

Report
on
Post Launch Study on Micronutrient Powder 'MoniMix'

Submitted to:

Social Marketing Company (SMC)
SMC Tower, 33 Banani C/A, Dhaka - 1213

Submitted by:

Research and computing Services private limited
Jiban Bima Bhaban (4th Floor), 80, Motijheel C/a, Dhaka

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To: **Mr. Toslim Uddin Khan**
Head of the Research &
Management Information Services
Social Marketing Company
SMC Tower, 33 Banani C/A
Dhaka-1213

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**SUBJECT: SUBMISSION OF REPORT ON POST LAUNCH STUDY ON
MICRONUTRIENT POWDER 'MONIMIX'**

Dear Mr. Khan:

Enclosed please find the report on "Post Launch Study on Micronutrient Powder 'MoniMix". We would like to put our gratitude to you and your colleagues for extending full cooperation to complete this study. We would appreciate your early comments on it.

Please feel free to contact us if you need any further clarification on the submission.

Sincerely,

Managing Director

for
B.Z.

ABBREVIATIONS

AIDS	ACQUIRED IMMUNE DEFICIENCY SYNDROME
BAP	BANGLADESH AIDS PROGRAM
BCC	BEHAVIOR CHANGE COMMUNICATION
BDHS	BANGLADESH DEMOGRAPHIC HEALTH SURVEY
HSC	HIGHER SECONDARY CERTIFICATE
IDA	IRON DEFICIENCY ANEMIA
IEC	INFORMATION EDUCATION AND COMMUNICATION
MFP	MOBILE FILM PROGRAM
ORS	ORAL REHYDRATION SALT
PPS	PROPORTIONATE TO POPULATION SIZE
RFP	REQUEST FOR PROPOSAL
SMC	SOCIAL MARKETING COMPANY
SSC	SECONDARY SCHOOL CERTIFICATE
STD	SEXUALLY TRANSMITTED DISEASE

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EXECUTIVE SUMMARY

A) BACKGROUND OF THE STUDY

In Bangladesh about 64 percent of the children aged 6-23 months and 42 percent aged 24-59 months suffer from Iron Deficiency Anemia (IDA). SMC has launched Micronutrient program in Bangladesh in 2008 to address malnutrition among under five children specifically Iron Deficiency Anemia (IDA) through in-home food fortification of complementary food with multiple micronutrient powder, MoniMix®. The overall objective of the study was to find out the level of current knowledge, attitude and practice of the caregivers and parents of under five children of Bangladesh on MoniMix. This study also emphasized to get initial feedback on this newly launched product and potential areas of improvement of its marketing approaches. Considering the information requirement, the main thrust of the study was quantitative and face-to-face interviews have been applied for the study. As per RFP provided by SMC current users and potential users (parent of under five years children) from both urban and rural setting across the six divisions were the target respondents for the study. Current users were the parents of MoniMix users children of under five years and potential users were those parents with children under five years who have not given MoniMix to their children. The total sample size for the study were 2463; where 1167 were the parent/caregivers of MoniMix users and other 1296 were the parents/caregivers of potential MoniMix users. Interviews were conducted through using structured questionnaire.

B) FINDINGS FROM PARENTS/CAREGIVERS OF CURRENT MoniMix USERS

Background Characteristics of Parents/Caregivers of Current MoniMix Users

Average age of the respondents was 30 years. Four percent respondents were illiterate and 9 percent had informal education. Majority respondents (34%) attended class 6-10 followed by completed SSC (15%) and primary education (12%). On the other hand, educational attainment of spouse was quite high where 28 percent completed graduate/master degree, 10 percent HSC and 14 percent SSC level. Majority of the respondents were the mothers and about 88 percent of the respondents were housewife and rests were mostly salaried employee. On the other hand, majority of the spouse were businessman (33%) followed by private service holder (17%) and farmer (12%). About three-fourth of the respondents reside in a nuclear/single family and average number of the family members for the study sample was five. It was found that about 14 percent of the respondents were involved in earning activities and average monthly family income of the urban respondents was taka 18,978 and rural respondents was taka 10,075. Overall, the proportion of wealth indexes was high among the respondents of Dhaka and

