

Genetic factors and family history effects the obesity in school going children

Muhammad Amjad and **Muhammad Tayyab Kashif**

IGI General Insurance Limited, Pakistan

Genes and family history affects the obesity of children and could it translate into various diseases in their adulthood. Various studies and clinical investigations indicates that family history has great impact on the obesity of the children and suggest certain precautionary measures, sports and physical activities for children to avoid future health complications. The objective of this article is to probe into the main health issues in the family and their effects on the obesity of school going children and also suggest the measures to avoid future health issues in children. Childhood obesity and overweight is an emerging problem in pre-school-going and school-going children in Pakistan. As a developing nation, it is important to address this issue to get healthy future human capital for the country. A nation having status of a developing country cannot afford its next generation to be sick and dull. Role of teachers and schools is pivotal in controlling and minimizing obesity in children. Present research was conducted in two cities of Pakistan with total sample size of 600 respondents, 300 from each district studying in Elite Private School, Private Schools and Government Schools in Urban and rural areas. Calibrated techniques were used to collect the age, height, weight and waist of the respondents. Respondents were in the age group from 15-19 years. Data was collected through a well-designed and pretested interviewing schedule. Univariate, Bivariate and Multivariate statistical techniques were applied on collected data to draw inferences against hypothesis.

Recent Publications

1. "Obesity is a threat to our school-going Children", article published in Pakistan Journal of Nutrition 14 (2): 118-125, 2015 ISSN 1680-5194 © Asian Network for Scientific Information, 2015
2. "A study of causal relationship between counterfeit product and consumer preferences". Abasyn Journal of Social Sciences / Journal of Management Sciences (Qurtaba University). Publication was accepted for presentation & publication in 3rd ASIA International Conference (AIC2017), Kualalumpur, Malaysia.
3. "Causes and Implications of Obesity in Urban School Going Children" 20th International Conference on Childhood Obesity, Treatment and Prevention ICCOTP 2018 – May 21-22 Berlin. Publication accepted for Presentation and publication. I also read my paper on the said conference and my paper was awarded the best paper award.
4. "Analyzing the mediating role of Loyalty to Salesperson in the relationship of Retail Satisfaction, Product Quality and Re-patronage Intention". Under publication process.
5. "Impact of sports and physical activities on the obesity of school-going children" Paper accepted for Oral Presentation and publication in Conference Journal at 17th World Congress on Obesity & Nutrition" 21-22, 2018 at Osaka – Japan.

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Biography

Muhammad Amjad is an experienced General Insurance professional who has earned over 27 years work experience in three different markets in Pakistan, namely Islamabad / Faisalabad and Peshawar. He is MSc in Rural Sociology, MBA Sales & Marketing, Certificate of Insurance CII - UK and PhD in Rural Sociology from University of Agriculture Faisalabad. His PhD research title was "Causes and Consequences of Obesity among school-going children: A comparative study of rural and urban areas of Punjab - Pakistan" which was duly endorsed by two International Professors. He has great interest in social and Management sciences research particularly Child Hood Obesity, Marketing, Management, Nutrition and General Health of people. He played professional football from 1983 to 2000

at all levels Pan Pakistan. He earned University COLOUR and UGC COLOUR in the game of Foot Ball. He is General Manager & Regional Head at IGI General Insurance Limited - a Packages Group Company, he has served this organization for around 23 years so far since his joining in 1996. Besides formal education, he has also attended numerous professional course during last 27 years.

mohammad.amjad@igi.com.pk