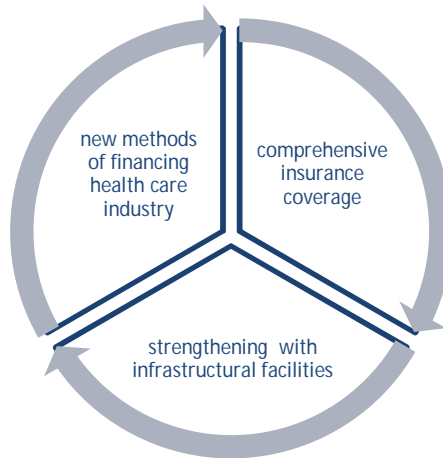
The rural areas have lower rates of employer sponsored health insurance providers assistance & this is a hindrance to bringing about health advantages to rural youth. Rural people are suffering from under insurance coverage. A lack of public health insurance coverage is a great challenge as even though government is launching community or public health insurance coverage. (The Report of the Health insurance sector 2015).

The rural health professionals have to be supported with good salaries & incentives. The new methods of financing health care industry in rural areas have to be evolved. Many rural areas are experiencing the severities of an aging population and with it an increase in



chronic diseases, disability, and pressure on an already burdened health care system. Reform must provide the services and facilities to enable aging rural people to stay in their homes and communities. (

The Report of the Health insurance sector 2015) As shown in this chart (1) there are several policy matters which are needed to address the issues of nutrition issues in rural sector.



#### Policy indications -

1. There is a need for comprehensive affordable continuous coverage for all rural people & strengthening the present community health insurance plans.
2. Small hospitals / Primary health centers / NGO supported community health centers have to be strengthened with infrastructural facilities. (The Report of the Health sector 2015).
3. The rural health professionals have to be supported with good salaries & incentives. The new methods of financing health care industry in rural areas have to be evolved. Many rural areas are experiencing the severities of an aging population and with it an increase in chronic diseases, disability, and pressure on an already burdened health care system. Reform must provide the services and facilities to enable aging rural people to stay in their homes and communities. ( The Report of the Health insurance sector 2015).
4. The funding programs to address nutritious food access to rural athletes , programs to make rural athletes aware of the nutrition issues , to provide rural athletes with community health awareness , strategies to address rural hunger issues , assistance programs for rural nutrition for athletes.
5. The funding programs to address nutritious food access to rural athletes , programs to make rural athletes aware of the nutrition issues , to provide rural athletes with community health awareness , strategies to address rural hunger issues , assistance programs for rural nutrition for athletes.



**Conclusion** – Thus rural sports players & athletes are challenged by the problems relating to Nutrition in Rural India. There have been several sports participants access to healthy food at accessible rates is a challenge for rural youth specially athletes regardless of their income levels it is very challenging to provide them with healthy nutritious food .Rural areas can be considered as food deserts as they several retails food stores focus only on urban localities. Rural areas lack grocery shops , retail outlets ,food bazaars which can provide them good food at convenient time . Some of the rural people have to rush to a nearby sub urban area to fetch a cool drink or a grocery item.

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