



RESEARCH ON INDIAN FOOD HABITS AND HEALTH

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Abstract

The main purpose of this paper is to find food preferences amongst different age groups, gender, region with respect to fast food, brands, home-made and hotels. As the health of many people is deteriorating by consuming fast food on streets and packed food. Many dieticians are expressing concern over such consumption leading to chronic diseases. We are aware of this fact that young couples are not finding time to eat home-made food. Old people are aware of warning of dieticians not to use fast food for health reasons.

Keywords- Food habits, Fast food, Home food, Hotel, Region, Age groups, Preferences affordable.

Introduction

The human diet plays an important role for good health and long life. India is a country with diverse culture, habits, customs, religious dogma, communal and linguistic differences and being a country dominant to house more critical diseases like diabetes, heart disease, hypertension, TB, cancer, AIDS, leprosy and many ailments. Yoga, meditation, exercise, sound sleep and relaxation are other components responsible to enjoy good health and long life. Good diet is a blend of carbohydrates, proteins, vitamins, minerals, fats and water. But the human tongue does not accept the corrects proportion of food elements mentioned here and sometimes fats increases to harm our body. We say three enemies of mankind are SALT, SUGAR, AND MAIDA three dangerous whites which are found in large proportion in FAST FOOD to harm our body function. We have invited diseases due to lack of good diet, lack of exercise, and less sleep. In India people suffering from diabetes are 6 crore 80 lakhs, heart patients are 5.7 crore, HIV 25 lakhs, BP patients are 6 crore and TB patients are 30 crore. We have 41 lakh Alzheimer patients. We in India spend just 1% of GDP on health.

Literature Review

The Food of India are as significant to its civilization as its majestic monuments, art and literature. Indian food has taken influence from as far afield as a central Asia, South Asia and turkey. The Europeans, too have left an indelible imprint on Indian cuisine and introduced ingredients that are now widely used all over the world. These influxes of exotic produce, new crops and new cooking techniques introduced by traders, pilgrims and soldiers have combined to create a unique and dazzlingly varied cuisine.

Human being behaviour is also dependent on the kind of food he/she eats. Since centuries ago Indians have divided the food in three categories which are 'Tamasika', 'Rajasika' and 'Satvika'.

One who aspires to have a spiritual upliftment tends to eat 'Satvika' food. They avoid eating Meat, onions, garlic or spicy food. They eat more of rice, wheat preparations, fruits, nuts etc.

'Tamasika' means darkness in Sanskrit. People with high level of anger eat meat products more often. Now a days people eat 'Rajasika' kind of food which gives them energy to carry our daily work.

Regional cuisines

Andhra Pradesh

A vegetarian Andhra meal served on important occasions, The cuisine of Andhra Pradesh belongs to the two Telugu-speaking regions of Rayalaseema and Coastal Andhra and is part of Telugu cuisine. The food of Andhra Pradesh is known for its heavy use of spices and, similar to South Indian cuisine, the use of tamarind. Seafood is common in the coastal region of the state. For Example-Rice, Pappu (dal) and Pulusu (Stew) and spicy vegetables or curries. In Andhra, leafy greens or vegetables like bottle-gourd and eggplant are usually added to dal. Pickles are an essential part of the local cuisine; popular among those are mango-based pickles like avakaya and maagaya, *gongura* (a pickle made from red sorrel leaves), *usirikaya* (gooseberry or amla), *nimmakaya* (lime) and tomato pickle. Yogurt is a common addition to meals, as a way of tempering spiciness. Breakfast items include dosa, pesarattu (mung bean dosa), vada, and idli.

Delhi

Rajma-Chawal, curried red kidney beans with steamed rice. Delhi were once the capital of the Mughal Empire, and it became the birthplace of Mughlai cuisine. Delhi is noted for its street food. The Paranthewali Gali in Chandani Chowk is just one of the culinary landmarks for stuffed flatbread (Paranthas).



Goa

Pork *Vindaloo* (pictured). *Vindaloo* is a popular curry dish in Goa and around the world. The area has a tropical climate, which means the spices and flavours are intense. Use of *kokum* is a distinct feature of the region's cuisine. Goan cuisine is mostly seafood and meat-based; the staple foods are rice and fish. Kingfish (*Vison or Visvan*) is the most common delicacy, and others include pomfret, shark, tuna, and mackerel; these are often served with coconut milk. Shellfish, including crabs, prawns, tiger prawns, lobster, squid and mussels are commonly eaten.

Gujarat

Khaman is a popular Gujarati snack. Gujarati cuisine is primarily vegetarian. The typical Gujarati *thali* consists of *roti* (*rotli* in Gujarati), *daal* or *kadhi*, rice, *sabzi/shaak*, *papad* and *chaas* (buttermilk). The *sabzi* is a dish of different combinations of vegetables and spices which may be stir fried, spicy or sweet. Gujarati cuisine can vary widely in flavour and heat based on personal and regional tastes

Jammu and Kashmir

Rogan Josh is a popular Kashmiri dish. The cuisine of Jammu and Kashmir is from three regions of the state Jammu, Kashmir and Ladakh. Kashmiri cuisine has evolved over hundreds of years. Its first major influence was the food of the Kashmiri Hindus and Buddhists. The cuisine was later influenced by the cultures which arrived with the invasion of Kashmir by Timur from the area of modern Uzbekistan. Subsequent influences have included the cuisines of Central Asia and the North Indian plains. The most notable ingredient in Kashmiri cuisine is mutton, of which there are over 30 varieties. *Wazwan* is a multicourse meal in the Kashmiri Muslim tradition, the preparation of which is considered an art.

Karnataka

Staple vegetarian meal of Karnataka Jolada rotti, Palya, and anna-saaru.

Bisi bele bath, a delicacy in Karnataka made of rice, lentils, spices and vegetables. Karnataka cuisine can be very broadly divided into: 1) Mysore/Bangalore cuisine, 2) North Karnataka cuisine, 3) Udupi cuisine, 4) Kodagu/Coorg cuisine and, 5) Karavali/coastal cuisine. The cuisine covers a wide spectrum of food from pure vegetarian and vegan to meats like pork and, from savouries to sweets. Typical dishes include *bisi bele bath*, *jolada rotti*, *badanekai yennegai*, *Holige*, *Kadubu*, *chapati*, *idli vada*, *ragi rotti*, *akki rotti*, *saaru*, *huli*, *kootu*, *vangibath*, *khara bath*, *kesari bhath*, *sajjige*, Neer Dosa, Mysore Pak, Haal Bai, *chiroti*, *benne dose*, *ragi mudde*, and *uppittu*.

Kerala

A full-course Sadya is the ceremonial meal of Kerala eaten usually on celebrations (like Onam, Vishu etc.) and is served on a plantain leaf. Traditional Kerala food is vegetarian (Non-vegetarian in most Malabar area) and includes Kerala Sadya, which is an elaborate banquet prepared for festivals and ceremonies but contemporary Kerala food also includes Non-vegetarian dishes. A full-course Sadya, which consists of rice with about twenty different accompaniments and desserts is the ceremonial meal of Kerala eaten usually on celebrations like marriages, Onam, Vishu, etc. and is served on a plantain leaf.

Avial is a widely eaten vegetarian dish in the state and plays a major role in Sadya.

The Pathanamthitta region is known for Kaalan and fish curries. Appam along with wine and curries of cured beef and pork are popular among Syrian Christians in Central Kerala.

Popular desserts are payasam and Halwa.

Madhya Pradesh

Daal Bafla, a popular dish in Madhya Pradesh, Rajasthan and Gujarat. The cuisine in Madhya Pradesh varies regionally. Wheat and meat are common in the North and West of the state, while the wetter South and East are dominated by rice and fish. Milk is a common ingredient in Gwalior and Indore. The street food of Indore is renowned, with shops that have been active for generations. Bhopal is known for meat and fish dishes such as *rogan josh*, *korma*, *qeema*, *biryani*, *pilaf* and *kebabs*. There is a street named "*Chatori Gali*" in old Bhopal where one can find traditional Muslim non-vegetarian fare like *Paya Soup*, *Bun Kabab*, and *Nalli-Nihari* as some of the specialties.

Maharashtra

Maharashtrian cuisine is an extensive balance of many different tastes. It includes a range of dishes from mild to very spicy tastes. *Bajri*, wheat, rice, *jowar*, vegetables, lentils, and fruit form important components of the Maharashtrian diet. Popular dishes include *puran poli*, *ukdiche modak*, *batata wada*, *sabudana khichdi*, *masala bhat*, *pav bhaji* and *wada pav*. *Poha* or flattened rice is also usually eaten at breakfast. *Kanda poha* and *aloo poha* are some of the dishes cooked for breakfast and snacking in evenings. Popular spicy meat dishes include those that originated in the Kolhapur region. These are the Kolhapuri Sukka mutton, *pandhra rassa*, and *tabmda rassa*. *Shrikhand*, a sweet dish made from strained yogurt, is a main dessert of Maharashtrian cuisine.¹⁷⁵



Punjabi

Tandoori chicken is a popular grilled dish. The cuisine of Punjab is known for its diverse range of dishes. Home-cooked and restaurant Punjabi cuisine can vary significantly. Restaurant-style Punjabi cooking uses large amounts of *ghee*, butter and cream, while home-cooked equivalents center around whole wheat, rice, and other ingredients flavoured with *masala*. Regional differences also exist in Punjabi cuisine. For example, people of Amritsar prefer stuffed *paratha* and dairy products. Ambar Panjabi of Amritsar created the well-known lentil and bean sprout curry which swept the nation with its zesty flavor and texture. Certain dishes are exclusive to Punjab, such as *makke di roti* and *sarson da saag*.⁰⁾The main *masala* in a Punjabi dish consists of onion, garlic and ginger. Other common meat dishes in this region are Bhakra curry (Goat) and fish dishes. Dairy products are heavily consumed and usually accompany main meals, these are yogurt, milk, and milk derived products such as Lassi.

No description of Punjabi cuisine is complete without the myriad of famous desserts, such as *kheer* (milk based rice pudding), carrot halwa, *sooji* (cream of wheat) halwa, *gulab jamun* (milk dough balls soaked in a sugar syrup) and *jalebi* (funnel cakes soaked in a sugar syrup). Most desserts are ghee and/or dairy based and tend to be very sweet.

Rajasthan

Rajasthani *thali*,

Kadhi, a spicy North Indian dish

Historically, food that could last for several days and be eaten without heating was preferred. Major dishes of a Rajasthani meal may include *daal-baati*, *tarfini*, *raabdi*, *Ghevar*, *bail-gatte*, *panchkoota*, *chaavadi*, *laapsi*, *kadhi* and *boondi*. Typical snacks include *bikaneri bhujia*, *mirchi bada*, *Pyaj Kachori*, and *Dal Kachori*.

Daal-baati is the most popular dish prepared in the state. It is usually supplemented with *choorma*, a mixture of finely ground baked *rotis*, sugar and ghee.⁴⁾

Tamil Nadu

Vegetarian Meals in Tamil Nadu traditionally served on a banana leaf. Tamil Nadu is noted for its deep belief that serving food to others is a service to humanity, as is common in many regions of India. The region has a rich cuisine involving both traditional non-vegetarian and vegetarian dishes. Tamil food is characterised by its use of rice, legumes, and lentils, along with distinct aromas and flavours achieved by the blending of spices such as curry leaves, tamarind, coriander, ginger, garlic, chili pepper, cinnamon, clove, cardamom, cumin, nutmeg, coconut and rose water.

Uttar Pradesh

Uttar Pradesh *thali* (platter) with *naan*, *daal*, *raita*, *gul paneer*, and salad. Traditionally, Uttar Pradesh cuisine consists of Awadhi and Mughlai cuisine, though a vast majority of the state is vegetarian, preferring *dal*, *roti*, *sabzi*, and rice. *Pooris* and *kachoris* are eaten on special occasions. *Chaat*, *samosa*, and *pakora*, among the most popular snacks in India, originate from Uttar Pradesh. Well known dishes include *kebabs*, *dum biryani*, and various mutton recipes. *Sheer Qorma*, *Ghevar*, *Gulab jamun*, *Kheer*, and *Ras malai* are some of the popular desserts in this region.

West Bengal

Bengali authentic full meal. The cuisine is known for subtle flavours with an emphasis on fish, vegetables, lentils, and rice. Bread is not a common dish in Bengali cuisine, but a deep fried version called *luchi* is popular. Fresh sweetwater fish is one of its most distinctive features; Bengalis prepare fish in many ways, such as steaming, braising, or stewing in vegetables and sauces based on coconut milk or mustard. East Bengali food, which has a high presence in West Bengal and Bangladesh, is much spicier than the West Bengali cuisine, and tends to use high amounts of chilli, and is one of the spiciest cuisines in India and the World. *Shondesh* and *Rasgulla* are popular sweet dishes made of sweetened, finely ground fresh cheese. The cuisine is found in the states of Tripura, the Barak Valley of Assam, and West Bengal itself.

Objective of Study

1. to find out the food habits among different age groups (from 5 to 15 years, from 15 to 40 years, from 40 to 60 years and 60 years above.)
2. We have traditional pure vegetarian food, non vegetarian, fast food consisting of pizza, Berger, noodles, fried franchise etc.
3. To assess the effect of bad foods on health among children, young and old
4. To study food habits on regional basis as our habit differs from one state to other. North Indians, Bengalis, Gujarathies, South Indians, Maharashtrians and so on. This because the diet preparations recipes differ from state to state.



5. To study new food brands entering the market and study (QUALITY, AFFORDABLE, MORE TASTY, NOT HARMFUL) The reason is many packed foods are added harmful chemicals and preservatives for long shelf life. Sometimes lead and mercury in small traces are added which customer does not know.
6. Due to without joint families the serving couples prefer readymade fast food and invite diseases. These days' husband and wife spend their time outside home and the couple and their children have no option to consume outside food.

Research Methodology

Primary Data

- To collect data by Survey of Indian community
- The Research instrument is Questionnaire for different age group
- The survey is confined to people from North South East and West as we have diverse culture habit likes and dislikes among people.
- The study tries to collect data on different income group and we classified RICH MIDDLE CLASS & POOR
- Sample size is just TEN only
- Sample type is Stratified Random Sampling

I have made a survey of eating habits among different cross section of people from North, South, West, and East with different age groups to study how they like either FAST FOOD BRANDED FOOD HOMEMADE &HOTEL. The results are having variation due to the region, culture, their preferences due to their service commitments, the time available to eat, and every region in our country has peculiar taste but the four categories are well classified and homemade food is not popular among young generation giving preference to outside food.

In entire India the figures are evenly distributed among all four categories.

Table 1:1, Observation According to Regions

Category of Food Consumption	Percentage
Fast Food	35%
Branded Food	29%
Home Made	17%
Hotel	19%

Table 1:2, North India

Food Consumption in North India Region	Percentage
Fast Food	50%
Branded	25%
Home Made	25%
Hotel	NIL

Table 1:3, East India

Categories of Food	Percentage
Fast Food	NIL
Branded	66%
Home Made	33%
Hotel	1%

Table 1:4west India

Categories Of Food	Percentage
Fast Food	42%
Branded	29%
Home Made	29%
Hotel	NIL

Table 1:5south India

Categories Of Food	Percentage
Fast Food	33%
Branded	1%
Home Made	33%
Hotel	33%



Observation according to age groups

Table 2:1- AGE GROUP (21-30)

Categories Of Food	Percentage
Fast Food	33%
Branded	33%
Home Made	1%
Hotel	33%

Table 2:2, Age Group (31—40)

Categories Of Food	Percentage
Fast Food	40%
Branded	30%
Home Made	20%
Hotel	10%

Table no. 2:3 Age Group (41-50)

Categories Of Food	Percentage
Fast Food	20%
Branded	20%
Home Made	40%
Hotel	20%

Table 2:4, Survey Had More Males to Respond Hence the Result aresurvey Had More Males to Respond Hence the Result Are prefer all ready to eat?

Categories Of Food Habit	Percentage
Fast Food	26%
Branded	40%
Home Made	21%
Hotel	13%

Table 2:5females responded these figures are telling about the trend among young service going and females with executive function.

Categories of Food Habits	Percentage
Fast Food	28%
Hotel	18%
Branded	12%
Home Made	42%

All of them who responded were graduates with Junior or Senior positions in the company. I have given my conclusion in the last para.

Some secondary data is given for study

Indian eating habits are based on Indian Culture with religion and tradition. Hindu Religion never allows eating pork or beef or any non veg items. They normally eat three times a day like breakfast, lunch and dinner. They eat with their families and prayer is done before starting lunch or dinner. Women normally prepare food. It is the spiritual concept that the love and affection flows via the hands of women on the preparation of every food item which nourishes the man with sound health. Normally some religions prescribe to eat dinner before sunset so that we can digest. We must sleep two hours after dinner and during eating we say no water is consumed only sips can be allowed and later you can drink water after 100 minutes. Every meal item is chewed 32 times so that digestion is complete to provide good health.

ISHI KHOSLA has some observation about Indian food which is harmful for health. She advocates that our food is full of high carbohydrates .high glycogenic . Sugar and sweeteners with aerated drinks and oily snacks are harmful to us. We must not consume more maida or salt or sugar. Also she suggests that late dinners are not advisable.

We have studied the attributes (Qualities) and nature of respondents and used the statistical tools to interpret the data. We studied published reports in print media to assess the modern trend existing in the country.



Some Published Observations

The recent entry of Patanjali Food products into the Indian market has challenged multinationals and we noted the quality, affordability, reasonable price, rigorous advertising, natural source of food items and nutritious food gave success to the Patanjali brand. India Today dated 25th July 2016 published the expansion of this brand in the last three years. The report is compressive profile of this outfit with staff, infrastructure, distribution network, varieties of food items and made a distinctive mark in the Indian market.

From 2012-13 to 2015-16 three years growth in percentage and the turnover of terminal year 2015-16 have given a lucid projection of its growth trajectory.

Table 3:1

Brands	Rupees (Cr)	Percentage
Patanjali	5000	1011
Godrej	8957	80
Emami	2619	77
Dabur	8543	60
Nestle	8482	1.5
Britania	8607	55
Unilever	35637	45
Marico	6122	54

As Per the Article in India Today 25/07/2015

Even though the fast food is harmful in terms of Salt, Sugar, and Maida in western brands with more chemical additives the PATANJALI has been more careful to give food items with healthy projection and reliable guarantee.

Report in economic times dated 5th September 2016indians chew more on health foods driven by oils, atta lead tally.

The report authored by Sagar Malviya of Times group says,“ Health & Wellness food market crosses Rs 10000 crore in revenue as customers shift to cereals, milk-based drinks and fortified items; experts forecast a hockey stick growth for this segment. Further it says it is just a drop in the ocean as Health foods make just 10% of overall food market. The report says that the young consumers are more concerned about diet and lifestyle than their previous generation. The Indians are slowly moving away from parathas and cookies to wider assorted cereals, oats, milk and healthy drinks as fortified food with increased nutrients and they ready to spend on healthy food. Nielsen Survey says that the packaged food market in India is relatively nascent and per capita consumption even for aerated drinks or chocolates is minuscule compared to developed world. Milk food beverages contributed nearly half of the health products category with sales Rs 5180 cr and followed by healthy oils and multigrain atta at Rs 1250 cr and Rs 1205 cr each in 2015.

“Cultural factors and eating habits make Indians prone to weight issues and with consumers now judging themselves on international body image parameters.” According to Nielsen, the Indian male leans towards fortification and nutrients but women who seek organic and natural foods stress more on making dietary choices and are willing to forego taste in the bargain.

NOTE The published results may differ in actual person to person study which we have taken.

Conclusions & Suggestions

I have observed that among the preferences to eat FASTFOOD BRANDED OR HOME MADE ORHOTEL is rather evenly distributed across India because the study was restricted only to urban areas and educated class only. In Rural India the affordability to buy outside food is less and majority prefer HOME MADE food because across India 33% people are below the poverty line. The farmers this year and last two years had severe drought condition and the situation cannot be well assessed in the finding. Except Home MADE other options are not possible.

Starting from North we see here almost 50% prefer fast food as their outside commitments are more essential and do not have time to go for other options. Homemade and branded gave equal weightage of 25%.EAST gives more preference to branded as high as 66% because advertising has influenced people to consume such food. Homemade is 33% while other two options are zero. In both North and East hotel food is not liked as there may be a cause of affordability, cleanliness factor and five star foods is out of question because these regions are not economically sound.



In West fast food is more preferred option with 42% likes, branded and hotel has equal preference with 29% likes Homemade is nil That shows the western states are economically sound to release cash for eatables while home takes back seat? More professionals, business community, intellectuals occupy the region and affordability and time is a major factor to support the findings.

SOUTH INDIA is a traditional belt with equal preference to Fast food, Hotel, and home made with 33% each. Dip hotels are more common and affordable. Homemade and fast food has equal preference with 33% the people are conservative, religious and more traditional to consume food by their likes.

Age wise consideration

Young professionals have equal preference of 33% each for fast food, branded and hotel while home made in not preferred. Time factor, busy schedule and affordability to buy food among young are common. I want to add my perception that late hour working in Call centers, drinks, and illegal relations is calling diseases today which were not heard before. Pains on back, knees and eyes followed by heart diseases and diabetes are challenging young people now. Outside food has more oil, spices, salt,sugar and maida causing early defects in body. Overeating, no physical strain or exercise has harmed the young today. FAST FOOD IS MAIN CULPRIT

Non vegetarian food with hot drinks and cocktail is taking toll on the health of young people today. There are no schools to teach what should be eaten by young people. It is predicted that this generation under 30 years will become old at 50 only feeling just like 70+Why?

The principle of good health is GOOD DIET +EXERCISE+ SLEEP and all the three are ignored by young people today and ageing will come fast.

The preferences change in higher age group because there has been more awareness to consume healthy food. As observed above that only 10% of spending of entire food budget is on healthy diet like dry fruits, general fruits green vegetables, protein filled pulses etc. Why we must search this Elderly always like HOME MADE as we have thousands of DABBA WALAS in Mumbai carry Home Made food from far suburbs to main city of Nariman Point or VT or Fort etc. The net work of DABBA DISTRIBUTION got international recognition as they were called in the foreign country to explain the correct logistics and perfect management to distribute food at MID DAY in time across the city. Nowhere in the world such has had had a perfect network existed for HOME MADE FOOD.

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