

PN-ABX-664

1/1/1997

5, E-1 COMMERCIAL, GULBERG-III, LAHORE-54660, PAKISTAN  
TEL: (042) 875910, 876196 CABLE: "WESERVE"  
TLX: 44833 LCCI PK. FAX: (042) 876196 ATT: AFTAB ASSOCIATES



**AFTAB ASSOCIATES (PVT) LTD.**  
MARKETING RESEARCH SPECIALISTS

**REPORT ON  
TRACKING OF BREAST FEEDING  
AND CHILD NUTRITIONAL MESSAGES  
DISSIPATED THROUGH NEELAM GHAR**

**SUBMITTED TO**

**PAKISTAN CHILD SURVIVAL PROJECT,  
ISLAMABAD**



TABLE OF CONTENTS

CHAPTER	TOPIC	PAGE
1	INTRODUCTION & METHODOLOGY	01
2	EXECUTIVE SUMMARY	08
3	SURVEY RESULTS	12
4	SOCIO-ECONOMIC PROFILE	45
<u>ANNEXURE-1</u>	VERBATIMS	03
<u>ANNEXURE-2</u>	QUESTIONNAIRE	04



## CHAPTER - 1

### INTRODUCTION & METHODOLOGY



### 1.1 BACKGROUND:

The Pakistan child survival Project as part of their IEC (Information Education and Communication) strategy is transmitting messages on infant nutrition and breast feeding through the quiz programme "Neelam Ghar". This study was designed to track the messages thus perceived by the target audience.

### 1.2 OBJECTIVE:

The main objective of this study was to monitor the reach and effectiveness of the messages being propagated through the quiz programme "Neelam Ghar" and to find out the general attitude of target audience towards this campaign.

### 1.3 RESPONDENTS FOR THE STUDY:

#### 1.3.1 Primary Target Respondents:

Pregnant women, lactating women, women with at least one child aged two years or below who watched "Neelam Ghar" telecast during the



last week, and who could recall hearing a message on infant nutrition and breast feeding in that programme.

1.3.2 Secondary Target Respondents:

Husbands, mother -in - law of primary target group who watched the programme telecasted during the last week and who could recall hearing a message propagated by PCSP.

*The sponsor's name is not mentioned.*

1.4 SCOPE OF WORK:

1.4.1 Geographical Locations:

The survey was conducted in a number of rural, lower urban and peri-urban localities of Lahore and Faisalabad. The details of areas covered are given below:

Lahore (Rural):

- Bho Bhattian
- Nain Sukh
- Kot Abdul Maalik
- Muridke
- Shershah Colony
- Kot Noor Shah



Lahore (Peri-Urban):

- Imamia Colony.
- Thay Pind.

Lahore (Lower Urban):

- Neelam Block Katchi Abadi.
- Huma Block Katchi Abadi.
- Sabza Zar Katchi Abadi.

Faisalabad (Rural):

- Rassalah
- Dalowal
- Dasooha Miani

Faisalabad (Peri-Urban):

- Gao Shalah
- Dagrana Wala.
- Bawa Chuck.

Faisalabad (Lower Urban):

- Ayub Research Colony.
- Iqbal Colony (Katchi Abadi).

1.4.2 Specific Information Sought:

The specific information being sought for this study was as follows:



- (a) Proportion of primary target audience among the people contacted who had seen the last programme of "Neelam Ghar". [Separately for rural, lower urban and peri-urban areas].
- (b) Reason for watching "Neelam Ghar".
- (c) Proportion of primary target audience among the people contacted who had seen/heard the PCSP message portion. [Separately for rural, lower urban and peri-urban areas].
- (d) Comprehension of messages transmitted.
- (e) Impact of the messages propagated through "Neelam Ghar".
- (f) Retention of the messages.

#### 1.4.3 Sample Size:

The achieved sample as against proposed sample is as follows:

	<u>SAMPLE ACHIEVED</u>	<u>SAMPLE PROPOSED</u>
- No. of Primary Target Respondents	146	144
- No. of Secondary Target Respondents:		
- Husbands	50	48
- Mothers-in-Law	47	48
- Total:	<u>243</u>	<u>240</u>

### 1.5 METHODOLOGY ADOPTED:

This tracking exercise was done for four consecutive weeks. Non-probability sampling technique was used to select the localities covered. After approaching the selected locality, the interviewers started contacting households from a randomly selected starting point. Using the right hand rule they went on contacting the households until they located a valid respondent. For this purpose, the screening out procedure constituted of the following steps:

- Location of primary target audience from among the households contacted.
- Location of those primary/secondary audience who had seen the last episode of "Neelam Ghar".
- Location of those primary/secondary audience who had seen the last episode and who recall having seen/heard messages on infant nutrition and breast-feeding.



For the purpose of interviewing the secondary target audience, the procedure was essentially enroute the primary target audience. Within each household it was the primary target audience who were located first and then their husbands or mothers-in-law were interviewed. However, only one primary or secondary target audience was contacted within one household.

After the valid respondent was located, he/she was interviewed using a questionnaire specifically designed for this survey.



## CHAPTER - 2

### EXECUTIVE SUMMARY



## EXECUTIVE SUMMARY

The field work for the study was conducted right after four programmes which were telecast on April 23, April 30, May 7 and May 14.

1. While locating the primary target respondents (i.e. pregnant woman or woman with at least one child aged 2 years or below) it was found that in rural areas their percentage was higher than in peri-urban and lower urban areas.

2. Among the valid respondents highest percentage of those who had watched Neelam Ghar was found in peri-urban areas.

3. The three top of mind messages received by the respondents were "Give child semi solids alongwith mother's milk after 4 months", "Mother's milk is best for the baby" and "Give baby mother's milk for 2 years".

4. Among the total messages received some of the most commonly mentioned were again "Give child semi solids along with mother's milk after 4 months", "Mother's milk is best for the baby", "Give baby



mother's milk for 2 years" "cleanliness and health of the baby should be taken care of" and "give child mother's milk during Diarrhea".

5. Almost One half of the respondents reported to have learnt, from the messages received on infant health and nutrition that: "Mother's milk protects against diseases whereas one third concluded that "Babies should be taken care of".

6. Seven out of ten respondents watched the respective programme in question of Neelam Ghar incidently, whereas two out of ten said first they had watched a programme incidentally and then after getting interested in the PCSP portion they started watching it regularly.

7. Almost all the respondents interviewed said that the method of giving messages through Neelam Ghar was good and it should be continued.

8. When asked for improvement and suggestions one third of the respondents said that no improvement was needed whereas around one quarter said that more details should be given and more time should be allocated for these messages.



9. A large majority of respondents agreed to implement or to help in implementing the messages being given.



**CHAPTER - 3**

**SURVEY RESULTS**

1. INCIDENCE OF VALID RESPONDENTS

12% (primary)

a) IN RURAL AREAS

Out of a total of 1312 contacts 730 (56%) households were found to have a pregnant woman or a woman with at least one child aged two years or below - 16% of the valid respondents contacted (primary or secondary) had seen the last programme of Neelam Ghar while 12% of total valid respondents or 74% of those valid respondents who had watched Neelam Ghar had seen/heard PCSP messages portion.

b) IN PERI-URBAN AREAS

30% (prim + sec)

Out of a total of 666 contacts 330 (50%) households were found to have a pregnant woman or a woman with at least one child aged two years or below. 37% of the valid respondents contacted (primary or secondary) had seen the last programme of Neelam Ghar while 30% of total valid respondents or 81% of those valid respondents who had watched Neelam Ghar had seen/heard PCSP messages portion.

c) IN LOWER URBAN AREAS

28% (pnm + s+c?)

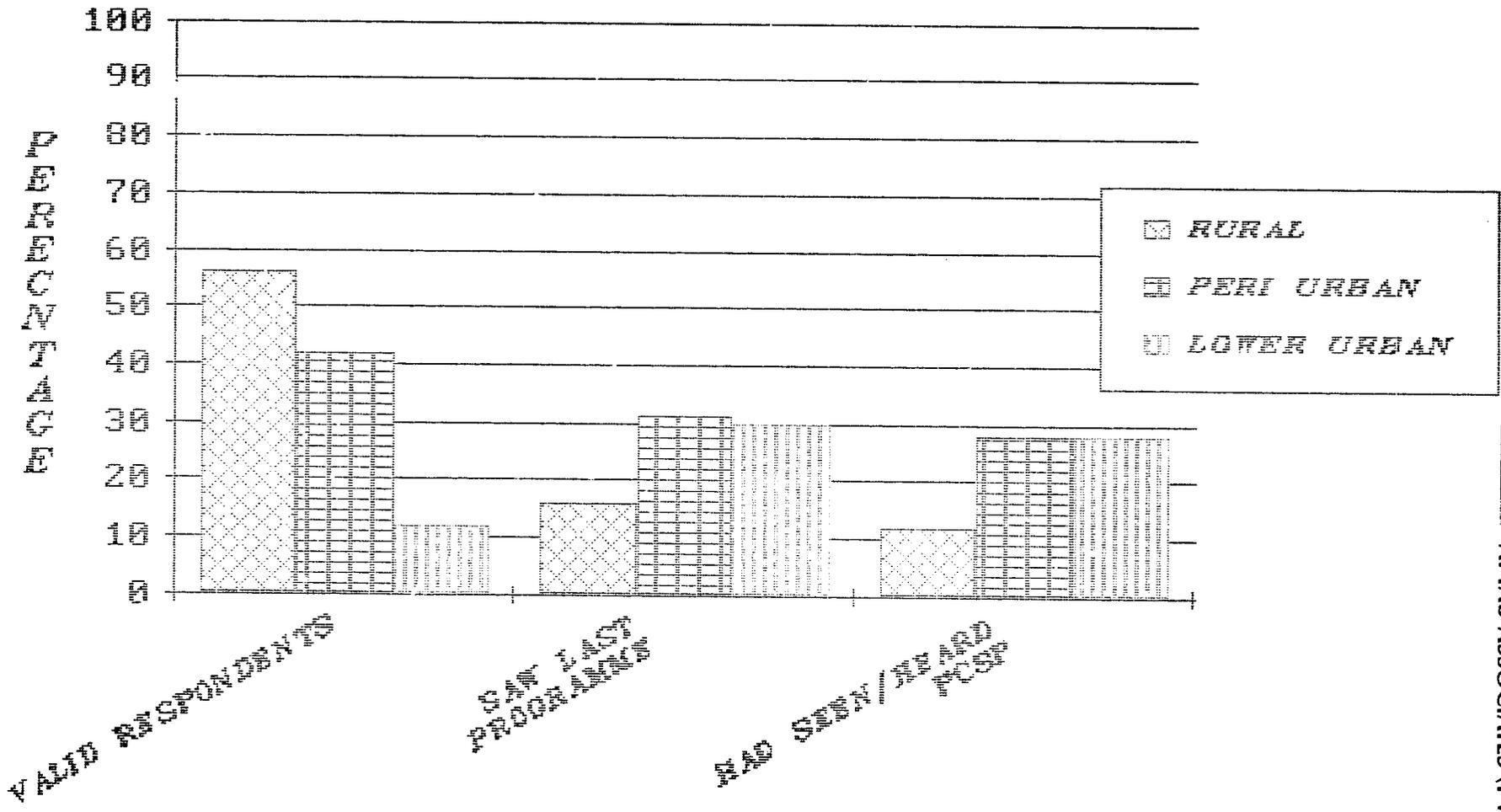
In lower urban areas 581 contacts were made out of these 246 (42%) had a pregnant woman or a woman with at least one child aged two years or below. 31% of valid respondents had watched Neelam Ghar - Out of the total valid respondents 28% and out of those valid respondents who had watched Neelam Ghar 93% had seen/heard PCSP messages portion.



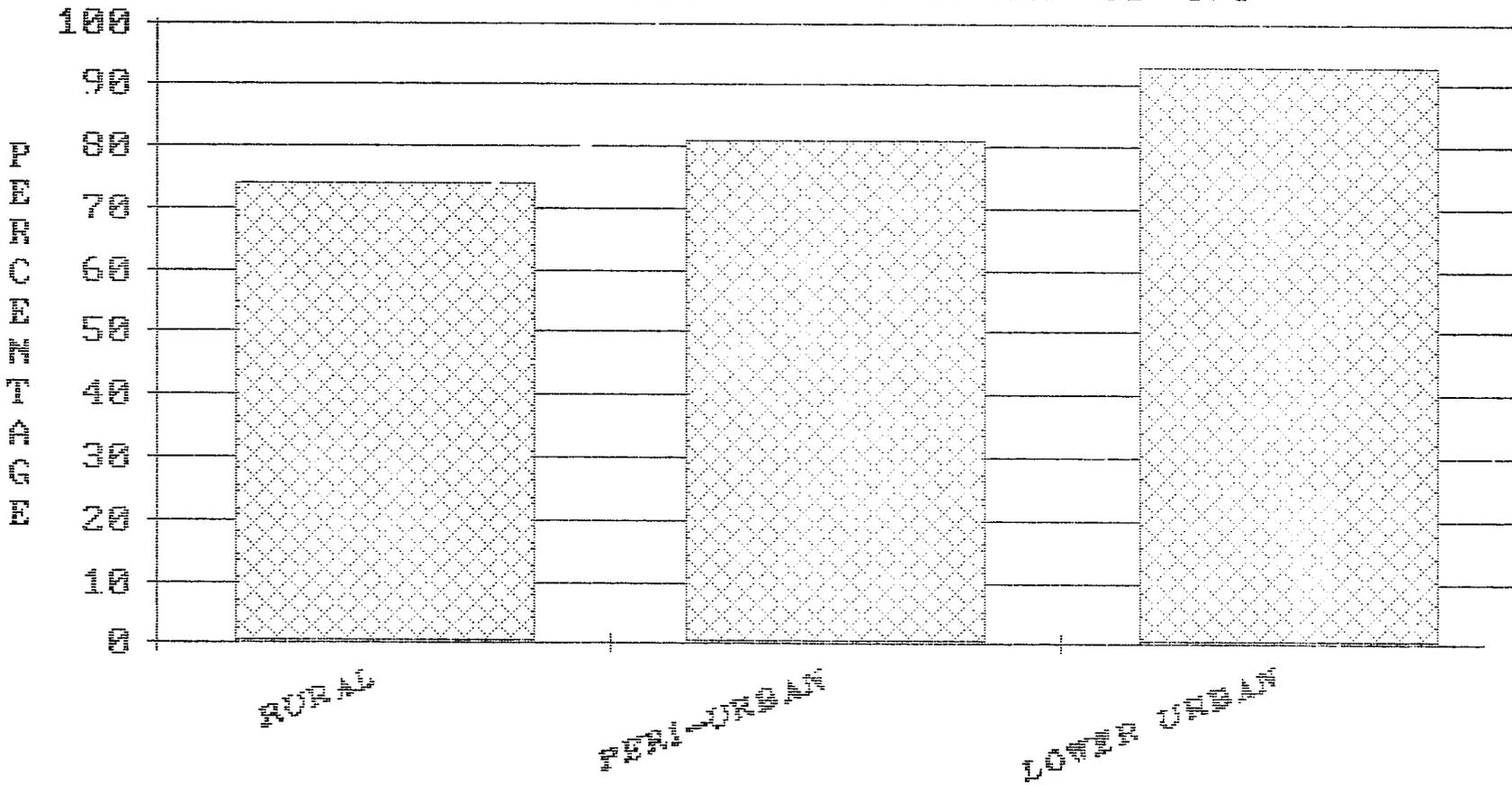
TABLE A

	RURAL AREAS	PERT-URBAN AREAS	LOWER URBAN AREAS
No. of contacts made	(1312)	(666)	(581)
Valid respondents found (Valid respondents has been defined as pregnant woman or woman with at least one child aged two years or below )	730 56%	330 50% of those contacted	246 42% of those contacted
Valid respondents not at home or refused to give interview	62 9% Of valid respondents	11 3% of valid respondents	32 13% of valid respondents
Valid respondents who had watched last programme of Neelam Ghar	119 *16% of valid respondents	123 37% of valid respondents	75 31% of valid respondents
Valid respondents who had seen/heard PCSP messages portion	88 *12% of valid respondents or 74% of those valid respondents who had watched Neelam Ghar	100 30% of valid respondents or 81% of those valid respondents who had watched Neelam Ghar	70 28% of valid respondents or 93% of those valid respondents who had watched Neelam Ghar

\* Calculation includes those valid respondents who refused to give interview or were not at home.



VALID RESPONDENTS WHO HAD SEEN/HEARD PCSP  
 MESSAGES PORTION OF THOSE WHO HAD WATCHED  
 LAST PROGRAMME OF NG





2. MESSAGES RECEIVED BY THE RESPONDENTS (FIRST MENTION)  
(Reference Table # 1)

The top of mind messages mentioned by the respondents mostly relate to infant nutrition and breast feeding; about 32% respondents in all 4 rounds recalled "Give child semi-solids alongwith mother's milk after 4 months". The percentage for this message is highest (56%) for round 3 and it comes down to 18% for round 2. For round 1 and round 4 it is 20% and 32% respectively.

The next most commonly perceived top of mind message also relates to mother's milk "Mother's milk is best for the baby" (27% overall), this percentage is highest for round 2 (45%), goes down to 6% for round 3 and varies in between 6% to 45% for the rest of the two rounds. 23% of total respondents in all four rounds recalled the message "Give baby mother's milk for 2 years". For round 3 this percentage is highest (40%) and very low in round 2 (2%).

[Urdu verbatims of all messages are given in an annexure of this report].



TABLE # 1

## MESSAGES PERCEIVED BY THE RESPONDENTS ( FIRST MENTION )

BASE : ALL RESPONDENTS

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
RESPONDENTS INTERVIEWED:	243	61	50	62	60
FIRST MENTIONS					
-----					
Give child semi solids alongwith mother's milk after 4 months.	77 32%	12 20%	11 18%	35 56%	19 32%
Give child mother's milk during diarrhea.	11 5%	0 0%	11 18%	0 0%	0 0%
Give baby mother's milk for 2 years.	56 23%	20 33%	1 2%	25 40%	10 17%
Cleanliness and health of the baby should be taken care of.	10 4%	2 3%	6 10%	2 3%	0 0%
Mother's milk is best for the baby.	66 27%	13 21%	27 45%	4 6%	22 37%
Expectant mother should be well fed.	8 3%	6 10%	2 3%	0 0%	0 0%
Baby's nutrition should be taken care of.	5 2%	0 0%	2 3%	2 3%	1 0%
Mother's milk should be given immediately after child birth.	14 6%	2 3%	2 3%	1 5%	7 12%
They tell about mother & child.	4 2%	0 0%	2 3%	2 3%	0 0%
Water should be given during Diarrhea.	1 0%	0 0%	1 2%	0 0%	0 0%
50% of weak children die.	1 0%	0 0%	1 2%	0 0%	0 0%
During weakness children should be given nutritous food.	2 1%	0 0%	1 2%	0 0%	1 2%
Give baby mother's milk exclusively for 4 months.	7 3%	1 2%	0 0%	0 0%	6 10%

Continued,...



Continued from last page

RESPONDENTS INTERVIEWED:	OVERALL 243	ROUND 1 61	ROUND 2 60	ROUND 3 62	ROUND 4 60
<b>FIRST MENTIONS</b>					
-----					
Babies should be vaccinated.	2 1%	2 3%	0 0%	0 0%	0 0%
There should be gap between child births.	2 1%	2 3%	0 0%	0 0%	0 0%
Pregnant woman should take care of her health.	1 0%	1 2%	0 0%	0 0%	0 0%
Mother's milk should be given in place of water.	15 6%	1 2%	0 0%	7 11%	7 12%
Pregnant woman should be vaccinated.	1 0%	1 2%	0 0%	0 0%	0 0%
Babies should be weighed till 3 years.	1 0%	0 0%	0 0%	1 2%	0 0%
Till 3 years babies should be given semi solids.	1 0%	0 0%	0 0%	1 2%	0 0%
If other milk must be used, utensils should be boiled.	1 0%	0 0%	0 0%	0 0%	1 2%
Mother's milk should be given one day after child birth.	1 0%	0 0%	0 0%	0 0%	1 2%
There should not be any discrimination between sons & daughters.	2 1%	0 0%	0 0%	0 0%	2 3%
Do not remember.	1 0%	0 0%	1 2%	0 0%	0 0%

NOTE: The sum of the percentages exceeds 100 due to more than one responses per person.



3. MESSAGES PERCEIVED BY THE RESPONDENTS (SECOND MENTION):  
(Reference Table # 2)

38% of total respondents mentioned "Give child semi-solid food alongwith mother's milk after 4 months" whereas "Give baby mother's milk for 2 years' and "Mother's milk is best for the baby" was recalled by 14% each of respondents on an overall basis. The message of "Cleanliness and health of the baby should be taken care of" was recollected by 7% of the total respondents.

TABLE # 2

## MESSAGES PERCEIVED BY THE RESPONDENTS ( SECOND MENTION )

BASE : ALL RESPONDENTS

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
RESPONDENTS INTERVIEWED:	243	61	60	62	60
SECOND MENTIONS					
-----					
Give child semi solids alongwith mother's milk after 4 months.	92 38%	17 28%	16 27%	20 32%	39 65%
Give child mother's milk during diarrhea.	17 7%	0 0%	17 28%	0 0%	0 0%
Give baby mother's milk for 2 years.	33 14%	13 21%	3 5%	7 11%	10 17%
Cleanliness and health of the baby should be taken care of.	17 7%	4 7%	6 10%	0 0%	7 12%
Mother's milk is best for the baby.	34 14%	12 20%	7 12%	9 15%	6 10%
Expectant mother should be well fed.	3 1%	1 2%	2 3%	0 0%	0 0%
Baby's nutrition should be taken care of.	4 2%	3 5%	0 0%	0 0%	1 2%
Mother's milk should be given immediately after child birth.	3 1%	2 3%	0 0%	1 2%	0 0%
50% of weak children die.	1 0%	0 0%	1 2%	0 0%	0 0%
During weakness children should be given nutritious food.	1 0%	0 0%	1 2%	0 0%	0 0%
Babies should be vaccinated.	12 5%	6 10%	1 2%	1 2%	4 7%
There should be gap between child birth.	2 1%	2 3%	0 0%	0 0%	0 0%

Continued,...



Continued from last page

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
RESPONDENTS INTERVIEWED:	241	61	60	62	60
SECOND MENTIONS					
-----					
Pregnant woman should take care of her health.	4 2%	2 3%	0 0%	1 2%	1 2%
Mother's milk should be given in place of water.	14 6%	2 3%	0 0%	7 11%	5 8%
Pregnant woman should be vaccinated.	2 1%	2 3%	0 0%	0 0%	0 0%
If other milk must be used, utensils should be boiled.	2 1%	1 2%	0 0%	0 0%	1 2%
There should not be any discrimination between sons & daughters.	5 2%	0 0%	0 0%	0 0%	5 8%
Lactating mothers should be well fed.	11 5%	7 11%	3 5%	1 2%	0 0%
Baby should be given boiled water.	1 0%	1 2%	0 0%	0 0%	0 0%
Avoiding breast feeding causes cancer.	1 1%	0 0%	0 0%	2 3%	1 2%
Give child Ninkol after 4 months.	1 0%	0 0%	0 0%	0 0%	1 2%
New born must weighed.	1 0%	0 0%	0 0%	0 0%	1 2%
Do not remember.	2 1%	0 0%	2 3%	0 0%	0 0%
No response	14 6%	0 0%	2 3%	11 18%	1 2%

NOTE: The sum of the percentages exceeds 100 due to more than one responses per person.



4. MESSAGES PERCEIVED BY THE RESPONDENTS (OTHER MENTIONS):  
(Reference Table # 3)

The other messages perceived by the respondents showed a different trend from the first and second mentions. Here 9% of the total respondents mentioned that "Give child semi-solid food alongwith mother's milk after 4 months" and "Cleanliness and health of the baby should be taken care of". 6% of the total respondents said that they recalled having heard "Give baby mother's milk exclusively for 4 months". Another 4% said "Give baby mother's milk for 2 years".

The percentage of no response is the highest (61%) among other mentions as the respondents gave mostly one or two responses i.e. even after probing not many other responses were given.



TABLE # 3

## MESSAGES PERCEIVED BY THE RESPONDENTS ( OTHER MENTIONS )

BASE : ALL RESPONDENTS

RESPONDENTS INTERVIEWED:	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
	243	61	60	62	60
OTHER MENTIONS					
-----					
Give child semi solids alongwith mother's milk after 4 months.	23 9%	3 5%	6 10%	8 13%	6 10%
Give child mother's milk during diarrhea.	8 3%	0 0%	5 8%	3 5%	0 0%
Give baby mother's milk for 2 years.	10 4%	5 8%	2 3%	1 2%	2 3%
Cleanliness and health of the baby should be taken care of.	23 9%	5 8%	12 20%	2 3%	4 7%
Mother's milk is best for the baby.	1 0%	0 0%	1 2%	0 0%	0 0%
Expectant mother should be well fed.	1 0%	1 2%	0 0%	0 0%	0 0%
Mother's milk should be given immediately after child birth.	2 1%	1 2%	0 0%	0 0%	1 2%
Give baby mother's milk exclusively for 4 months.	15 6%	1 2%	3 5%	6 10%	5 8%
Babies should be vaccinated.	8 3%	3 5%	0 0%	2 3%	3 5%
There should be gap between child birth.	1 0%	1 2%	0 0%	0 0%	0 0%
Babies should be weighed till 3 years.	3 1%	0 0%	0 0%	3 5%	0 0%
There should not be any discrimination between sons & daughters.	4 2%	0 0%	0 0%	0 0%	4 7%

Continued,...



Continued from last page

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
RESPONDENTS INTERVIEWED:	243	61	60	62	60
OTHER MENTIONS					
-----					
Expectant mother should check her weight every month.	1 0%	1 2%	0 0%	0 0%	0 0%
Expectant mother should not be mentally upset.	1 0%	1 2%	0 0%	0 0%	0 0%
Baby should be given glucose.	1 0%	1 2%	0 0%	0 0%	0 0%
Six months baby should be given complete solid food.	3 1%	2 3%	0 0%	1 2%	0 0%
Do not give ghutti immediately after child birth.	1 0%	1 2%	0 0%	0 0%	0 0%
After one year baby should be given fruit, juice, rice etc.	2 1%	0 0%	0 0%	2 3%	0 0%
Dr.'s advice should be sought during baby's illness.	1 0%	0 0%	0 0%	1 2%	0 0%
Baby should be given gaps between feeding.	1 0%	0 0%	0 0%	0 0%	1 2%
Do not remember.	1 0%	0 0%	1 2%	0 0%	0 0%
No response	149 61%	44 72%	34 57%	36 58%	15 58%

NOTE: A higher percentage of no response was obtained as most of the respondents gave "First and Second mentions" only.



5. MESSAGES PERCEIVED BY THE RESPONDENTS  
(FIRST, SECOND AND OTHER MENTIONS)  
(Reference Table # 4)

When the total mentions are combined it can be seen that the message "Give child semi solids along with mother's milk after 4 months" was recalled by the maximum number of respondents (66% overall) The recall percentage is high 82% and 78% for rounds 3 and 4 and is comparatively low 51% and 53% for round 1 and 2. "Mother's milk is best for the baby" was mentioned by 42% respondents overall. The recall of this message however remains some what uniform for all rounds except for round 3 where this %age drops to 21 the message "give baby mother's milk for 2 years" which is perceived by 40% of all the respondents shows high percentage 61% and 53% for round 1 and round 3 and its percentage is comparatively low (10% and 37%) for round 2 and round 4. "Cleanliness and health of the baby should be taken care of" was mentioned by 19% respondents (Overall). "Give child mother's milk during Diarrhea" was recollected by 14% respondents. Interestingly this message is strongly retained by 50% respondents in round 2 while for the remaining rounds the percentage or those who recall it is negligible.

TABLE # 4

## MESSAGES PERCEIVED BY THE RESPONDENTS ( FIRST + SECOND + OTHER MENTIONS )

BASE : ALL RESPONDENTS

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
RESPONDENTS INTERVIEWED:	243	61	60	62	60
TOTAL MENTIONS					
-----					
Give child semi solids alongwith mother's milk after 4 months.	161 66%	31 51%	32 53%	51 82%	47 78%
Give child mother's milk during diarrhea.	33 14%	0 0%	30 50%	3 5%	0 0%
Give baby mother's milk for 2 years.	98 40%	17 61%	6 10%	13 53%	22 37%
Cleanliness and health of the baby should be taken care of.	46 19%	11 18%	20 33%	4 6%	11 18%
Mother's milk is best for the baby.	101 42%	25 41%	35 58%	13 21%	28 47%
Expectant mother should be well fed.	11 5%	7 11%	4 7%	0 0%	0 0%
Baby's nutrition should be taken care of.	9 4%	3 5%	2 3%	2 3%	2 3%
Mother's milk should be given immediately after child birth.	18 7%	4 7%	2 3%	4 6%	8 13%
They tell about mother & child.	4 2%	0 0%	2 3%	2 3%	0 0%
Water should be given during Diarrhea.	1 0%	0 0%	1 2%	0 0%	0 0%
50% of weak children die.	2 1%	0 0%	2 3%	0 0%	0 0%
During weakness children should be given nutritious food.	3 1%	0 0%	2 3%	0 0%	1 2%

Continued, , , ,



Continued from last page	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
RESPONDENTS INTERVIEWED:	243	61	60	62	60
TOTAL MENTIONS					
-----					
Give baby mother's milk exclusively for 4 months.	22 9%	2 3%	3 5%	6 10%	11 18%
Babies should be vaccinated.	19 8%	10 16%	1 2%	3 5%	5 8%
There should be gap between child birth.	4 2%	4 7%	0 0%	0 0%	0 0%
Pregnant woman should take care of her health.	5 2%	3 5%	0 0%	1 2%	1 2%
Mother's milk should be given in place of water.	28 12%	3 5%	0 0%	14 23%	11 18%
Pregnant woman should be vaccinated.	3 1%	0 0%	0 0%	4 6%	0 0%
Babies should be weighed till 3 years.	4 2%	0 0%	0 0%	4 6%	0 0%
Till 3 years babies should be given semi solids.	1 0%	0 0%	0 0%	1 2%	0 0%
If other milk must be used, utensils should be boiled.	3 1%	1 2%	0 0%	0 0%	2 3%
Mother's milk should be given one day after child birth.	1 0%	0 0%	0 0%	0 0%	1 2%
There should not be any discrimination between sons & daughters.	11 5%	0 0%	0 0%	0 0%	11 18%
Lactating mothers should be well fed.	11 5%	7 11%	3 5%	1 2%	0 0%
Baby should be given boiled water.	1 0%	1 2%	0 0%	0 0%	0 0%
Avoiding breast feeding causes cancer.	3 1%	0 0%	0 0%	2 3%	1 2%

Continued....



Continued from last page

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
RESPONDENTS INTERVIEWED:	243	61	60	62	60
TOTAL MENTIONS					
-----					
Give child Nimkol after 4 months.	1 0%	0 0%	0 0%	0 0%	1 2%
New born must be weighed.	1 0%	0 0%	0 0%	0 0%	1 2%
Expectant mother should check her weight every month.	1 0%	1 2%	0 0%	0 0%	0 0%
Expectant mother should not be mentally upset.	1 0%	1 2%	0 0%	0 0%	0 0%
Baby should be given glucose.	1 0%	1 2%	0 0%	0 0%	0 0%
Six months baby should be given complete solid food.	3 1%	2 3%	0 0%	1 2%	0 0%
Do not give ghutti immediately after child birth.	1 0%	1 2%	0 0%	0 0%	0 0%
After one year baby should be given fruit, juice, rice etc.	2 1%	0 0%	0 0%	2 3%	0 0%
Dr.'s advice should be sought during baby's illness.	1 0%	0 0%	0 0%	1 2%	0 0%
Baby should be given gaps between feeding.	1 0%	0 0%	0 0%	0 0%	1 2%
Do not remember.	3 1%	0 0%	3 5%	0 0%	0 0%
No response	163 67%	44 72%	36 60%	47 76%	36 60%

NOTE: The sum of the percentages exceeds 100 due to at least three responses by each respondent.



6. LEARNINGS FROM MESSAGES PERCEIVED BY THE RESPONDENTS:  
(Reference Table # 5)

Almost one half of the respondents (44%) drew the conclusion from the messages that they had heard on Neelam Ghar, that "Mother's milk protects against diseases". Another 33% concluded that "Babies should be taken care of" whereas 20% said that "Mother's milk makes baby healthy". 11% mentioned that "Pregnant/lactating woman should be well-fed".



TABLE # 5

## LEARNINGS FROM MESSAGES PERCEIVED BY THE RESPONDENTS

BASE : ALL RESPONDENTS

RESPONDENTS INTERVIEWED:	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
	241	61	60	62	60
LEARNINGS					
-----					
Pregnant/lactating woman should be well-fed,	26 11%	12 20%	5 8%	7 11%	2 3%
Babies should be taken care of,	80 33%	16 26%	31 52%	17 27%	16 27%
Mother's milk protects against diseases,	106 44%	30 49%	32 53%	18 29%	26 43%
Baby should be vaccinated,	17 7%	9 15%	0 0%	4 6%	4 7%
Contraceptive pills are harmful,	2 1%	2 3%	0 0%	0 0%	0 0%
Birth control operation is harmful,	1 0%	1 2%	0 0%	0 0%	0 0%
Mother's milk makes baby healthy,	49 20%	11 18%	12 20%	8 13%	18 30%
Pregnant woman should be vaccinated,	3 1%	1 2%	0 0%	1 2%	1 2%
There should be gap between child births,	6 2%	3 5%	0 0%	0 0%	2 3%
Babies should be taken care of,	20 8%	7 11%	3 5%	4 6%	6 10%
Baby should be breast fed for 2 years,	12 5%	2 3%	2 3%	7 11%	1 2%
Baby should be given nutritious food,	47 19%	7 11%	7 12%	15 24%	18 30%
Useful information through Neelam Ghar,	2 1%	1 2%	0 0%	0 0%	1 2%
After 4 months semi solids should be given,	29 12%	9 15%	6 10%	11 18%	3 5%

Continued,...



Continued from last page

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
RESPONDENTS INTERVIEWED:	243	61	60	62	60
<b>LEARNINGS</b>					
-----					
Mother and baby's health should be taken care of.	8 3%	3 5%	4 7%	1 2%	0 0%
Breast feeding gives natural gap between child births.	2 1%	1 2%	0 0%	0 0%	1 2%
Fewer children can be well fed.	1 0%	1 2%	0 0%	0 0%	0 0%
Feeders make child sick.	13 5%	6 10%	4 7%	1 2%	2 3%
Mother's milk is best for the baby.	5 2%	0 0%	3 5%	2 3%	0 0%
Semi solids make baby strong.	1 0%	0 0%	0 0%	1 2%	0 0%
For 4 months baby should be exclusively breast fed.	9 4%	0 0%	0 0%	4 6%	5 8%
Baby should be constantly weighed.	3 1%	0 0%	0 0%	2 3%	1 2%
Breast feeding saves from breast cancer etc.	2 1%	0 0%	0 0%	2 3%	0 0%
There should not be any discrimination between sons & daughters.	3 1%	0 0%	0 0%	0 0%	3 5%
Dr.'s advice should be sought.	10 4%	0 0%	0 0%	0 0%	10 17%
Boiled utensil should be used for babies.	2 1%	0 0%	0 0%	0 0%	2 3%

NOTE: The sum of the percentages exceeds 100 due to more than one mentions by one respondent.



7. WHY WAS "NEELAM GHAR" WATCHED?  
(Reference Table # 6)

74% of total respondents in all 4 rounds said that they incidentally watched "Neelam Ghar". However when each round is separately analyzed it can be seen that the percentage of respondents who watched it incidentally, is high (87%) for round 1 and then onwards it goes down and reaches 58% for the fourth and final round. On the other hand, 25% respondents on overall basis reported that they watched "Neelam Ghar" incidentally and then after getting interested in the child survival messages they started watching "Neelam Ghar" regularly. This percentage observed round-wise is low (10%) for round 1 and then increases significantly until for round 4 it is 42%.

This observation could be attributed towards rising interest of respondents towards the programme. It can also be due to the interest created by the "Naani Jaan Salamat Pakistan Salamat" portion.



TABLE #6  
WHY WAS NEELAM GHAR WATCHED

BASE: ALL RESPONDENT

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
Respondents Interviewed	243 100%	61 100%	60 100%	62 100%	60 100%
Why Watched -----					
Incidentally Watched	179 74%	53 87%	46 77%	45 73%	35 58%
Watched incidentally then watched regularly onwards	60 25%	6 10%	12 20%	17 27%	25 42%
Always watch Neelam Ghar	4 2%	2 3%	2 3%	0 0%	0 0%



8. SHOULD THE PROCESS OF PROPAGATING CHILD SURVIVAL MESSAGES THROUGH "NEELAM GHAR" CONTINUE?  
(Reference Table # 7)

Almost all the respondents in all the four rounds said that this process of propagating child survival messages through "Neelam Ghar" should continue.

TABLE #7

## SHOULD THE PROCESS OF PROPAGATING MESSAGES THROUGH NG CONTINUE

BASE : ALL RESPONDENT

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
Respondents interviewed	243 100%	61 100%	60 100%	62 100%	60 100%
Responses -----					
Should definitely continue	162 67%	44 72%	37 62%	46 74%	35 58%
Should continue	80 33%	17 28%	23 38%	16 26%	24 40%
May be should maybe should not	1 0%	0 0%	0 0%	0 0%	1 2%
Should not continue	0 0%	0 0%	0 0%	0 0%	0 0%
Should definitely not continue	0 0%	0 0%	0 0%	0 0%	0 0%

9. OPINION OF THE RESPONDENTS REGARDING THE METHOD OF GIVING MESSAGES THROUGH "NEELAM GHAR":  
(Reference Table # 8)

Again all the respondents in all the four rounds gave a positive opinion and said that it was a good method of transmitting messages through Neelam Ghar.

TABLE #8  
OPINION OF THE RESPONDENT REGARDING THE METHOD  
OF GIVING MESSAGES THROUGH NEELAM GHAR

BASE: ALL RESPONDENT

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
Respondents Interviewed	243 100%	61 100%	60 100%	62 100%	60 100%
Responses -----					
Very good	131 54%	35 57%	32 53%	34 55%	30 50%
Good	110 45%	26 43%	28 47%	28 45%	28 47%
Just right	2 1%	0 0%	0 0%	0 0%	2 3%
Bad	0 0%	0 0%	0 0%	0 0%	0 0%
Very bad	0 0%	0 0%	0 0%	0 0%	0 0%



10. COULD THERE BE A BETTER AND MORE INTERESTING  
METHOD FOR PROPAGATING MESSAGES RELATED  
TO INFANT HEALTH AND NUTRITION:  
(Reference Table # 9)

One half (55%) of the respondents on an overall basis in all the four rounds thought that there could not be a better way of propagating child nutrition messages than the current method, 21% said there could be a better way. 23% were not sure whether there could or could not be a more suitable way.

Here again when seen round-wise the percentage of those who said there could be a better way decreases conspicuously from 48% in the first round to 25% in the second, and further to 6% and 7% respectively in round 3 and round 4. On the other hand, those who said there could not be better way, increase from 34% in the first round to 45% in the second round 74% in the third round and to 65% in the fourth round.



TABLE 39  
 COULD THERE BE A BETTER & MORE INTERESTING METHOD  
 FOR PROPAGATING MESSAGES RELATED TO INFANT HEALTH  
 AND NUTRITION

BASE: ALL RESPONDENT

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
Respondents Interviewed	243 100%	61 100%	60 100%	62 100%	60 100%
Responses -----					
Yes	52 21%	29 48%	15 25%	4 6%	4 7%
Probably	3 1%	1 2%	1 2%	1 2%	0 0%
No	133 55%	21 34%	27 45%	46 74%	39 65%
Don't know	55 23%	10 16%	17 28%	11 18%	17 28%



11. SUGGESTIONS BY THE RESPONDENTS FOR IMPROVEMENT  
IN THE METHOD OF PROPAGATING MESSAGES RELATED  
TO INFANT HEALTH AND NUTRITION:  
(Reference Table # 10)

About one third (35%) of the respondents said that since the current method is good, so in their opinion no improvement was needed. Another 22% however suggested that more details should be given and more time should be allocated in the programme for these messages. 14% said that some informative and useful programmes on doctors' advices should be shown on TV whereas 11% were of the view that ways of bringing up children should be told.



TABLE # 10

SUGGESTION BY THE RESPONDENTS FOR IMPROVEMENT IN THE METHOD OF  
PROPAGATING MESSAGES RELATED TO INFANT HEALTH AND NUTRITION

BASE : ALL RESPONDENTS

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
RESPONDENTS INTERVIEWED:	243	61	60	62	60
SUGGESTIONS					
-----					
More information.	8 3%	0 0%	3 5%	3 5%	2 3%
The current method is better.	84 35%	4 7%	7 12%	33 53%	40 67%
More details and time should be allocated.	54 22%	0 0%	29 48%	12 19%	13 22%
Useful programmes on doctors' advices should be shown.	34 14%	1 2%	13 22%	11 18%	9 15%
Ways of bringing up children should be told.	27 11%	0 0%	7 12%	8 13%	12 20%
This programme should be continued.	19 8%	0 0%	3 5%	9 15%	7 12%
This programme should be in Punjabi.	4 2%	0 0%	2 3%	2 3%	0 0%
Mother's milk should be recommended.	4 2%	0 0%	4 7%	0 0%	0 0%
Messages should be given in a more simple way.	1 0%	0 0%	1 2%	0 0%	0 0%
Messages should be given in every language.	1 0%	0 0%	1 2%	0 0%	0 0%
Children nutrition and precautions during illness should be told.	1 0%	0 0%	0 0%	1 2%	0 0%

continued...



Continued from last page

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
RESPONDENTS INTERVIEWED:	243	61	60	62	60
<b>SUGGESTIONS</b>					
-----					
Messages about child nutrition should be given in other programmes as well alongwith Neelam Ghar.	2 1%	0 0%	0 0%	1 2%	1 2%
Messages about mothers should also be given.	1 0%	0 0%	0 0%	1 2%	0 0%
Do not remember.	1 0%	0 0%	1 2%	0 0%	0 0%
No response	62 26%	56 92%	5 8%	1 2%	0 0%

NOTE: Sum of percentages exceeds 100 due to more than one response by a respondent. No response includes also those who did not know if there was any better way for propagating messages related to infant health and nutrition.



12. AFTER SEEING THIS PROGRAMME WOULD YOU LIKE TO ACT ON THE MESSAGES GIVEN OR WOULD YOU HELP IN PUTTING THESE MESSAGE TO PRACTICE?  
(Reference Table # 11 A & 11 B)

An overwhelming majority (84% will definitely act or help, 12% will act or help) expressed their willingness to implement or help in implementing the messages transmitted. Only 1% said they will not, the reason being that they were the secondary target respondents (husbands) who said that their wives watch TV themselves and act accordingly.

TABLE #11A  
AFTER SEEING THIS PROGRAM WOULD YOU LIKE TO ACT ON THE MESSAGES GIVEN OR WOULD YOU HELP IN PUTTING THESE MESSAGES TO PRACTICE

BASE: ALL RESPONDENT

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
Respondents Interviewed	243	61	60	62	60
	100%	100%	100%	100%	100%
Responses					
-----					
Will definitely help	203 84%	53 87%	47 78%	52 84%	51 85%
Will help	30 12%	6 10%	8 13%	10 16%	6 10%
Will probably help probably not	7 3%	1 2%	4 7%	0 0%	2 3%
Will not help	3 1%	1 2%	1 2%	0 0%	1 2%
Will definitely not help	0 0%	0 0%	0 0%	0 0%	0 0%



TABLE #116  
 REASONS FOR REFUSAL TO PUT THOSE MESSAGES  
 INTO THEIR PRACTICAL DAILY USE

BASE : RESPONDENT WHO SAID NO OR DEFINITELY NOT IN Q10

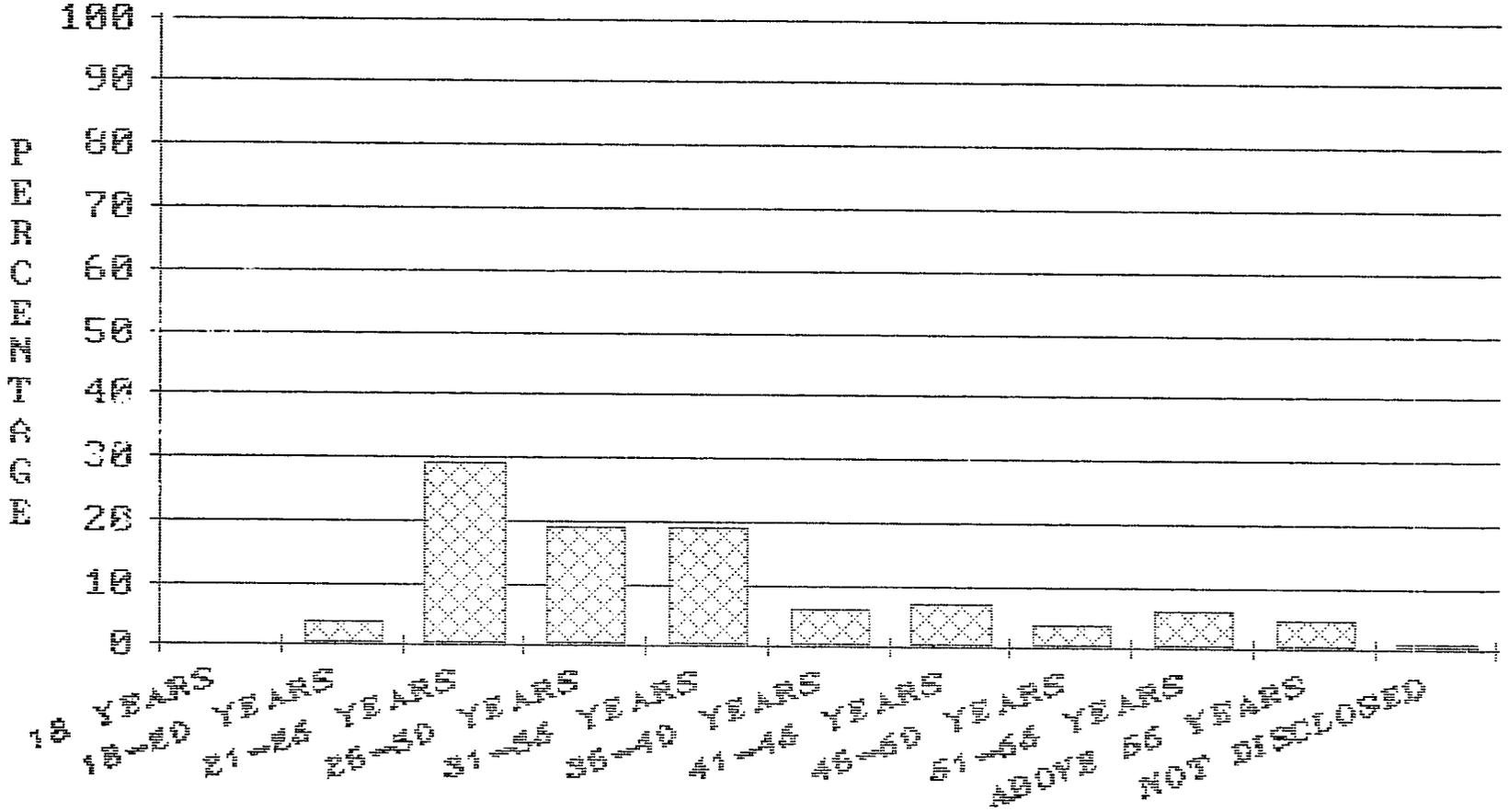
	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
Respondents Interviewed	3	1	1	0	1
	100%	100%	100%	0%	100%
Responses					
-----					
Wife watches	3	1	1	0	1
	100%	100%	100%	0%	100%
TV herself					



## CHAPTER - 4

### SOCIO-ECONOMIC PROFILE

## AGE GROUP OF THE RESPONDENT



AFTAB ASSOCIATES (PVT) LTD.



1. AGE GROUP OF THE RESPONDENT:  
(Reference Table # 12)

Two thirds of the respondents' age varied between 21 to 35 years which is due to the greater proportion of primary target respondents (i.e. pregnant mothers or mothers with at least one child 2 years or below of age) among the sample. The older respondents who are fewer in number constitute the mothers in law as well.

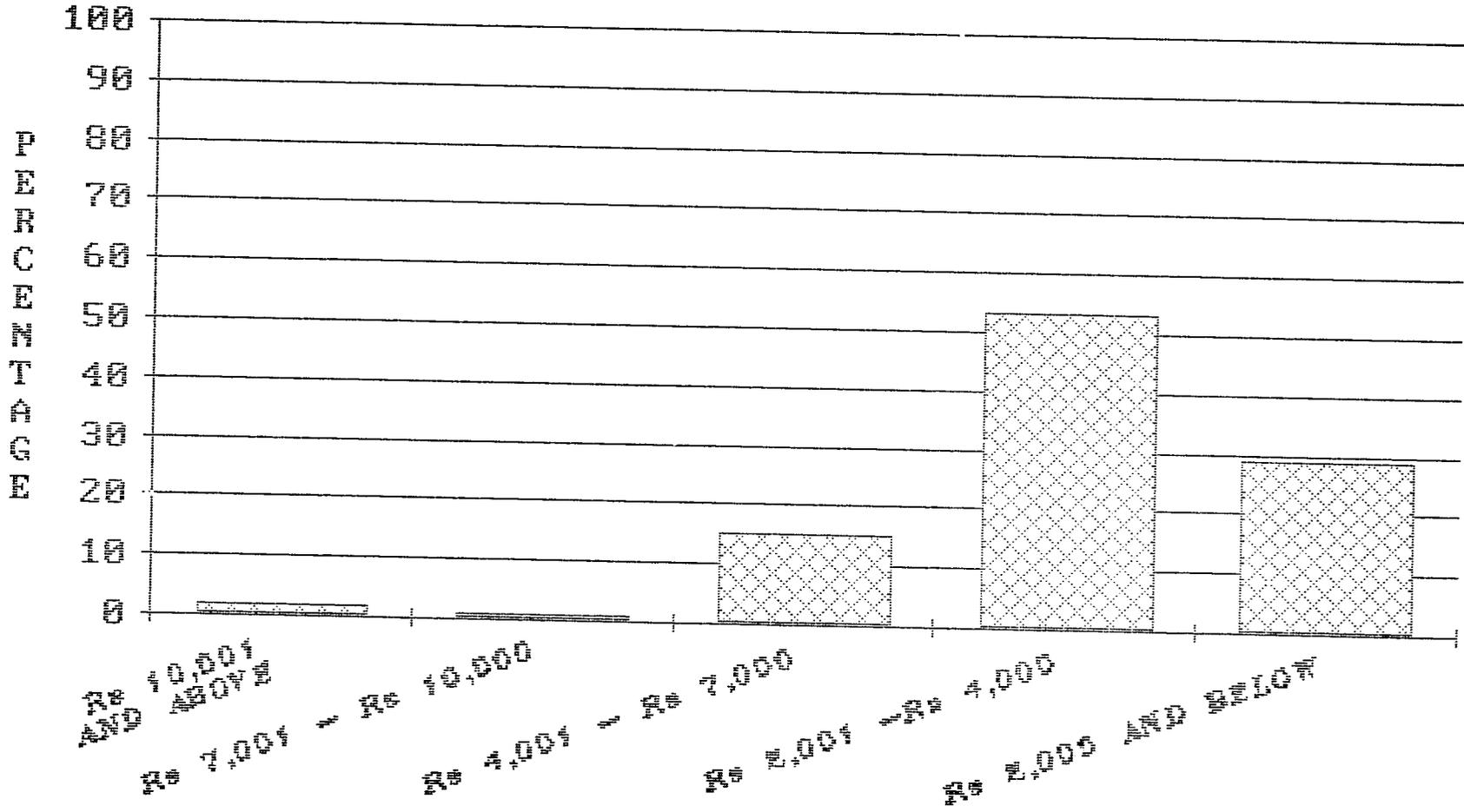
TABLE 9  
AGE GROUP OF THE RESPONDENT

AFTAB ASSOCIATES (PVT) LTD.

BASE: ALL RESPONDENT

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
Respondents Interviewed	243	61	60	62	60
	100%	100%	100%	100%	100%
Age Groups					
-----					
Below 18 years	1 0%	0 0%	0 0%	1 2%	0 0%
18-20 years	9 4%	1 2%	5 8%	2 3%	1 2%
21-25 years	71 29%	20 33%	16 27%	19 31%	16 27%
26-30 years	45 19%	16 26%	10 17%	10 16%	9 15%
31-35 years	46 19%	9 15%	9 15%	12 19%	16 27%
36-40 years	15 6%	0 0%	6 10%	4 6%	5 8%
41-45 years	18 7%	7 11%	4 7%	4 6%	3 5%
46-50 years	9 4%	2 3%	5 8%	1 2%	1 2%
51-55 years	15 6%	3 5%	2 3%	5 8%	5 8%
Above 55 years	12 5%	3 5%	2 3%	4 6%	3 5%
Not disclosed	2 1%	0 0%	1 2%	0 0%	1 2%

# TOTAL MONTHLY INCOME OF THE HOUSEHOLD





2. TOTAL MONTHLY INCOME OF THE HOUSEHOLD:  
(Reference Table # 13)

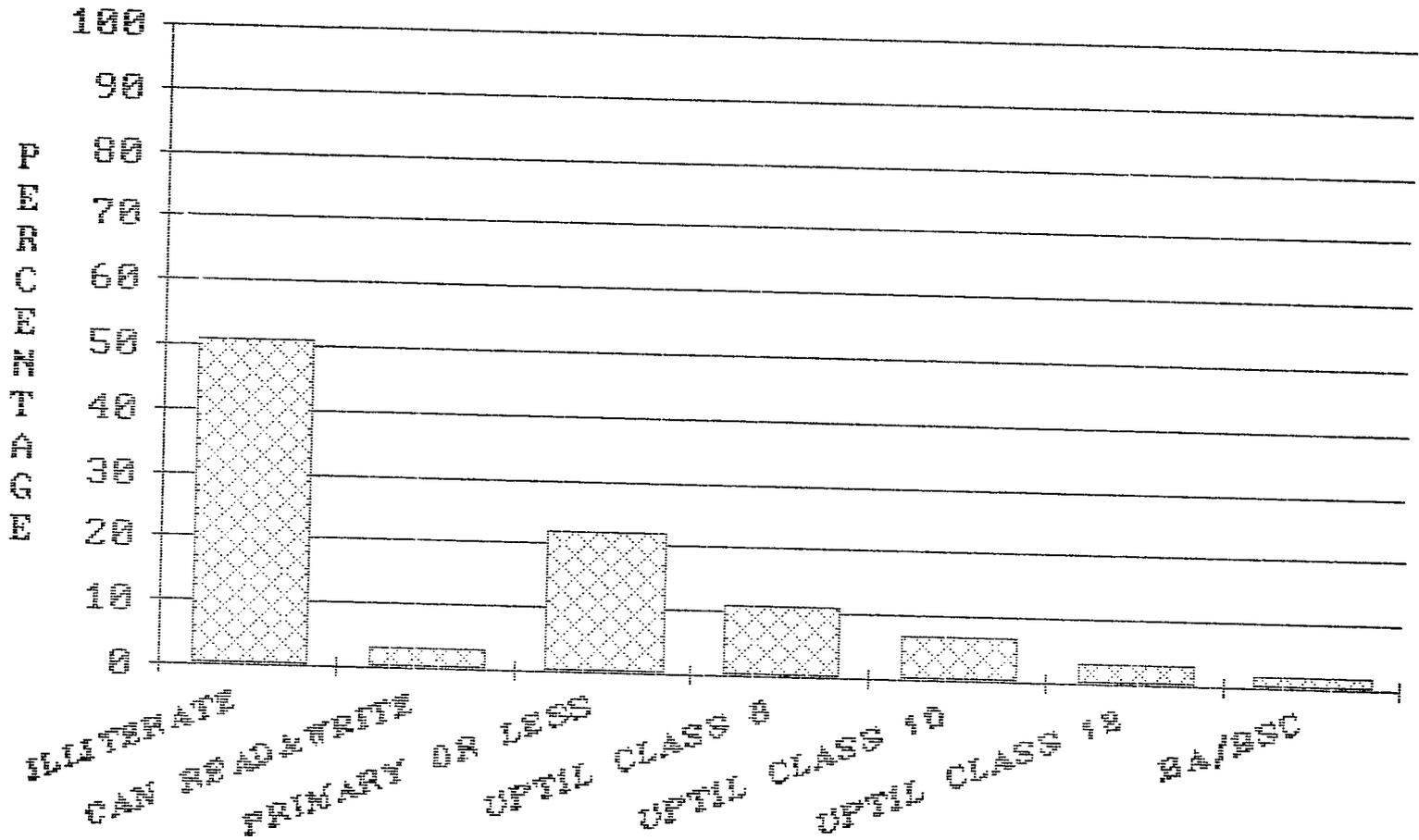
One half of the respondents stated their monthly household income between Rs. 2,001 to Rs. 4,000. Another 29% said their monthly income was Rs. 2,000 and below. Households whose monthly income is above Rs. 4,000 were comparatively few in number.

TABLE #13  
TOTAL MONTHLY INCOME OF THE HOUSEHOLD

BASE: ALL RESPONDENT

No. of Households Contacted	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
	243	61	60	62	60
	100%	100%	100%	100%	100%
Income Groups					
-----					
Rs 10,001 and above	5 2%	2 3%	2 3%	1 2%	0 0%
Rs 7,001 - Rs 10,000	3 1%	1 2%	2 3%	0 0%	0 0%
Rs 4,001 - Rs 7,000	36 15%	5 8%	13 22%	9 15%	9 15%
Rs 2,001 - Rs 4,000	128 53%	23 38%	16 60%	28 45%	41 68%
Rs 2,000 and below	71 29%	30 49%	7 12%	24 39%	10 17%

# EDUCATIONAL QUALIFICATION OF THE RESPONDENT





3. EDUCATIONAL QUALIFICATION OF THE RESPONDENT:  
(Reference Table # 14)

One half of the respondents interviewed were illiterate. 22% said they had passed primary classes while another 11% had studied upto class 8. A few respondents (7%) were educated upto Class 10 and even less (3%) till Class 12 - 2% said they were Graduates (BA/B.Sc.).

TABLE #14  
EDUCATIONAL QUALIFICATION OF THE RESPONDENT

BASE: ALL RESPONDENT

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
Respondents Interviewed	243 100%	61 100%	60 100%	62 100%	60 100%
Educational Qualification					
-----					
Illiterate	125 51%	38 62%	26 43%	33 53%	28 47%
Can read & write	8 3%	0 0%	2 3%	4 6%	2 3%
Primary or less	54 22%	11 18%	11 18%	15 24%	17 28%
Upto class 8	26 11%	6 10%	7 12%	6 10%	7 12%
Upto class 10	16 7%	2 3%	8 13%	2 3%	4 7%
Upto class 12	3 1%	2 3%	3 5%	1 2%	2 3%
BA/B.Sc	6 2%	2 3%	3 5%	1 2%	0 0%
MA/M.Sc	0 0%	0 0%	0 0%	0 0%	0 0%



4. NUMBER OF PERSONS IN THE HOUSEHOLD:  
(Reference Table # 15)

An average of 8 persons per household was found among the households contacted. This is slightly higher than the average for the total country. This is due to the fact that the survey was conducted in semi-urban and rural areas where the average is higher. One half of the total households contacted consisted of 5-8 family members. 36% households contacted had 9 and above family members whereas only 13% had below 5 persons per household.



TABLE #15  
NUMBER OF PERSONS IN THE HOUSEHOLD

BASE: ALL RESPONDENT

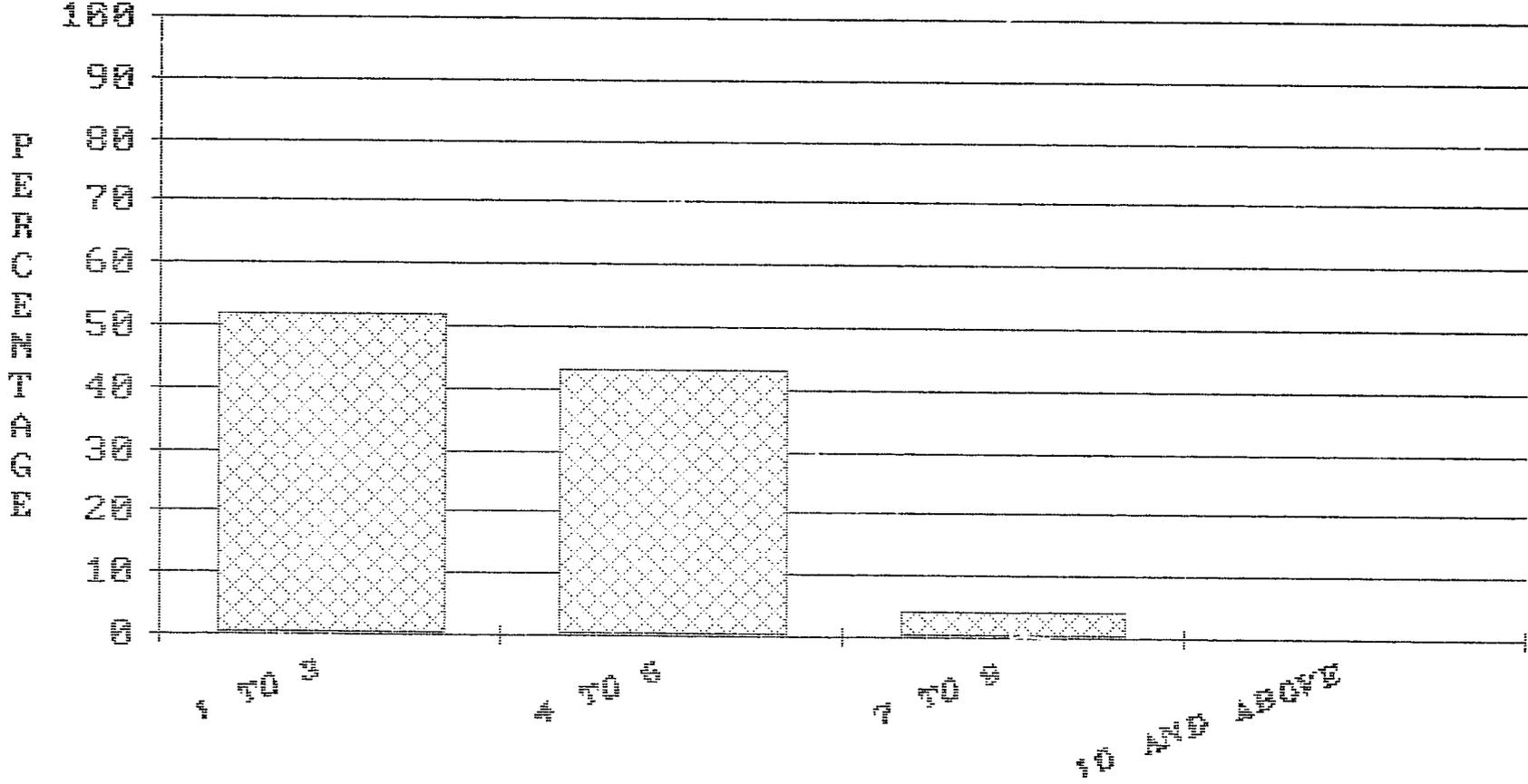
No. of Households Contacted	OVERALL 243 100%	ROUND 1 61 100%	ROUND 2 60 100%	ROUND 3 62 100%	ROUND 4 60 100%
No. of persons -----					
1	0 0%	0 0%	0 0%	0 0%	0 0%
2	0 0%	0 0%	0 0%	0 0%	0 0%
3	12 5%	5 8%	3 5%	3 5%	1 2%
4	19 8%	8 13%	6 10%	4 6%	1 2%
5	27 11%	11 18%	7 12%	7 11%	2 3%
6	34 14%	9 15%	9 15%	8 13%	8 13%
7	29 12%	6 10%	9 15%	7 11%	7 12%
8	32 13%	2 3%	9 15%	11 18%	10 17%
9	21 9%	7 11%	3 5%	4 6%	7 12%
10	23 9%	3 5%	5 8%	7 11%	8 13%
11	14 6%	6 10%	1 2%	1 2%	6 10%
12	14 6%	2 3%	4 7%	4 6%	4 7%
13	8 3%	0 0%	0 0%	4 6%	4 7%
14	2 1%	0 0%	0 0%	1 2%	1 2%
15	2 1%	0 0%	2 3%	0 0%	0 0%
16	3 1%	1 2%	1 2%	0 0%	1 2%



17	1 0%	1 2%	0 0%	0 0%	0 0%
18	0 0%	0 0%	0 0%	0 0%	0 0%
19	0 0%	0 0%	0 0%	0 0%	0 0%
20	1 0%	0 0%	0 0%	1 2%	0 0%

Mean = 7.67=8 Persons perhousehold

# NUMBER OF CHILDREN IN THE HOUSEHOLD





5. NUMBER OF CHILDREN IN THE HOUSEHOLD:  
(Reference Table # 16)

The average number of children per household comes out to be 3.47. If we categorize the number of children it can be seen that 52% households had 1-3 children whereas 43% households consisted of 4-6 children. Only 5% households contacted had 7 or above number of children.

TABLE #16  
NUMBER OF CHILDREN AMONG THE HOUSHOLD  
(Based on the responses of the primary or secondary respondents contacted)

BASE: ALL RESPONDENT

No. of Households Contacted	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
	243 100%	61 100%	60 100%	62 100%	60 100%
No. of Children -----					
ONE	30 12%	7 11%	7 12%	11 18%	5 8%
TWO	45 19%	14 23%	14 23%	10 16%	7 12%
THREE	50 21%	14 23%	12 20%	11 18%	13 22%
FOUR	45 19%	11 18%	9 15%	15 24%	10 17%
FIVE	36 15%	7 11%	9 15%	5 8%	15 25%
SIX	23 9%	6 10%	3 5%	6 10%	8 13%
SEVEN	7 3%	1 2%	5 8%	0 0%	1 2%
EIGHT	2 1%	0 0%	0 0%	1 2%	1 2%
NINE	1 0%	0 0%	0 0%	1 2%	0 0%
TEN	0 0%	0 0%	0 0%	0 0%	0 0%
ELEVEN	1 0%	0 0%	1 2%	0 0%	0 0%



6. NUMBER OF ADULTS AMONG THE HOUSEHOLDS CONTACTED:  
(Reference Table # 17)

An average of 4.42 adults per household contacted was calculated.

TABLE #17  
NUMBER OF ADULTS AMONG THE HOUSEHOLD  
(Based on the responses of primary or secondary respondents contacted)

BASE: ALL RESPONDENT

No. of Households Contacted	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
	243	61	60	62	60
	100%	100%	100%	100%	100%
No. of Adults					
1	0	0	0	0	0
	0%	0%	0%	0%	0%
2	87	32	24	18	13
	36%	52%	40%	29%	22%
3	27	8	7	4	8
	11%	13%	12%	6%	13%
4	28	3	6	7	12
	12%	5%	10%	11%	20%
5	25	3	5	11	6
	10%	5%	8%	18%	10%
6	21	5	6	7	3
	9%	8%	10%	11%	5%
7	18	3	3	5	7
	7%	5%	5%	8%	12%
8	20	4	5	7	4
	8%	7%	8%	11%	7%
9	6	0	2	2	2
	2%	0%	3%	3%	3%
10	4	1	0	0	3
	2%	2%	0%	0%	5%
11	4	1	1	0	2
	2%	2%	2%	0%	3%
12	3	1	1	1	0
	1%	2%	2%	2%	0%



7. OCCUPATION OF THE HEAD OF THE HOUSEHOLD:  
(Reference Table # 18)

The occupation of one half of the household heads as reported by the primary or secondary respondents was skilled or unskilled labour. Another 20% were doing clerical jobs. 17% said they were doing small scale business, while 3% reported cultivation as their household's source of income.



TABLE #18  
OCCUPATION OF THE HEAD OF THE HOUSEHOLD  
(Based on the responses of the Primary or secondary respondents)

BASE: ALL RESPONDENT

No. of Households Contacted	OVERALL 243 100%	ROUND 1 61 100%	ROUND 2 60 100%	ROUND 3 62 100%	ROUND 4 60 100%
Occupation of the head of the households -----					
Clerical staff	48 20%	14 23%	14 23%	16 26%	4 7%
Skilled labourer	58 24%	16 26%	21 35%	10 16%	11 18%
Unskilled labourer	60 25%	15 25%	9 15%	17 27%	19 32%
Small scale business	41 17%	8 13%	7 12%	11 18%	15 25%
Cultivation	7 3%	2 3%	0 0%	2 3%	3 5%
School teacher	4 2%	1 2%	1 2%	0 0%	2 3%
Contractor	2 1%	0 0%	1 2%	0 0%	1 2%
Officer	2 1%	2 3%	0 0%	0 0%	0 0%
Out of country	10 4%	1 2%	3 5%	2 3%	4 7%
Not disclosed	4 2%	0 0%	2 3%	2 3%	0 0%
Retired	2 1%	0 0%	1 2%	0 0%	1 2%
Unemployed	3 1%	0 0%	1 2%	2 3%	0 0%



8. AGE GROUP OF CHILDREN IN THE HOUSEHOLD:  
(Reference Table # 19)

41% of the households contacted had children in the age group 2-2.5 years, 35% had children in the age bracket 4-4.5 years whereas 34% had 1-1.5 years old children, This finding must be viewed in the light that essentially those households were interviewed which consisted of children aged 2 years or below.



TABLE #19  
AGE GROUP OF CHILDREN IN THE HOUSEHOLD  
(Based on the responses of the primary and secondary respondents)

BASE: ALL RESPONDENT

	OVERALL	ROUND 1	ROUND 2	ROUND 3	ROUND 4
No of households	243	61	60	62	60
Contacted	100%	100%	100%	100%	100%
<b>Age of Children</b>					
-----					
0-6 MONTHS	65 27%	15 25%	16 27%	17 27%	17 28%
7-11 MONTHS	36 15%	11 18%	9 15%	8 13%	8 13%
1-1.5 YRS	83 34%	18 30%	22 37%	20 32%	23 38%
2-2.5 YRS	99 41%	25 41%	27 45%	22 35%	25 42%
3-3.5 YRS	68 28%	15 25%	18 30%	15 24%	20 33%
4-4.5 YRS	84 35%	22 36%	18 30%	20 32%	24 40%
5-5.5 YRS	74 30%	16 26%	17 28%	16 26%	25 42%
6-6.5 YRS	70 29%	17 28%	19 32%	16 26%	18 30%
7-7.5 YRS	52 21%	9 15%	12 20%	15 24%	16 27%
8-8.5 YRS	57 23%	14 23%	13 22%	13 21%	17 28%
9-9.5 YRS	35 14%	11 18%	7 12%	7 11%	10 17%
10-10.5 YRS	49 20%	9 15%	14 23%	11 18%	15 25%
11-11.5 YRS	18 7%	5 8%	4 7%	5 8%	4 7%
12-12.5 YRS	38 16%	9 15%	9 15%	8 13%	12 20%

Note: The sum of the percentages exceeds 100. This is because of the fact as the minor inhabitants among the households were more than one, they mostly belonged to more than one age groups.



**ANNEXURE - 1**

**VERBATIMS**



FIRST MENTIONS

بچے کو ماں کے دودھ کے ساتھ نرم غذا مثلاً کھجور کی کھلی دہنیرہ دیں۔  
بچوں کو دست کی حالت میں ماں کا دودھ دیتے رہنا چاہیے تاکہ بچہ جلد تندرست  
ہو جائے۔

بچے کو دو سال تک ماں کا دودھ دینا چاہیے۔

بچے کی صحت کا خاص خیال رکھنا چاہیے۔ تاکہ شرح اموات کم ہو۔

بچے کی سب سے بہتر خوراک ماں کا دودھ ہے بازار کے دودھ میں جراثیم ہوسکتے  
ہیں۔ لیکن ماں کا دودھ اچھا اور طاقتور ہوتا ہے۔

ماں کو بھی اچھی خوراک کھانی چاہیے تاکہ بچہ صحت مند ہو۔

بچے کی خوراک کا خاص خیال رکھنا چاہیے۔

بچے کو چار ماہ کے بعد کھلی کھجور دیں، دلہہ دیں۔

ایک گھنٹہ بعد ماں کو چاہیے کہ بچے کو اپنا دودھ پلائے اس سے بچے کی صحت  
ہوتی ہے۔

ماں اور بچے کے بارے میں بتاتے ہیں

دست دہنیرہ لگے ہوں تو پانی ضرور پلانا چاہیے۔

بچوں کو مہاف سسٹر آرکسین اور خود بھی صاف رہیں۔

کمزور بچے 100 میں سے 50 فوٹ ہو جاتے ہیں۔

بچوں کو خود دودھ پلانا چاہیے

بچے کو آئرن کی کمی کیلئے آلو، انڈہ کھلائیں۔

چار ماہ تک صرف ماں کا دودھ دیں۔

بچے کو حفاظتی ٹیکے لگوائیں۔

بچے کی پیدائش میں کافی وقفہ ہونا چاہیے مثلاً 3 سال۔

حاملہ عورت کو اپنی صحت کا خاص خیال رکھنا چاہیے۔

بچے کو پانی کی بجائے ماں کا دودھ ہی پلانا چاہیے۔

ماں کو بچے کی پیدائش سے پہلے ٹیکے لگوانے چاہیے۔

3 سال تک بچے کا وزن کراتے رہنا چاہیے

3 سال تک بچے کو تین یا چار مرتبہ نیم کھوسے گاڑا کھلانی چاہیے۔



بچے کو روزانہ ایک پاؤ خوراک کھلاؤ۔

اگر بچے کا پیٹ نہ بھرے تو فیڈ کو روزانہ اہال کر دو دیں۔

جبیں وقت بچہ پیرا ہو دوسرے دن ماہ کو اپنا دودھ دینا شروع کر دینا چاہیے۔

بہی اور بیٹے میں فرق نہیں کرنا چاہیے۔

غور سے دکھا ہنس ( یاد نہیں )



بچے کو صاف ستھرا رکھیں اور بچے کی صحت کا خیال رکھیں۔  
بچے کو نرم غذا مثلاً "کیڈ لکچر می بھی دیں  
چار ماہ کے بعد بچے کو نرم غذا دیں۔

بچے کو دو سال تک ماں کا دودھ دو۔

حاصلہ عورت کی خوراک زیادہ ہونی چاہیے تاکہ بچہ صحت مند ہو مثلاً گوشت پھلی  
ڈائریا ہو جائے تو ماں کا دودھ دیتے رہنا چاہیے۔

بچے کو پیٹ میں تکلیف ہو تو بچے کو دودھ دینا چاہیے۔

بچے کو بیماری کی حالت میں ماں کا دودھ ضرور دینا چاہیے تاکہ بچہ صحت مند رہے۔  
بچوں کو حفاظتی ٹیکے ضرور پورے ٹکرائیں۔

مجھے شرم قسموں ہو رہی ہے۔

یاد نہیں

ماں کا دودھ اچھا ہوتا ہے یہی استعمال کریں۔

بچے کو کمزوری میں کھیلوں کا جوس وغیرہ پلائیں۔

دودھ پلانے والی ماں کو اچھی خوراک دینی چاہیے تاکہ بچہ صحت مند ہو۔

کم وزن والے بچے 50/ منہ مہر جاتے ہیں۔

بچے کی پیدائش سے پہلے ماں اپنے ٹیکے ٹکرائے۔

پانی کی جگہ ماں اپنا ہی دودھ پلانے پانی کی کمی ماں کے دودھ سے پوری ہو جاتی ہے

آرٹاں کا دودھ نہ ہو تو فیڈر کو اہل کر دودھ کا استعمال کریں۔

بچے کو پید ہونے ہی ماں کا دودھ دیں۔

بچے کو اہل کر پانی پلائیں۔

بچے کی خوراک کا خاص خیال رکھیں۔

ماں کو زہنی صحت کا خیال رکھنا چاہیے

بچوں کی پیدائش میں وقفہ ہونا چاہیے۔

بچے کی حفاظت کرنی چاہیے۔

جب بچہ کھانا شروع کرے تو اسے تمام کھانے کی چیزیں دینا چاہیے۔



- 
- حاملہ عورت کا وزن کروانے اور خوش رہنا چاہیے بچہ صحت مند ہوگا۔
  - عموماً بچے کو دودھ نہیں پلاتی انہیں کنسرٹی شکایت ہو جاتی ہے۔
  - بیٹی اور بیٹے کو برابر سمجھ دونوں میں فرق نہ کریں۔
  - چار ماہ کے بعد بچے کو ٹھکوں دیں۔
  - پیدائش کے بعد بچے کا وزن بھی کروانا چاہیے۔

منٹائی کا خیاں رکھیں ماں ہی خوراک اچھی ہونی چاہیے خود بھی منٹائی کا  
 خیاں رکھیں۔  
 بچوں کی خوراک تکلیف ہونی چاہیے کمزور بچوں کی منٹائی کا خاص خیاں رکھنا  
 چاہیے کمزور بچے 50 فیصد زندہ رہتے ہیں۔  
 بچے کو ماں کے دودھ کے ساتھ نرم غذا کیلید، دلیا اور کھجور وغیرہ دینی چاہیے۔  
 بچے کو صرف ماں کا دودھ پلائیں۔  
 بچوں کو پانی پلائیں اور ماں کا دودھ دیں  
 چار ماہ کی عمر میں ہی بچے کو نرم غذا دینی شروع کر دینا چاہیے۔  
 یاد نہیں۔  
 گائے یا ڈبے کے دودھ سے ماں کا دودھ زیادہ طاقتور ہے  
 ڈاکٹر مایہ مورث میں بچے کو ماں کا دودھ جاری رکھیں۔  
 دو یا ڈھائی سال تک بچے کو ماں کا دودھ پلائیں۔  
 بچوں میں تین چار سال کا وقفہ ہو۔  
 بچے کو اگر دوسرا دودھ دیں تو وقت پر۔  
 ہر ماہ کے بعد اپنا وزن کرانا چاہیے  
 حاملہ ماں کو ذہنی طور پر پریشان نہیں ہونا چاہیے۔  
 ماں اگر نرم غذا کھائے گی تو بچے کمزور ہوگا۔  
 حفاظتی ٹیکے لگوانے چاہیے۔  
 بچے کو گلوکوز وغیرہ دینا چاہیے  
 چھ ماہ کے بچے کو لوری خوراک دینا  
 بچے کو پیدا ہونے ہی تکلیف نہ دیں۔  
 چار گھنٹے بعد ماں کا ہی دودھ دیں  
 ایک سال کے بعد بچے کو فورٹ، جوس، چامل وغیرہ دینے چاہیے۔  
 جب بچے بہار ہو جائے تو ڈاکٹر سے مشورہ بھی لینا لازمی ہوتا ہے۔  
 تین سال تک بچے کا وزن کروانے رہنا چاہیے۔



بچے کو چار ماہ تک پانی نہ دیں پانی کی کمی ماں کے دودھ سے پوری ہو جاتی ہے۔  
بچے کو پیرا ہوئے ہیں دودھ دینا چاہیے تاکہ بچہ بیماریوں سے بچتا رہے۔  
بسیلے لودہ بیٹا دونوں برابر ہیں ان میں فرق نہیں کرنا چاہیے۔  
بچے کو وقفہ ڈال کر دودھ دینا چاہیے۔



حاملہ دو دودھ پلانے والی عورت کی خوراک اچھی ہونی چاہیے۔

بچے کو ماں کا دودھ پلانا چاہیے اس سے بچہ بیماریوں سے محفوظ رہتا ہے۔

حفاظتی ٹیکے وقت پر لگوانے چاہیے بچے کو۔

بچوں میں وقفہ مزدوری ہے لیکن گولیاں نہیں کھانی چاہیے اس سے دماغ

کمزور ہو جاتا ہے۔

مضمونہ بندی کے لیے آپریشن نقصان دہ ہے

ماں کے دودھ سے بچہ صحت مند رہے گا۔

حاملہ عورت کو حفاظتی ٹیکے لگوانے چاہیے۔

بچہ جب بڑا ہو جائے تو دوسرا ہونا چاہیے تاکہ پہلا بچہ کی پرورش اچھی رہے۔

چھوٹے بچوں کی آہستہ پھانسی کرنی چاہیے۔ ان کی خوراک کی دیکھ بھال کرنی چاہیے۔

بچے کو دو سال تک دودھ پلائیں۔

بچے کو اچھی خوراک دیں وقت پر اس سے بچے کی صحت ٹھیک رہتی ہے۔

جن باتوں کا ہمیں نہیں پتا ان کا طاری عزیز کے پروگرام میں پتہ من جانا ہے۔

بچے کو چار ماہ کے بعد لید کچھڑی دھنڑہ دینی چاہیے۔

ماں کو رہی صحت اور بچے کی صحت کا خیال رکھنا چاہیے۔

بچوں کی پیدائش میں وقفہ کم از کم 3 سال کا ہونا چاہیے اس سے ماں

کی صحت بھی اچھی ہوتی ہے۔

بچے ماں کا دودھ پئیں تو دوسرا بچہ بھی جلد ہی نہیں ہوتا

جتنے بچے کم ہوں گے اتنی خوراک اچھی ہوگی۔

نڈر سے جراثیم پیدا ہوتے ہیں بچہ بیمار ہو جاتا ہے۔

ہم تو شروع سے ہی بچے کو اپنا دودھ پلاتے ہیں جب بچہ چھوڑ دے تو

پھر ہم کھانا سکتے ہیں۔

ہر شخص کو اپنے بچوں کی اچھی حفاظت کرنی چاہیے۔



بچے کے لیے ماں کا دودھ بہت مفید ہے اور طاقتور بھی  
نرم چیزیں کھانے سے بچہ چھست و توانا ہوتا ہے۔  
چار ماہ تک بچے کو پانی کی جگہ ماں کا دودھ ہی دینا چاہیے۔  
بچے کا وزن برائے رہنا چاہیے۔

اگر ماں بچے کو دودھ نہیں پلائی تو بہت سی بیماریوں میں مبتلا ہو جاتی ہے مثلاً  
چھانی کا سنہرہ و مخمورہ۔  
بچہ اور بیٹی دونوں کو برابر سمجھے۔  
ڈاکٹر جو بھی بتائے ہیں ٹھیک کہتے ہیں۔  
بچے کو فائدہ آجائے کر دودھ دیں۔



بچوں کے متعلق تفصیل سے بتانا چاہیے۔  
ڈاکٹر لائیں اور زیادہ دیر تک باتیں کرنی چاہیے تاکہ صحیح سمجھ آ جائے۔  
مادوں کو پروگرام میں لانا چاہیے اور انکو بتانا چاہیے  
سادہ اور آسان طریقے پیش کریں جن سے ان پر وہ بھی آسانی سے سبق حاصل کریں  
اچھے اچھے اور آسان پیغامات دینے چاہیے۔  
اس وقت ذہن میں نہیں۔  
ڈرامے کی صورت میں پیغامات دینے چاہیں۔  
جو کچھ بتائے ہیں بہت بہتر ہے۔  
ہر زبان میں پیغامات بتانے چاہیے  
عدوہ اشبال اوپن یونیورسٹی اسلام آباد کے حوالہ سے بڑا اچھا پروگرام دکھایا  
جاتا ہے۔



ان پڑھ لوگوں کے لئے زیادہ سے زیادہ معلومات فراہم کرنی چاہیے۔  
یہ طریقہ بہت اچھا ہے۔

تفصیل سے اچھے طریقے بتائیں

بچوں کے متعلق جو پروگرام دیں اس کا ٹائٹل زیادہ ہونا چاہیے تاکہ بچوں کے  
بارے میں تفصیل سے سے بتایا جاسکے۔

ڈاکٹر سے مفید مشوروں پر پروگرام ہونا چاہیے۔

بچوں کی پرورش کس طریقے سے کرنی چاہیے اس کے بارے میں بتانا چاہیے۔

اس پروگرام کو چلنا رہنا چاہیے تاکہ زیادہ سے زیادہ لوگ ان باتوں پر عمل کر سکیں

اس پروگرام کو پنجابی زبان میں بتانا چاہیے تاکہ گاؤں کے لوگ بہ باتیں سمجھ سکیں

ماں کو چاہیے بچوں کو اپنا دودھ دینا چاہیے۔

سادہ اور آسان طریقے پیش کریں۔

ذہن میں نہیں۔

دودھ کے بارے میں ماہروں کو ہر مہینے کے طریقے بتانے چاہیں۔

ہر زبان میں پیغامات اور مشورے دینے کا پروگرام ہونا چاہیے تاکہ سب لوگوں کو

معلومات ہوں۔

بیماری کے دوران بچے کی خوراک اور احتیاطیں بتانی چاہیے۔

بچوں کی نشوونما کے متعلق نسلوں کے علاوہ لہجہ پروگرام میں بھی بتانا چاہیے

بچوں کی ماں کے بارے میں بتانا چاہیے۔



**ANNEXURE - 2**

**QUESTIONNAIRE**



INTERVIEWER NAME: \_\_\_\_\_

BACK-CHECKER NAME: \_\_\_\_\_

SUPERVISOR NAME: \_\_\_\_\_

AREA: \_\_\_\_\_

CODED BY: \_\_\_\_\_

ENTERED BY: \_\_\_\_\_

NAME OF THE RESPONDENT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

QA. Note Down:

Respondent is:

Married woman with child aged  
2 years or below/married and pregnant [1]

Married woman with child aged 2 years or  
below/pregnant wife [2]

Mother-in-law (whose daughter-in-law  
has a child aged 2 years or below/with  
a pregnant daughter-in-law) [3]

Q1. Did you watch "Neelam Ghar" on TV last night?

Watched [1] [GO TO Q. 2]

Did not watch [2] [NOTE DOWN ON CONTACT SHEET  
AND TERMINATE INTERVIEW]

Q2. Did you hear the question answer session on children's Logic  
under the slogan "Long live little one, Long live Pakistan" in  
"Neelam Ghar"?

Yes [1] [GO TO Q. 3]

No [2] [NOTE DOWN ON CONTACT SHEET  
AND TERMINATE INTERVIEW]



Q3. In yesterday's "Neelam Ghar", what messages did you get from the question answer session under the slogan "Long live little one, Long live Pakistan"? Or in other words what information did you get? [PROBE] Any other, any other.

IMPORTANT INSTRUCTION:

THIS QUESTION NEEDS MAXIMUM PROBING. NOTE DOWN THE EXACT WORDS OF THE RESPONDENTS.

First Mention: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Second Mention: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other Mentions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Q4. What do you understand from these messages/information, or what lessons do you get? [PROBE] Any other? Any other?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PROBE: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Q5. In "Neelam Ghar" did you watch the "Long live little one, Long live Pakistan" session .....

Incidentally [1] Any other: \_\_\_\_\_

On somebody's recommendation [2]

First incidentally and then onwards regularly due to interest created [3]

76



Q6. Do you think that through "Long live little one, Long live Pakistan" this method of propagation messages on infant's health and nutrition should be continued?

- Should definitely continue [1]
- Should continue [2]
- Probably should probably should not [3]
- Should not continue [4]
- Should definitely not continue [5]

Q7. How did you find this method of propagating messages on infant's health and nutrition?

- Very Good [1]
- Good [2]
- Alright [3]
- Bad [4]
- Very bad [5]

Q8. Do you think there could be a better and more interesting method of giving messages on infant's health and nutrition?

- Yes [1] | What Method: \_\_\_\_\_
- May be [2] | \_\_\_\_\_
- No [3]
- Do not know [4]

Q9. Kindly tell me in your opinion how can this method of giving messages through "Neelam Ghar", be made better and more interesting? [PROBE] Any other? Any other?

---



---



---

PROBE: \_\_\_\_\_

---



---

Q10. After watching this programme would you like to implement/assist in implementing, these messages?

- Will definitely do so [1]
- Will do so [2]
- May do so [3]
- Will not do so [4] Reason: \_\_\_\_\_
- Will definitely not do so [5] Reason: \_\_\_\_\_



DEMOGRAPHICS

Q11. How old are you?

Below 18 years	[1]
18-20 years	[2]
21-25 years	[3]
26-30 years	[4]
31-35 years	[5]
36-40 years	[6]
41-45 years	[7]
46-50 years	[8]
51-55 years	[9]
Above 55 years	[10]
Do not know/Not disclosed	[11]

Q12. What is the estimated monthly income of your household?

Rs. 10,001 and above	[1]
Rs. 7,001 - Rs. 10,000	[2]
Rs. 4,001 - Rs. 7,000	[3]
Rs. 2,001 - Rs. 4,000	[4]
Rs. 2,000 and below	[5]

Q13. What is your educational qualification?

Illiterate	[1]
No regular education but can read and write	[2]
Primary or less	[3]
Uptil class 8	[4]
Uptil class 10	[5]
Uptil class 12	[6]
B.A/B.Sc.	[7]
M.A/M.Sc.	[8]
Any other: _____	

Q14. What is the total number of family members in your household?

No. \_\_\_\_\_ persons

Q15. How many of these are children and how many are adults?

Children: \_\_\_\_\_

Adults: \_\_\_\_\_

Children's ages: \_\_\_\_\_ years \_\_\_\_\_ years  
\_\_\_\_\_ years \_\_\_\_\_ years  
\_\_\_\_\_ years \_\_\_\_\_ years

Q16. What is the occupation of the head of the household?

\_\_\_\_\_





ایسرو ایئر کا نام : ایک پیپر کا نام : \_\_\_\_\_  
 ایریا : برڈرز کا نام : \_\_\_\_\_  
 : CODED BY \_\_\_\_\_  
 : ENTERED BY : جواب دہ معززہ کا نام : \_\_\_\_\_  
 \_\_\_\_\_ : شکل پتہ : \_\_\_\_\_  
 \_\_\_\_\_

Q.A

- نوٹ کریں :  
 جواب دہ معززہ : شادی شدہ عورت جس کا دو سال تک بائچ/شادی شدہ حاملہ  
 شوہر (جس کا دو سال تک بائچ/حاملہ بہوی ہے)  
 1  
 2  
 3  
 ساس (جس کی بہو کا دو سال تک بائچ/بہو حاملہ ہے)

Q.1: کیا آپ نے کل رٹ کر لی وی پروگرام "نیلڈ گھر" دیکھا؟

- 1 دیکھا  
 2 نہیں دیکھا  
 0.2 بر جائیں  
 2  
 دالہ شعیب بر رٹ کریں اور انٹرویو لیں  
 (بچوں کے مومنت پر)

Q.2: کیا آپ نے نیلڈ گھر میں "ننھی جان سدیت، پاکستان سدیت" کے تحت اہرنے والے سوال جواب سنے؟

- 1 ہاں  
 2 نہیں  
 0.3 بر جائیں  
 2  
 دالہ شعیب بر رٹ کریں اور انٹرویو لیں

Q.3: کل کے پروگرام "نیلڈ گھر" میں "ننھی جان سدیت، پاکستان سدیت" کے تحت ہونے والے سوال جواب سے آپ کو کون سے پیغامات ملے؟ یا کونسی معلومات حاصل ہوئیں؟ [کریں] اور کوئی اور

اہم ہدایت : اس سوال کے لئے زیادہ سے زیادہ کریں اور جواب دہ معززہ کے الفاظ تحریر کریں

پہلے پیغام جو جواب دہ نے بنا یا:

دوسرا پیغام:

باقی کے پیغام:



4. Q: اگر ان پیغامات/معلومات سے کیا سمجھ آیا، یا آپ ان سے کیا سبق لینے/سیتی ہیں؟ (کریدیں) اور کوئی؟ کوئی اور؟

---

---

---

---

کریدیں

5. Q: کیا آپ نے مندرگ لکریں "نہنی جانِ سداوت، پاکستان سداوت" کا مرحلہ

1

2

3

اتفاق سے دیکھ لیا  
کسی نے دیکھنے کو نہیں  
یا بیچے خود دیکھا تھا اور پھر معمولاً بچے  
ہونے کا وجہ سے دیکھنے کا شعور ہوا  
کوئی اور:

6. Q: کیا آپ کے خیال میں "نہنی جانِ سداوت پاکستان سداوت" کے ذریعے بچے کی صحت اور نشوونما پر پیغامات دینے کا یہ سلسلہ جاری رہنا چاہیے؟

1

2

3

4

5

مزور جاری رہنا چاہیے  
جاری رہنا چاہیے  
شاید ہاں شاید نہیں  
جاری نہیں رہنا چاہیے  
پرگز جاری نہیں رہنا چاہیے

7. Q: آپ کو بچوں کی صحت اور نشوونما پر پیغامات دینے کا یہ طریقہ کیسا لگتا؟

1

2

3

4

5

بہت اچھا  
اچھا  
لبس ٹھیک ہے  
بہتر  
بہت بُرا





Q.12: اچھے گرانے کی ماہانہ آمدنی انفرادی کیا ہوگی؟

- 1 10001 روپے اور اس سے زیادہ
- 2 7001 روپے سے 10000 تک
- 3 4001 روپے سے 7000 تک
- 4 2001 روپے سے 4000 تک
- 5 2000 روپے اور اس سے کم

Q.13: آپ نے کہاں تک پڑھا ہے؟

- 1 ان پڑھ
  - 2 سکول نہیں گئے / ابتدائی سکول / گورنمنٹ سکول / سیکولر سکول
  - 3 پرائمری / ہائیر سیکنڈری / جامعہ
  - 4 آئٹن جوائنٹ تک
  - 5 دسویں / جامعہ تک
  - 6 بارہویں / جامعہ تک
  - 7 بی اے / بی ایس سی
  - 8 ایم اے / ایم ایس سی
- کوئی اور: \_\_\_\_\_

Q.14: آپ کو گرانے میں کل کتنے افراد ہیں؟

تعداد: \_\_\_\_\_ افراد

Q.15: ان افراد میں بچے اور بڑے کتنے ہیں

بچے: \_\_\_\_\_  
بڑے: \_\_\_\_\_  
بچوں کی عمریں: \_\_\_\_\_ سال \_\_\_\_\_ سال \_\_\_\_\_ سال  
\_\_\_\_\_ سال \_\_\_\_\_ سال \_\_\_\_\_ سال

Q.16: سربراہ خانہ کیا کام کرتے ہیں؟