

# AN AXIOMATIC APPROACH OF STUDYING HERITAGE FOOD AND ITS ATTITUDE TOWARDS PREFERRING SOME FOOD HABITS OF THE INDIAN STYLE

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## ABSTRACT

India is a diversified country with strong and dynamic pattern of multi cuisines adopted in different regions with their own life style and cultural activities followed by different socio-metric analysis of the people in Indian peninsular. The food habits followed by Indians are differed from one region to another like North Indian, South Indian and Western Indian stylish pattern of consuming different delicious and tasteful food items. Generally, in north India Roti and Dhal are the inevitable items of the food which was largely considered as a most enriched and energized food items. The researcher brought out different pattern of food items prevailed in different parts of the country is dealt in detail with different headings. One can easily conclude that each and every Indians are their own taste, preference, whim, fancies, bias and prejudice in preferring certain items towards their consumption pattern.

**Keywords:** Heritage Foods – Types of Recipes – Food Habits – Cuisine pattern in India.

## INTRODUCTION

Indian cuisine is spread in its diversities alike to its cultures, races and areas. Thousands of variations of dishes are prepared in the different parts of the country every day. The spirit of Indian cooking lies in the aroma of the spices which are mingled mutually and added to develop the basic flavour of a particular dish. Spices are constantly fresh ground to the required blend called Masalas. Many of these spices are renowned for their medicinal standards and are also used as appetizers and digestive. The ingredients for the masala will differ from region to region. Further spices, ghee and curd are the other two major ingredients in Indian food preparation. Although India is known for the Hindu vegetarian tradition, many Hindus eat meat nowadays. Meat dishes are more familiar in North India while more vegetables are eaten in the Southern region. The Muslim practice is more obvious in the cooking of meats. Mughalai foods which comprise kababs, kurmas, koftas, biryanis, rogan josh, tandoori chicken, tandoori rotis etc are the contribution of Muslims.

Rice is the staple food of the South Indians while in the North it is supplemented or substituted by pooris, chappathis or naan. Dhal (lentil soup) and Dhali (curd) are widespread all through India. Vegetarian food items are

prepared based on the main dish with which they are served. Rice will be served with vegetable curries, vegetable side dishes and curd. As India has a very long coastline area, food items prepared with fish are also popular. Varieties of sweets representing the technique and taste of different regions were available in India. The main ingredients of the sweets and desserts are sugar, milk flour and ghee.

#### BACKGROUND OF THE STUDY

India has a rich cookery heritage that has grown over centuries. Traditional foods give a wonderful image of India's rich cultural heritage. Traditional food practices across the country are largely based on a holistic approach to nourishment. However, with fast urbanization, our eating habits are also rapidly changing, and we run the real danger of trailing our wealthy food heritage, built with the perception of centuries. In order to reflect on India's rich culinary heritage and critically understand the value and deep significance of what it can offer to the world in terms of health, traditional knowledge, ingredients and recipes, a process of documenting, archiving and evaluating must begin. In this context FSSAI is working with various government organisations, NGOs, Chefs, food bloggers, food historians, food writers and authors, nutritionists, and various other experts and related stakeholders to generate an eternal records of the culinary heritage of the country.

#### NATIONAL AND INTERNATIONAL STATUS

The government in the course of the Ministry of Food Processing Industries (MoFPI) is building all attempts to promote investments in the sector. It has approved plans for joint ventures (JVs), foreign association; industrial certificates and 100% export oriented units. The statistics specified by the Department of Industrial Policies and Promotion (DIPP) says, food processing division in India has obtained approximately US\$ 6,076.58 million worth foreign outlays between the period April 2000 and September 2014.

The Organization for Economic Co-operation and Development (OECD) has discovered that the volume of the middle class may rise from 1.8 billion to 3.2 billion by 2020 and 4.9 billion by 2030. In which, 85% of this development will be from Asia. About 80% of the growth in international spending from US\$21 trillion to US\$56 trillion by 2030 will be accredited to Asia. China and India are the major suppliers to this occurrence, while countries such as Indonesia, Vietnam, Thailand and Malaysia play a considerable role as well. A broad range of foods has pierced the market. These are a range of packaging formats and at diverged retail formats and price ends. Lifestyle inclinations in the India (rising incomes, longer working hours, more working mothers) tend to support an expediency food culture. Ready-To-Eat Foods comprise frozen foods, packaged foods; and quick fast food meals at Quick Service Restaurants (QSRs) have seen a massive uptick.

Indians nowadays carry cartons of Ready-To-Eat products abroad, since Indian food is also price or expensive (or both). According to World Health Organization (WHO) estimations, by 2030 67% of all deaths in India will be due to such reasons on people suffering from non-communicable infections like diabetes and cardiovascular diseases. The Lancet estimates that the failure to national income for India due to non-communicable diseases death rate for 2006-15 will be US \$237 billion. WHO, non-communicable diseases are top killers in

Southeast Asia, foremost to an estimated 7.9 million deaths every year. Food is reportedly the biggest utilization group in India and a huge percentage of monthly budgets are spent on food.

#### SIGNIFICANCE AND IMPORTANCE OF THE RESEARCH

The Ministry of Food Processing Industries was built up in July, 1988 to give a momentum to the development of Food Processing Sector in the nation. The Ministry is distressed with formulation and performance of the policies and plans for the food processing industries inside the on the whole nationwide priority and objectives. The Ministry has taken a number of initiatives to encourage investment in food processing segment. The Food safety and standards (FSS) rules necessitated below the Food Safety and Standards Act, 2006 (FSSA) are being structured by the 23-member Food Safety and Standards Authority (FSS Authority). Under the act the FSS authority would play as an apex body to execute the regulations.

The purpose of FSSA is to strengthen the laws relating to food, set up FSS Authority for laying down science based principles for articles of food, control the production, storage, distribution, sale and import of food items and guarantee availability of safe and nutritious food for human consumption. Lifestyles are collection particular forms of how entities live and construe their lives in a social background. Lifestyle research needs a dual viewpoint/methodology: eyewitness and contributor. We live our lives, and others watch it; but we need to make sense of our achievements and frame them in a further or less personally interpreted (sub-) enlightening framework. Macro-data and micro-motives ought to thus be examined simultaneously. Lifestyles link social structure to attitudes and behavior. The lifestyle perception (chiefly derived from market research and sociology) divulges the socio-cultural plurality of societies. Similar to the “American Way of Life” (as described for instance by Wernick 1997), there might be an “Indian Way of Life”; but even within the United States the market research institute Claritas Corp. has determined about 60 lifestyle groups, identified their consumption pattern and their political inclinations and is able to situate them in a fine granule ZIP-code resolution (Weiss 2001). They institute “The American Way of Life” is thus only an approximation of the US reality, and one can specify the concrete observance (or distance) to this leading vision of Western civilization. It would consequently be wrong to assumption the one Way of Life concept for India too.

#### REVIEW OF LITERATURE

Heritage in the wide concept consists of concrete assets that include natural and cultural environments, landscapes, historic places, sites, built environments and monuments, sites. Indefinable resources further encompass of collections, the past and ongoing cultural performs, awareness and life occurrences (Farahani, Aboali, & Mohamed, 2012; Halim & Mat, 2010; Siriphanich, 2007). UNESCO Convention in 2003 and Convention of world heritage in 1994 differentiated the tangible and intangible culture heritage from wider outlooks (Kurin, 2004; Vecco, 2010). Tangible cultural convention usually describes to physical items such as constructions, paintings, books, work of arts and monuments, while intangible cultural heritage submits to the non-material life

objects such as language, music, dance, songs, religion, festivals, food which furthermore includes traditions, practices and customs that turn into culture that have been passed down from generation as part of their daily life (Shariff & Zakaria, 2011).

In the background of food, Matta (2013) describe food heritage as set of material and immaterial factors of food cultures that are measured as collective legacy or a common good. Food heritage embraces agricultural products, ingredients, dishes, practices, procedures and food traditions. It also comprises table manners, the emblematic aspect of food. In the meantime McCoy (2012) fights that food heritage is quite an ambiguous term as it is reliant upon the place, time and individual. The researcher suggests the association of food heritage with agriculture, by originating a community to its place and to its history and heritage and of defining the cultural character of a place, community, person, or region.

There are numerous interpretations of food heritage declare by Ramli & Zahari (2014) viewing food heritage. They relate food with agriculture; consisting of pure variety fruits, vegetables and domestic animals that naturally suited to particular regional climate and lastly, food heritage is furthermore been related to using traditional method of manufacture such production techniques, utilization skills and technology using local manufacture. In the Malaysian perspective, Wahid, Mohamed, and Sirat (2009) correlate food heritage with classical and traditional foods that are constantly practicing by all age groups without major varying of the original flavors. Food heritage also can be replicated from the milieu history, faith, philosophy and food technology of society in an era or period of time (Utusan, 2010). Whilst Ramli, Zahari, Halim, and Aris (2015); Ramli, Zahari, and Talib (2014) refer food heritage with conventional food, food conceded from one generation to another generation and food that narrated to the cultural background which includes cultural background and culture.

Former Heritage Commissioner of National Heritage Department, Prof. Datuk Zuraina Majid describe food heritages based on two major categories: synonymous or ordinary foods which are part of the lives and foods that are approximately vanished in other words it were formerly part of the culture but are gradually dying out (Wahid et al., 2009). The requirement of permanence and preserving food heritage is being believed as conditions of proportional advantage in maintaining local food culture in the face of normalizing anxieties from the outside (Shariff, Mokhtar, & Zakaria, 2008) and prolongation of preserving creating esteemed products particularly the traditional cuisines (UNESCO, 2008).

#### STATEMENT OF THE PROBLEM

Just similar to the culture of India, the food of the Indian subcontinent is also different. The cookery technique and dietetic practices alter from one region to another. India has been attacked by a number of overseas powers at different eras. The local tastes of the Indian dishes regularly got prejudiced by the foreign cookery styles like that of British, Persian, Arab, Aryan, Portuguese and others.

In India, cooking is considered nearly as an art. An often particular culinary style of a family is passed on from one generation to another! Appropriate use and blend of the aromatic spices is following the secrets of good

cooking in India. Generally in an Indian home, a meal comprises the staple food of rice or bread, different preparations of vegetables and meat. The meal is often rounded off with desserts. Chewing betel leaf (paan) with cardamom, aniseed, clove, areca nut etc is a traditional practice after eating an Indian meal. On the basis of food and the different eating habits, India can be divided into 4 distinct regions of North, South, West and East. India has an extensive variety of cooking. It varies with the area, accessible resource of food, culture and the gastronomical pleasures of the local people of that particular states or areas. Hence, the present attempt was made to analyze on “AN AXIOMATIC APPROACH OF STUDYING HERITAGE FOOD AND ITS ATTITUDE TOWARDS OF FOOD HABITS OF THE INDIANS”.

#### SCOPE OF THE STUDY

The present research on heritage food is having vast scope in the hands of policy makers and hotel and restaurant industrialists to chalk out proper future policy initiatives to develop their activities towards undertaking in-depth of the particular angle. It is a maiden attempt made by the researcher on the particular topic and it is highly useful for further researchers to widen and to develop new approach of studying its significance of the research problem. Though it is a macro level study further study on micro level may be undertaken in future to address the research questions and tries to solve the research gap existed.

#### OBJECTIVES

- ❖ To apprehend the role of heritage foods and its lifestyles of Indian consumers.
- ❖ To deal the matters pertaining to the preferential attitudes towards their consumption of heritage foods of Indians.
- ❖ To study the most influencing factors responsible for consuming particular heritage foods.
- ❖ To analyze the causes and the consequences on their consumption pattern among the different foods across different regions.
- ❖ To explore further possible avenues on improving the axiomatic approach of heritage foods preferences.

#### HYPOTHESES

- There is a significant association between the heritage food consumption and lifestyle of Indians.
- There is a perfect and close correlation between the preferential pattern and the income strata among the different regions.
- There is a high degree of association between the heritage food habits and sociological factors.
- India's cultural heritages placed a dominant role in deciding some heritage foods.

#### RESEARCH QUESTIONS

- 1) What is the role of Ministry of Food Processing Industries in ensuring good quality of heritage foods?
- 2) What is the role of stakeholders in ensuring best qualitative heritage foods of particular region in maintaining food safety standards (FSS)?

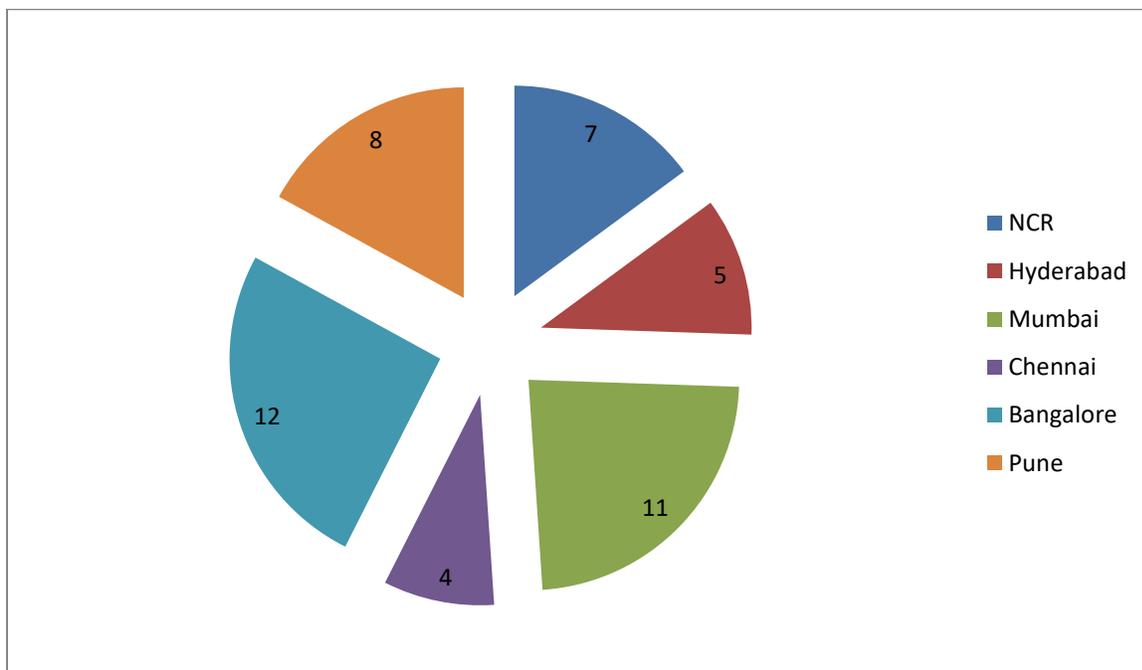
- 3) What are the most preferential and brand loyalty factors towards heritage foods?
- 4) How to motivate the public in selecting particular heritage foods?
- 5) What is the role of NGOs and hospitality industries in managing the supply of heritage foods?

### RESEARCH DESIGN

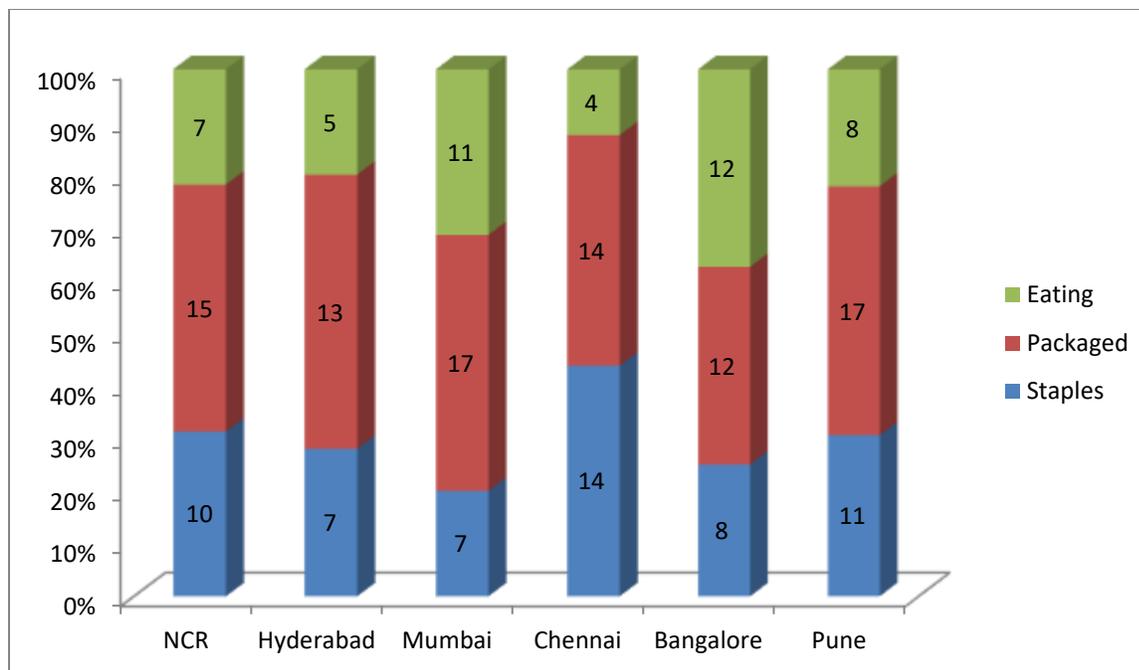
These studies investigate determinant of food heritage and food identity from the public opinion and the relationship of both factors. Particularly, it spotlights on the respondents' demographic outlines. A quantitative technique was used to congregate all necessary information.

### ANALYSIS AND DISCUSSION

#### EATING HABITS OF INDIANS



#### PROPORTION OF MONTHLY EXPENDITURE BY INDIANS



FOOD OF NORTH INDIA

Along with the dishes of North India, the Kashmiri cooking is very well-liked. One will discover the power of Central Asian tastes and savors in these dishes. Saag is a well-liked dish of the Kashmir valley that is cooked by means of green leafy vegetables. The Kashmiris prepare most of the food items that can be taken as side dish with rice.

The cuisines of Haryana, Punjab and Uttar Pradesh – the north Indian states are also very delicious. In these states, chapatis are consumed as staple food. Generally, maida, besan, wheat, rice etc are widely used to make chapatis. Naan, Tandoori and Rumaali are other bread items consumed in north Indian regions.

FOOD OF NORTH INDIA

The Tandoori style of cooking of Punjab uses large earthen ovens ignited with hot coals to cook vegetable, meat and bread. This cooking method locks in the aroma of the food items. A feel of Mughalai cuisine is thoughtful from these north Indian dishes. Fresh cheese and yogurt is also the ingredient in the Punjabi cuisine.

FOOD OF SOUTH INDIA

The dishes of south Indian states are generally marked with intense use of coconuts and a variety of spices. Dosa, idli, Malabar fried prawns, appam, rice puttu, sambhar etc are various distinctive dishes of Kerala. Puttu is a favorite dish of the Keralites. Sweetened coconut milk is one more widely used food ingredient in Kerala. Puttu is prepared by steaming rice powder in bamboo shoot. According to traditional cuisine of Kerala, meal is served on large banana leaf.

Tamarind is extensively used in cooking in Tamilnadu. This enhances the sour taste of the food items. This characteristic distinguishes the Tamil food from other south Indian dishes. A person of Andhra Pradesh uses excessive chilies to improve the taste of their dishes.

#### FOOD OF EAST INDIA

East Indian dishes are mainly taken over by Bengali style of cooking. Rice and fish are the much loved dishes of the Bengalis. Fish is a primary dish in Bengali cuisine of which Hilsa is the most popular and cherished side dish to rice. Rice is the staple food. Mustard oil and ghee are extensively used in cooking. Paanch Phoron – a mix of 5 assorted spices are mostly used in Bengali cooking, especially in fish curry (Machcher Jhol). Among desserts, cham-cham, rasagulla and sandesh are the loved ones among Bengalis.

The culinary style of the other eastern states of India like Sikkim, Manipur, Meghalaya, Assam, Arunachal Pradesh etc includes steamed and fried dishes. Most of the dishes of the eastern region of India are characterized with simplicity and their cooking process are not elaborate. In the coastal areas, fish is the most popular non vegetarian item. Momo and thukpa are extensively prepared in the hilly regions of eastern India.

#### FOOD OF WEST INDIA

The food items of western India are identified for their distinctive aroma and tastes. The desert cuisines of western India are reflected by the Gujarati and Rajasthani dishes. The people of these states love to have diversified variety of pickles (achar) and pulses.

Thali meal is very popular in Gujrat. When all the food items of a meal are served on a large plate it is called a Thali. A light meal prepared with lentil and rice is known as khichdi. Often Kadhi prepared from spiced yogurt is served with it.

Portuguese influence is seen in the cooking style of Goa. Sweet and sour tastes are typical of the culinary style of the state. Duck bafad, egg molie and vindaloo are the favorite dishes of the local people.

The Maharashtrians have popularized Vada; which is prepared from fried rice-flour balls. The coastline people of Maharashtra also consume shell fish, prawn, crab etc. Meat and range of fishes are also favorite dishes of the Maharashtrians. One more local dish known as Amboli is also very popular. Puran poli is a favorite sweet dish of the local people.

#### SNACKS AND DRINKS

The Indian snacks are pretty well-liked not only along with the Indians but they also draw the non-Indians. The delicious snacks can be arranged as salty, sweet or spicy dishes. Pav bhaji is an admired Indian snacks. Here slice of bread is served up with squashed and fried assorted vegetables. The pani puri perhaps hits the top position among snacks served in India. It is liked by young and old alike. The puffed and hollow bread is stuffed with spicy

potato and onion and served with tamarind water. A shot of lime juice, cumin powder, paprika, roasted nuts enhance the taste of the pani puris.

Tea is the most popular drink in India. It is prepared with milk, sugar and aromatic tea leaves. At different parts of India, tea is boiled with clove, cinnamon, ginger, nutmeg, cardamom to enhance the rich taste. Lassi is another Indian drink made from buttermilk or sweetened yogurt. The drink is sometimes flavored with rose syrup and mango juice.

#### FINDINGS

- India is having different inter cultural and intra cultural factors in deciding particular heritage foods.
- Most of the North Indians are conventionally having the habit of consuming morning breakfast as kesari.
- In the parts of West Bengal, Oddisa and Gujarat, Rasagulla is treated as inevitable heritage foods of their food habits in all occasions.
- In Hyderabad Mysore Paaku, Mugal Briyani, and Tirupati Laddu are their heritage foods.
- Coming to the southern parts of India especially Kerala Nendran Chips and value added products of Nendran banana is the preferential heritage foods.
- Likewise in Tamil Nadu Manaparai Muruku, Tirunelveli Halwa, Tutukorin Muskat Halwa, Vellore Makkan Peda, Trichy Pattanam Pakkoda, Mayavaram Kaliyakudi Dosa, Kovilpatti Kadalaimittai, Srivilliputhur Paalkova & Sevu and Uthukuli Ghee sweets are the important heritage foods.
- Similarly in the case of Rajasthan and Madhya Pradesh Milk kova is the most important sweet item made of Camel milk.
- In Himachal Pradesh Jammu Kashmir the value added products of Apples, Nagpur oranges are important chats.
- Nearly 47% of the people consumed rice as a staple food and the remaining 53% are considered wheat and flour products are the most ingredients items.
- Socio metric factors like culture tradition faith and customs are the deciding factors in the Hill regions of Chattishgarh, Jharkand and Utranchal certain fruits and sweet potatoes are the major ingredients for preparing heritage foods.
- Tribal's considered honey bee as the healthiest items.
- In Jammu Kashmir most of the savours and sweets are made from Saffron.
- In Kerala lotus flower is the most important ingredients factors for preparation of Aromatic items.

## SUGGESTIONS

In the light of the above foregoing discussions on heritage foods the following suggestions have been recommended by the researchers.

- Government may come forward to organize Food Melas to popularise certain heritage foods in their respective areas.
- The National Institutes like Indian Institute of Food Processing, National Institute of Hotel Management and Catering Science, India Tourism Development Corporation and Hospitality Industrial Sectors may come forward to prepare suitable plan in ensuring best qualitative heritage foods.
- To create awareness among the public about the India's own heritage foods interstate Food Melas may be convened.
- India's diversity of the religious, culture, traditions, customs and social objective factors are the important catalytic factors for the promotion of heritage signs.
- The three major things that might be measured are: tax on unhealthful foods, subsidies for healthy food, and encouragement of healthy norms.
- A win-win position for both food companies and consumers would be if food companies facilitate consumers better manage their consumption and uphold favorable attitudes towards the brand and company; since overconsumption can lead to weight gain, rapid satiation and delayed purchasing – which would damage the food companies.
- Utilization explore helps to disaggregate consumers into lifestyle groups with diverse attitudes and behavior. But one can see that it can be more acutely classified into: market preferences, impulsive preferences, and policy preferences.

## CONCLUSION

The foregoing discussion on heritage food in Indian context clearly shows the way in which of preferring some heritage foods of its own regions and territories in an axiomatic manner and conclude that most of the consumers are interested to select in consuming heritage food only on their preferential and attitude patterns in a generalized manner. Heavy-handed guideline and nutrition educational programmes could enhance the current consumer backlash against diet and nutrition messages. Highly engaged consumers may aggressively ignore nutrition information to avoid the harmful sensations that may start if the food is less nutritious than they had thought. Indians are taking more attention in taking control of their personal healthiness than ever before, there is a replenished interest in reading information communicated to health and wellness. Thorough and eloquent nutritional information on manufactured goods packaging is very important in gaining the consumer faith.

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