

“A Study of Ayurvedic Style of Cooking and It’s Influence in Day to Day Life”

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ABSTRACT

“Ayurveda” is a Sanskrit word which means “Science of Life”. It gives us an ideal way of living. Humans have transformed extensively during the nature’s evolution process. However, they are meant to live as per nature’s rules. We are aware that technology has brought a major change in our life style and we are carried away by the modern pattern of living. We have completely contradicted our ancestral lifestyle and created our own lifestyle.

In the midst of this transformation from the Natural way of living to the modern life style, we have understood the need of going back to our traditional methods for attaining a healthy life style. As per the ancient scriptures the human body is considered as a Food Store or a thing which is made of food; it is obvious that, “We are what we Eat”. Hence, the need of changing our eating habits to bring a change in our health is correlated.

Keywords – Ayurveda and Ayurvedic Cooking Styles.

INTRODUCTION

Ayurveda is one of the ancient practices adopted for wellness originated in India about 5,000 years ago. Ayurvedic medicine seeks to create a healthy strong body through a series of diet, exercise and lifestyle practices, including sleep and mind-full living. <https://www.verywellfit.com>.

There are many misconceptions about Ayurvedic cooking – that it is only a vegetarian meal or even that it is Indian Food. However the fact of the matter is Ayurveda does not tell us what to eat, in-fact it tells you when to eat and how to eat. The food automatically will fall under the category if it is fresh, seasonal and cooked consciously and in a loving manner.

"Grounded in a Hindu system of medicine, an Ayurvedic diet instructs you to eat according to a dominant dosha (energy type). There is no scientific rationale for this style of eating, but experts agree the focus on unprocessed foods and mindful eating are both valuable takeaways." *Chrissy Carroll, RD, MPH*

At present the life is occupied with a lot of activities that consumes most of the daily time, we are so busy that we forget to pay attention towards our health in fact we take our health for granted and in a compromised situation daily. To keep you healthy and away from illness we need to be careful about the meals which we consume to generate energy in our body.

Ayurveda will clearly illustrate you with the knowledge about maintaining the health in a good shape at all times both physically and mentally. As this topic is related to food the authors would like to mention that Ayurveda has a detailed knowledge and information based on deep and detailed study of human body, mind and soul. The food that we consume on a daily basis and the method that we adopt to cook it to make the food more suitable for human consumption largely decides its health effects on our body. Hence Ayurveda is the greatest inheritance or gift we have received from our Ancestors.

This study would focus and realize that it is possible to follow the food culture and its way of processing food which could achieve healthy body, mind and soul. Hence, to understand the willingness of today’s generation about practicing the Ayurvedic teachings, this might put a focus on the awareness about our own health. If required then approaching the sources to gain or acquire the necessary knowledge and skills to cook food the Ayurvedic way.

In today’s digital world social media and internet had made it possible to percolate and reach to the masses about our ancient valuable wealth “Ayurveda”. These platforms are generating more awareness about Ayurveda and how it acts as a key to live healthy and happy. However to acquire detailed information about the methods and requirements of Ayurvedic styles of cooking one has to refer so many books, search the internet and collect the required information which is a considerable hurdle. There needs to be a source which is easily available and affordable for them to approach and gain necessary knowledge, scholars in Ayurveda and experts from the culinary industry and academia can make it possible by scripting a course or a book for serving people in a better manner. The purpose of studying the feasibility of Ayurvedic way of cooking in our day to day life is to know the awareness level about it as well as the inclination towards learning and practicing it.

Need of the study

Ayurveda is a very ancient wellness concept deals with the science of life and food is the major source for serving the nutritional body requirements, but with increasing modernization some of the traditional style of cooking are compromised. However, with the rise of working people with changing lifestyles and reducing affordability of sick care, in terms of time and money involved, are some of the forces that are presently driving people towards thinking about their wellness. Due to this fact there had been a significant rise in the interest of traditional cooking methods globally. Ayurveda, being the traditional Indian method has cooking styles which are beneficial for a human body. Although India has been successful in promoting the benefits of these cooking styles with more research and science-based approach, it still needs more extensive research and evidence base to generate awareness globally.

Significance of the study

The food which we consume has a direct influence on our health and wellness. The eating habits will vary from place to place and has a direct impact on the health of a human being. Further, the eating habits are influenced by the fresh food and cooking styles. The ethnic food of different regions of India have been developed by generations of people keeping in view of the nutritional needs of the common man right from the cradle to the grave. The ancestors have designed different types of food and methods of cooking keeping in view of the nutritional needs of people of different age groups such as growing children, youth, working class, pregnant and nursing mothers, the sick and the old.

Statement of the Problem

Food in Ayurveda is considered not only a substance providing essential nutrients to the body but also the one which provides nutrition to the mind. The quality of food and the cooking method used are one of the most vital elements to fulfill the energy requirements of an individual. But today's lifestyle demands fast and convenient food that is pre processed and easy to make, are putting all the traditional cooking methods are behind. The younger generation is forgetting the traditional techniques of cooking developed by our ancestors. Hence, keeping these facts in mind it is very important to generate the awareness about the Ayurveda and Ayurvedic cooking styles to the coming generations. By adopting these cooking techniques in our day to day cooking will not only keep you healthy but also will spread the awareness about our traditional styles and keep them alive.

Limitations of the Study

1. This study is purely based on the information given by the faculty, students and professionals from the hotel industry.
2. The study is conducted in the current scenario and the opinions, perception and expectations of the respondents may differ with time.
3. The study does not differentiate respondents on basis of their demographic factors which may have an influence of their perception thereby identifying scope for further research.

Definitions

Ayurveda: It is the traditional Hindu system of medicine (incorporated in Atharva Veda, the last of the four Vedas), which is based on the idea of balance in bodily systems and uses diet, herbal treatment, and yogic breathing.

Reference Google Dictionary.

Ayurvedic diet: is an eating plan that provides guidelines for when you eat, what you eat, and how you eat to boost your health, prevent or manage disease, and maintain wellness. <https://www.verywellfit.com/ayurvedic-diet-for-weight-loss-4154620>

Ayurvedic Cooking: The word used for food in both Ayurveda and Yoga is āhara. Āhara is derived from the Sanskrit root, hru, which has a wide meaning, it includes the earth, water, heat or fire, air and space, all of the five elements of this universe which support and benefit our growth. <https://sadvidyafoundation.org/recipes/introduction-to-ayurvedic-cooking/>

LITERATURE REVIEW

The research had reviewed a number of relevant literatures to identify the important elements of Ayurveda, Ayurvedic styles of cooking and its influence on our day to day life. There are a number of researches, seminars and articles on the subject are a testimony to the importance of the topic. Apart from that below mentioned had also provided the valuable information.

- Books / Journals / Magazines / Newsletters
- Internet / Websites – Citation

Yashwant Singh Rawal and Sandeep Singh Takuli (2017): the paper had highlighted about how food plays an important role in attracting tourists to a particular destination because as it reflects a region's culture and lifestyle. The paper had focused on the important connection between traditionally cooked food and tourism which cannot be ignored from tourism point of view. The traditionally cooked food which is rich in medicinal values and health benefits will always be an important factor and also a promotional tool for the development of tourism.

Subhadip Banerjee, Parikshit Debnath, Pratip Kumar Debnath (2014): the authors had studied that food and drug goes hand in hand as food is consumed on daily basis and for all the time which maintains the health and the growth of human beings. Food interferes with the molecular mechanisms of a genome called 'physiome'. As food is consumed in large amounts than drugs and interacts with genome which effects towards the retaliation of the human body towards the diseases. Authors

have studied this approach of Ayurveda called Ayurgenomics, which is a personalized approach in the predictive, preventive and curative aspects of stratified medicine with molecular variability on the basis of the constitution. The authors had also introduced an emerging concept of Ayurnutrigenomics inspired by Ayurveda which can develop a novel concept of nutrigenomics research for developing personalized functional foods and nutraceuticals supporting for human beings genetic makeup. The concept of Ayurnutrigenomics has lots of potential for research which might establish smart and safe therapeutics in the near future.

M. M. Pandey, Subha Rastogi, and A. K. S. Rawat (2013): the authors have illustrated the importance of traditional cooking and eating habits for human body, its growth and care. The importance of good health is also driving people globally to become aware about the traditional food and its cooking. It also mentions that how India is successfully promoting and nurturing Ayurveda. This review gives an overview of the Ayurvedic system of medicine and its role in translational medicine in order to overcome malnutrition and related disorders.

Sanjeev Rastogi (2013): The author had stated the importance of food mentioned in the Ayurveda, which considers the food as only a substance providing essential nutrients to the body but also provides nutrition to the mind. Ayurveda has that much detailing about the food which describes the quantity and variety based on individual needs as per their 'Prakriti' or body type it also put focus on the way we eat which has an impact on physical and psychological health as well. However he concludes mentioning that a proper scientific approach and support would revive this ancient wealth which is still practiced in millions of households.

Malathi Sivaramakrishnanand Vimla L.Patel (2012): The research work carried by the authors amongst the Indian born educated and non educated mothers about the childhood diseases. The mothers were interviewed for their knowledge and awareness about traditional Ayurvedic system of health and disease practiced in India. Also they compared the practicing of both Biomedical and Ayurvedic in regards with cause and treatment of childhood nutritional deficiencies. The data was analyzed and the observation or the conclusion recorded by the authors is that the traditional and the biomedical knowledge are not integrated into a coherent structure in the selected group as sample.

Pushpangadan, P.Dan, Vipin Mohan, Ijnu T. P, George, V (2012) the article highlights about the eating and drinking habits and their deciding factors on the various basis i.e. Culture, customs and beliefs which we have inherited over the millennia. As the study indicates that the eating and drinking habits are different from each other because of places, ambient biological wealth and environment and weather and climatic conditions as well. The Authors explored and emphasized on the Ayurvedic concept of Rasayana therapy which is now confirmed by the recent advancements in genomics, which mentions the holistic approach accepted by the Ayurvedicacharyas in concern with human health and the nutrition about the same.

Hari Sharma and H.M. Chandola (2011): the study provides a useful information about the health disorders such as Obesity, Metabolic Syndrome and Diabetes Mellitus. They also brought to the attention the immense global impact of these disorders while considering human suffering and economic burden. This situation needs to be understood globally and worked upon for its management towards the human health. The Authors had suggested the effective, affordable and efficacious health care system Ayurveda which has a very detailed description of these disorders known as 'Prameha'. The effective management of 'Prameha' is also stated in Ayurveda which could help in managing obesity, metabolic syndrome and diabetes mellitus in an efficacious and cost effective manner. This management is mostly based on the food that is consumed by a human being on a daily basis.

Bhushan Patwardhan and Gerard Bodeker (2008): The article talks about Ayurvedas unique way of identifying the human population on the basis of physical constitution of each one, which is 'Prakriti'. These 'Prakritis' are also grouped under principles of Vata (motion), Pitta (metabolism) and Kapha (structure) forming the 'Tridosha Theory' in Ayurveda. The Authors had assumed that there is hereditary impact of genes on one's 'Prakriti', to elaborate this point they had mentioned the correlation between HLA alleles (Human Leukocyte Antigen) which are the cell-surface proteins responsible for the regulation of the immune system in humans and the Ayurvedic Tridosha theory of individual 'prakriti' types, which can be said as part of and a catalyst for a considerable revolution in the scientific investigation of Ayurveda in India which are 'Ayurvedic Biology' and 'Ayurgenomics'.

Amla Guha (2006): In this study the author has emphasized about Ayurveda and how it guides us about the impact of food on our body, mind and soul which are of most concern when we think about the healthy and happy life. The author had also explained how Ayurveda differs the variety of food on the basis of its biological properties, origin, environmental factors, seasons, preparation and freshness for each body type of human being. The research had also suggested the diet that needs to be followed accordingly.

OBJECTIVES OF THE STUDY

- To study Ayurvedic styles of cooking in daily life
- To understand the concept and importance of Ayurvedic cooking
- To study feasibility, adoptability and practicality of Ayurvedic cooking

RESEARCH METHODOLOGY

It is one of the most integral part of this study, to carry out this research study the insights of Ayurveda was studied in the first segment followed by its feasibility, adoptability and practicality in our day to day cooking was reviewed. The factors which tend to be found influencing were floated in the form of questionnaires and the feedback was collected on the basis of this survey. This questionnaire was circulated amongst mixed samples from all age groups and occupation levels. The sample types included students, salaried, self employees and retired respondents. This survey was specifically carried out to evaluate and fulfil the set objectives for the study.

Type of Research: A descriptive research was used to study the various factors influencing Ayurveda and Ayurvedic styles of cooking and how it can be implemented in our day to day life and will also include surveys and fact finding enquiries of different kinds.

Methods of Data Collection

Primary data - was collected from the mixed sample of respondents' different age group and occupation levels. Primary data was collected through survey in the following ways:

1. **Personal Interviews:** The answer was sought to a set of pre-conceived questions through personal interviews and the data was collected in a structured way.
2. **Questionnaires:** Considering the Reviews, and the additional inputs, one questionnaire was prepared and distributed to various respondents.
3. **By observation:** The data was collected by observing the non verbal behavior to understand dynamic behavioral process.

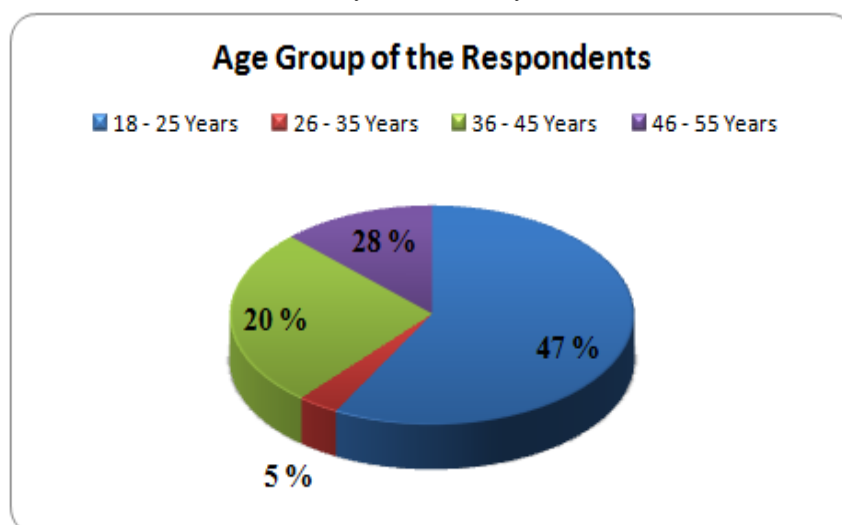
Secondary data – was collected from published / unpublished literature on Ayurveda and Ayurvedic styles of cooking also the latest references available from the journals, newspapers, research publications and magazines, past records and and other relevant sources like internet.

Questionnaire – Design and implementation: The questionnaire design was done with the aid of experts in statistical techniques and taking into account the measurement needs & objectives of the study. The questionnaire was administered to the sample population and sample size.

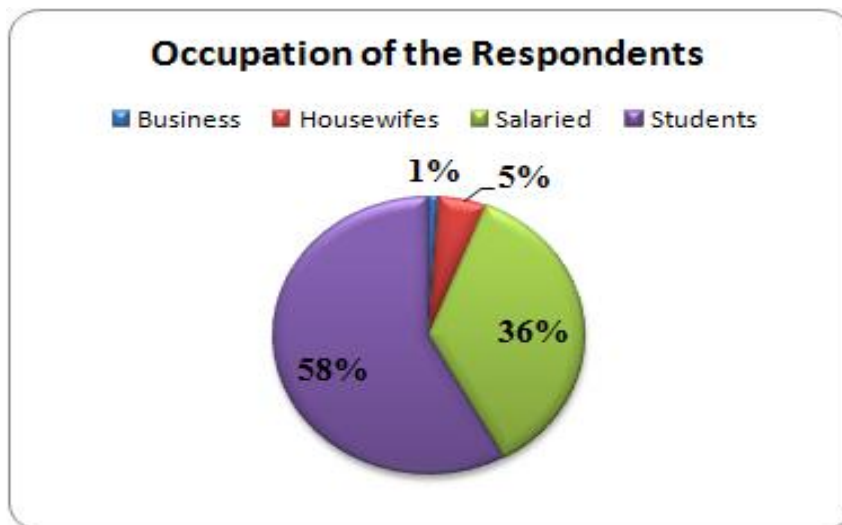
Sampling Techniques: To conduct this study different respondent was selected from various age groups and occupational levels, this involved a minimum requirement of 100 samples. To achieve the minimum sample requirement a total of 150 questionnaires were distributed and in return 121 were received.

DATA ANALYSIS & INTERPRETATION

The data collected was analyzed using basic and advanced analytical tools. This also includes the detailed analysis of the data which was conducted with the purpose of attaining the set objectives of the research. Mentioned below is the analysis which be presented graphically and in tabulated form for better interpretation. The Interpretation of the collected data was done by drawing inferences from the collected facts after the analysis of the study.



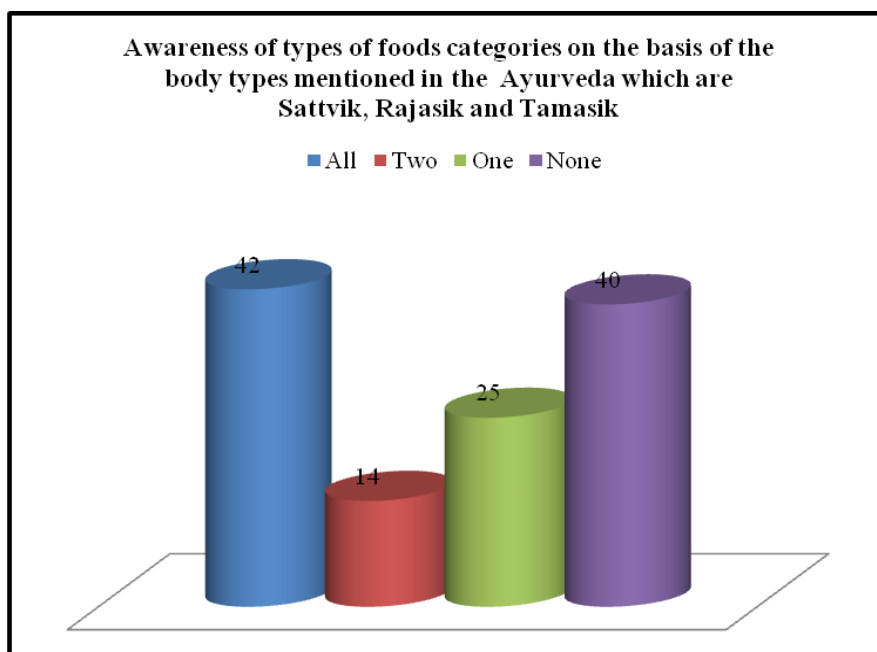
Inferences: According to the above chart majority of the respondent i.e. almost 47 % are from the age group of 18 – 25 years and the rest of the respondents are from the other age groups mentioned as above.



Inferences: According to the above chart majority of the respondent i.e. almost 58 % were students from the age group of 18 – 25 years and the rest of the respondents were belonging to the other occupation respectively.

Table I – Frequency Analysis – Awareness of types of food categories on the basis of the body types mentioned in the Ayurveda which are Sattvik, Rajasik and Tamasik

Frequency				Total
All	One	Two	None	
42	14	25	40	121



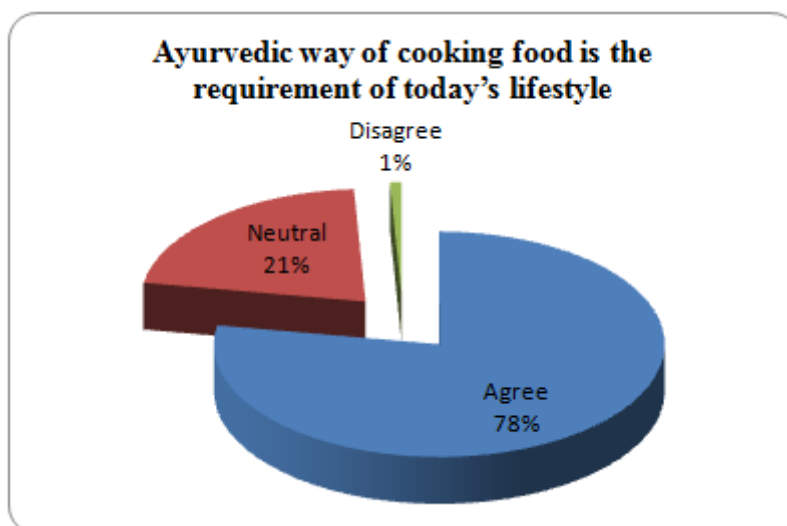
Observation: As per the above table and chart it is seen that 51 percent of the respondents who have agreed upon the parameter “All”, whereas the count of respondent for the parameter ‘None’ 48 percent and the count for ‘One’ and ‘Two’ was 17 and 30 percent respectively.

Interpretation: According to the above observation Awareness of types of food categories on the basis of the body types mentioned in the Ayurveda which are Sattvik, Rajasik and Tamasik needs to be focused and made clear in understanding for

everyone in the society. This will initiate the acceptance of Ayurvedic Style of Cooking in their day to day life, leading towards the healthy and prospering society.

Table – II Frequency Analysis – Ayurvedic way of cooking food is the requirement of today’s lifestyle

Frequency			Total
Agree	Neutral	Disagree	
94	26	1	121

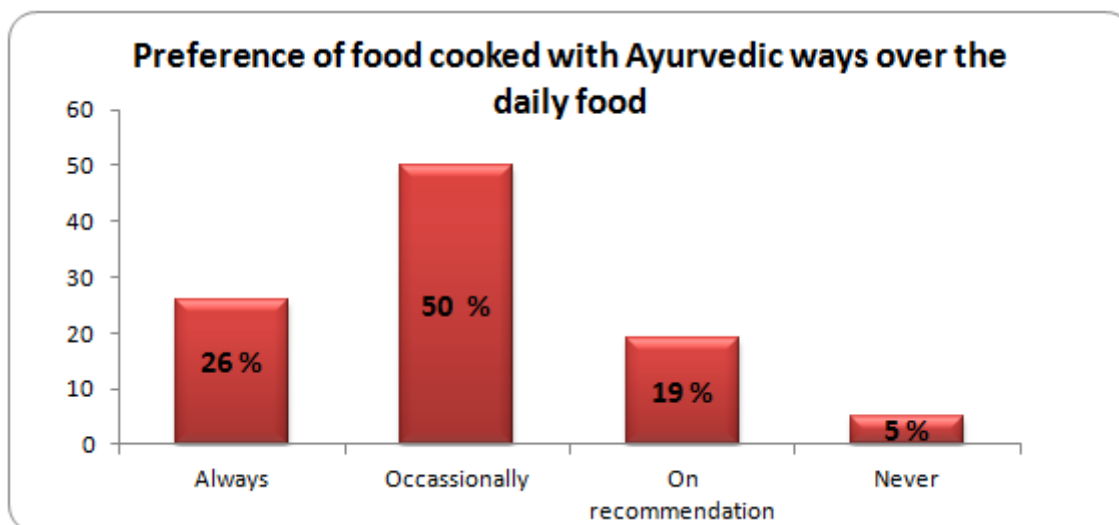


Observation: As per the above table and chart it is seen that a higher percentage i.e. 78 percent of the respondents have agreed upon the parameter, whereas the amount of disagreement was 1 % and the remaining respondents i.e. 21 percent were found to be neutral.

Interpretation: According to the observation Ayurvedic way of cooking food is very much required for today’s lifestyle and should be taken seriously into consideration. The chart above also supports the agreement as most of the respondents are also of the same opinion that Ayurvedic style of cooking is required for an healthy lifestyle.

Table – III Frequency Analysis – Preference of food cooked with Ayurvedic ways over the daily food

Frequency				Total
Always	Occasionally	On Recommendation	Never	
32	62	23	4	121



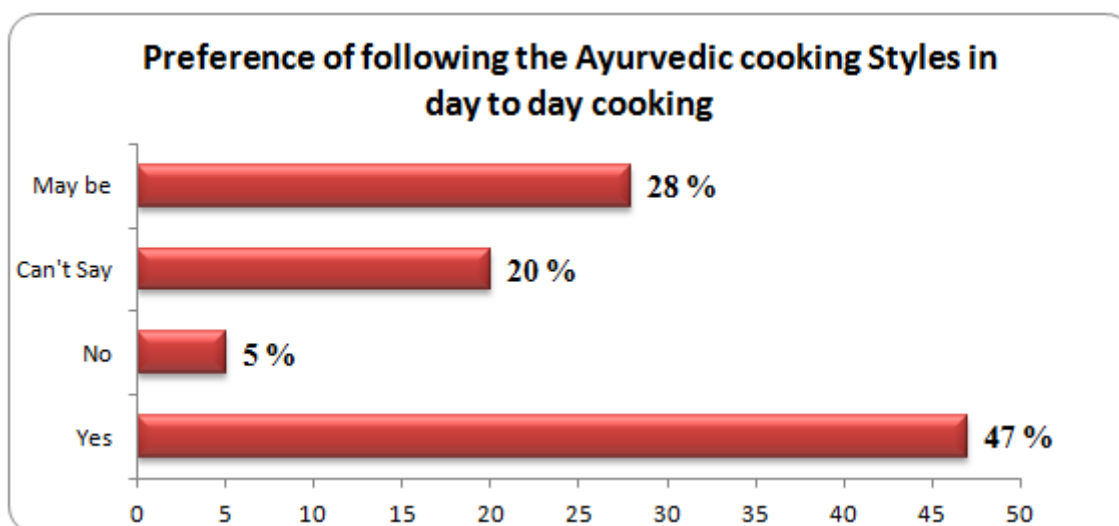
Observation: As per the above table and chart it is inferred that a higher percentage i.e. 50 percent of the respondents have agreed upon occasional use of Ayurvedic style of cooking over daily food, 26 % of the respondents always would like to

implement the style, 19 % are of an opinion of a recommended use and 5 % of the respondents says they would never like to adopt Ayurvedic style of cooking.

Interpretation: According to the observation Ayurvedic styles of cooking food over the daily cooking style could be practiced on a regular basis as it has good health benefits. Majority of the respondents are occasionally following it because of the busy day to day schedule.

Table – IV Frequency Analysis – Preference of including Ayurvedic styles in day to day cooking.

Frequency				Total
Yes	No	Can't Say	May be	
57	06	24	34	121

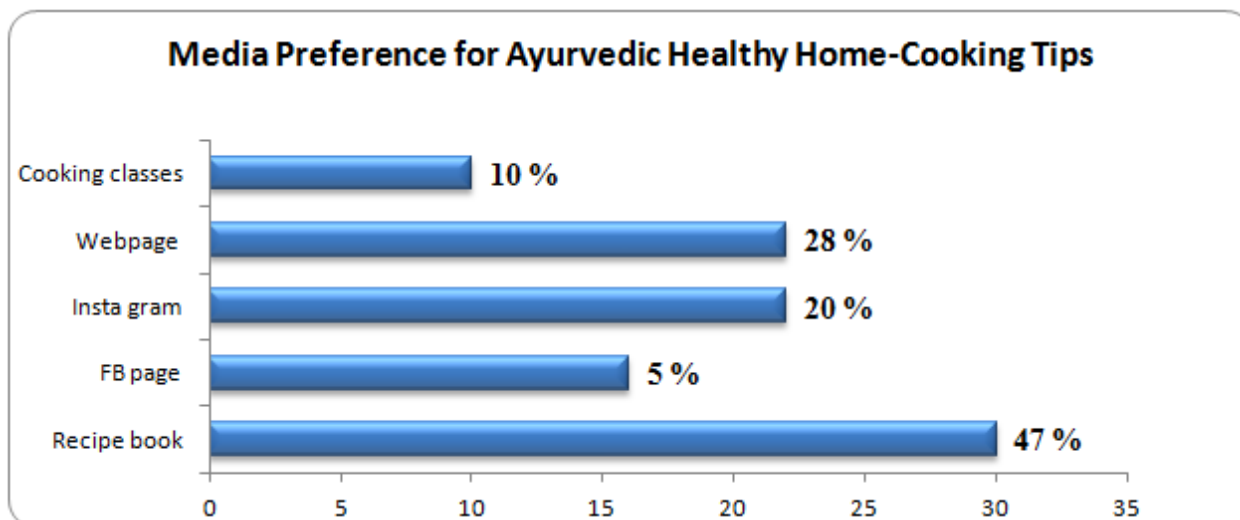


Observation: As per the chart and the table above it can be seen that majority of the respondents i.e. 47 % are agreeing to the parameter, 28% of the respondents says may be, 20 % of the respondents were found to be neutral as they can't say and 5 % of the respondents have refused by saying no to the parameter.

Interpretation: According to the observation most of the respondents would like to include the Ayurvedic cooking styles in their cooking because of its health benefits and as the world is getting more diet conscious people are getting back towards the olden styles of cooking over easy and convenience foods.

Table – V Frequency Analysis – Media Preference for Ayurvedic healthy home cooking guidelines and tips

Frequency					Total
Recipe book	FB Page	Instagram	Webpage	Cooking Class	
36	19	27	27	12	121

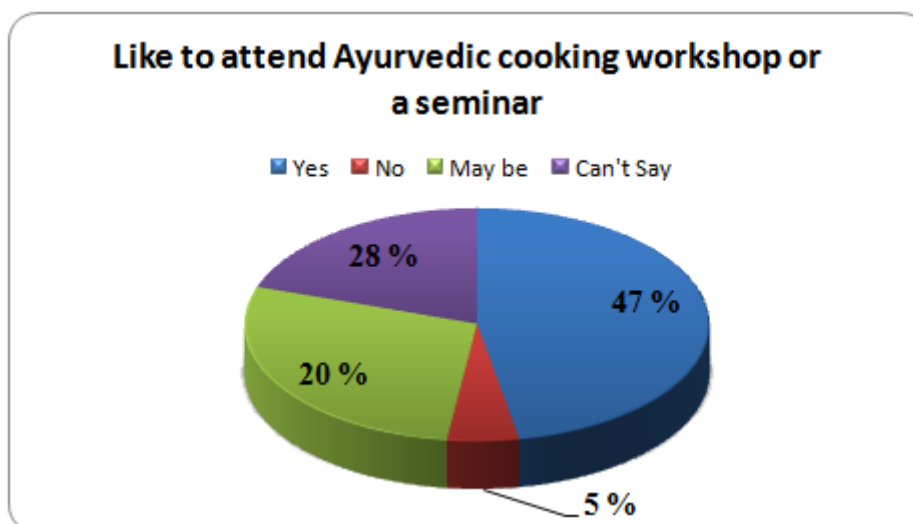


Observation: As per the chart and the table above it can be seen that majority of the respondents i.e. 47 % are agreeing to follow a recipe book for the parameter, web pages and instagram were found to be moderately used, where are 10 % of the respondent would like to join a cooking class to learn the art and 5 % of the respondents have shown their inclination towards using face book.

Interpretation: According to the observation most of the respondents would still like to use a recipe book by good author. In today's digital world where people are more inclined towards social media platforms references books are found to be more effective than anything else.

Table – VI Frequency Analysis – Like to attend a seminar or a workshop to learn more about Ayurvedic cooking.

Frequency				Total
Yes	No	Can't Say	May be	
57	06	24	34	121



Observation: As per the chart and the table above it is observed that majority of the respondents are of the opinion that they would like to attend such seminars or workshops if organized, 28 % can't say, 20 % are neutral and 5 % of the respondent have refused to attend such workshops and seminars.

Interpretation: According to the observation most of the respondents would like to gain knowledge by attending a seminar or a workshop to learn more on the cooking styles and the health benefits of Ayurvedic cooking, on the other hand collectively the same percentage of respondents were not interested in attending.

FINDINGS

According to the analyzed data below mentioned are the findings.

- Majority of the respondent were students and belonging to the age 18 – 25 years respectively.

- An Ayurvedic style of cooking food is very much required for today's lifestyle and should be taken seriously into consideration. The responses received are also strongly supporting the statement that Ayurvedic style of cooking is required for a healthy lifestyle.
- The awareness of types of food categories on the basis of the body types mentioned in the Ayurveda i.e. Sattvik, Rajasik and Tamasik needs to be focused and made clear in understanding for everyone in the society. This will not only initiate the acceptance of Ayurvedic Style of Cooking in their day to day life, but also will leading towards the healthy and prospering society.
- Ayurvedic styles of cooking food over the daily cooking style could be practiced on a regular basis because of its good health benefits. The adoptability and the practicality are seen occasionally because of the busy day to day schedule but on the other hand people would always like to use in daily cooking.
- As the world is getting more diet conscious people are getting back towards the olden styles of cooking over easy and convenience foods the inclusion of Ayurvedic cooking styles in the cooking is like a boon to the society.
- In today's digital world where people are more inclined towards social media platforms references books are found to be more effective learning tool. As per the findings people would like to use a recipe book written by a good author than any other digital platform.
- The respondents would like to gain knowledge by attending a seminar or a workshop to learn more on the cooking styles and the health benefits of Ayurvedic cooking.

SUGGESTIONS and CONCLUSIONS

- More awareness should be generated amongst the youngsters on social media platforms as this will not only initiate the acceptance of Ayurvedic Style of Cooking in their day to day life, but also will leading towards the healthy and prospering society.
- Ayurvedic styles of cooking food should be included in the daily cooking styles on a regular basis because of its good health benefits.
- The adoptability and the practicality of Ayurvedic cooking styles should be followed regularly to avoid the future health issues.
- There should be more number of books written by renowned practitioners and authors to generate awareness, also there should be more seminars and workshops arranged.

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