

Role of Social, Economic, Environmental, Psychological, Educational factors, Ayurveda on Food Habits in our Day-to Day Life

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Abstract: Our current paper aim is to aware one and all about the general food habits includes what to eat and what not to eat. Our work also reveals about the study of different factors like Social, Economic, Environmental, Psychological, Educational, Media factors which affects our Food Habits in our Day-to Day Life. This paper is the voice of people and shouting out about the need to improvement in people's food choices, need to aware about the barriers to dietary change, which vary with life stages, need of attention about major challenge both to health professionals and to the public themselves to effect dietary change. This paper also tries to introduce an understanding that Human body is a bio-product of food. Healthy life goes with healthy food. Food is a medicine and food play's an important role in healthy, & diseased condition. Our efforts in this paper reflects that the strength and complexion of an individual will enhance only if we all follows correct diet and regimen.

Keywords: Food, Food Habits, Health, Life, Life Style, Social factors, Ayurveda

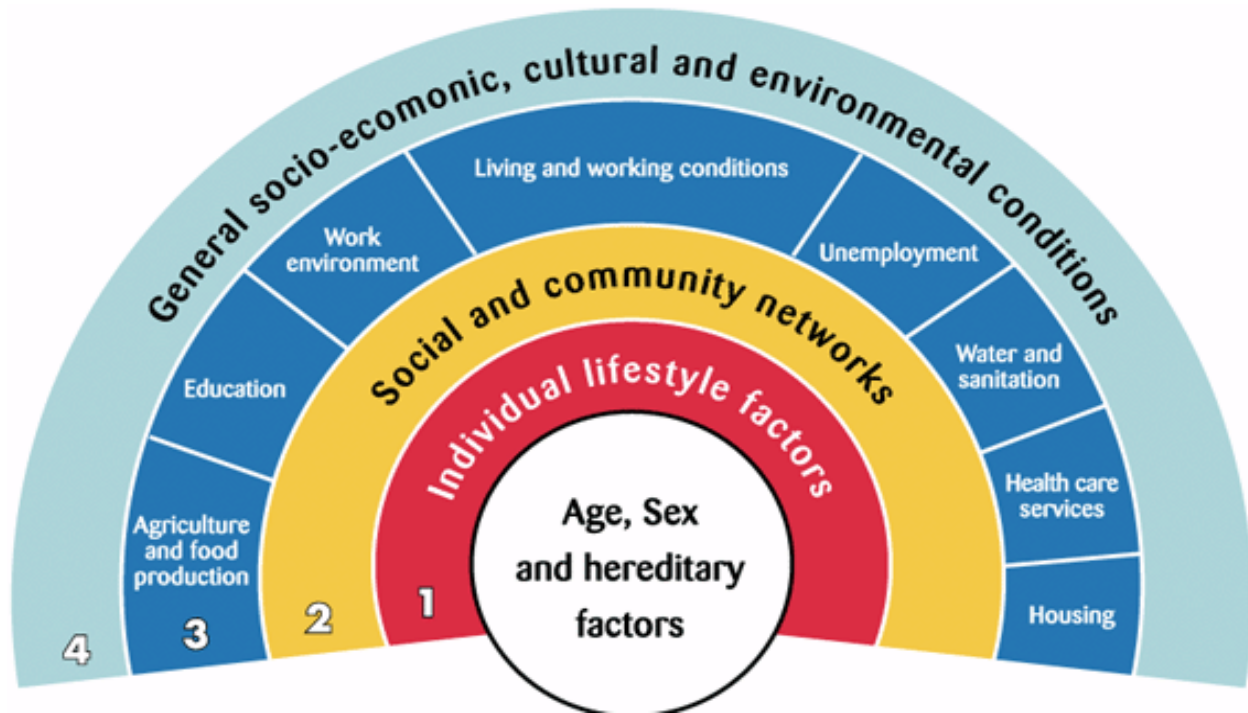
Introduction

Food is a substance consumed by an organism for nutritional support. Food is usually of plant, animal, or fungal origin, and contains essential nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals. A healthy food is essential for good health and nutrition. It protects a person from many chronic non-communicable diseases, such as heart disease, diabetes, obesity and cancer. Eating a variety of foods and consuming less salt, sugars and saturated and industrially-produced trans-fats, are essential for healthy diet. Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. According to Health in Ayurveda, the healthy life depends upon: Dincharya(Daily regimen), Ratricharya(Night regimen), Ritucharya(Seasonal regimen), Sadvritta(Ethical regimen), & Tryoupstambh(Three sub-pillars of life). Different revolution brought a big change in the Indian society. "Green revolution" related with cereal grains to reduce hunger. "White Revolution" by the National Dairy Development Board (NDDB) in the 1970s related with availability of milk and other dairy products to the community. The 'Yellow Revolution' related to oilseeds during 1998-99.

Every Life Journey starts from Mother`s Womb. What type of Food Habit a mother is going to adopt during Nine Months with an unborn Baby will directly influences the Life Styles of the New Born Baby. We all have Listen: Abhimanyu `A Great Yodha` of Mahabhartar learn the Breaking of Chakarview in Mother`s Womb. Our Life is not so simple in current scenario. There is great Pressure on our children starting from very beginning. We all forgot: Health is Wealth. If “No Health”, there is no use of wealth, up to 10th, you are in a single boat but now in NEP-2020, up to 8th, you are in a single boat. How to know what career to go into. What is everywhere, just pressure on mind. The pressure on mind directly influences our food habits. As different factors like Parents/Relatives, Friends, Teacher, Film.TV/Radio. Internet etc. influences us in choosing our Career. Similarly, there are different factors which influences our Food Habits.

Factors influencing Food Habits

Our Food habits are greatly influenced by different factors like age, sex, hereditary factors, individual life style factors, social & community networks, agriculture and food production, education, work environment, living and working conditions, unemployment, health care services, housing, general socio-economic, cultural and environmental conditions. (See diagram). All these factors Influences our Food Habits & the food habits in turn affects our Health.



Factors affecting our Food choice

The Key factor for food choice is hunger but what we choose to eat is not determined solely by physiological or nutritional needs. There are factors which are continuously affecting our decision of food choice. This includes biological determinants such as hunger, appetite, and taste, economic determinants such as cost, income, availability, physical determinants such as education, skills (e.g. cooking) and time, social determinants such as culture, family, peers and meal patterns, psychological determinants such as mood, stress and guilt, attitudes, beliefs and knowledge about food.

Biological determinants

Biological determinants are hunger, appetite, and taste. Humans need energy and nutrients in order to survive and will respond to the feelings of hunger. Food is not consumed as a source of nourishment but it is generally consumed for the pleasure. Pleasure someone experiences when eating a particular food. It is dependent on the sensory properties of the food such as texture, appearance, smell, & taste. Increasing food variety in different

occasions can also increase food and energy intake. Liking & disliking for sweetness or bitterness are considered innate human traits, present from birth.

Economic determinants

Economic determinants such as cost, income, availability also affects our food choice. Cost of food is a primary determinant of food choice. Low-income groups will consume unbalanced diets with low intakes of fruit and vegetables. Household income and the cost of food is an important factor influencing food choice, especially for low-income consumers. Accessibility to shops is another important physical factor influencing food choice. Healthy food tends to be more expensive when available within towns and cities compared to supermarkets on the outskirts.

Physical determinants

Physical determinants such as access, education, skills (e.g. cooking) and time also affects our food choice. Education can influence dietary behavior during adulthood. Knowledge about health does not lead to direct action when individuals are unsure how to apply their knowledge. Information disseminated on nutrition comes from a variety of sources and is viewed as conflicting or is mistrusted. Lack of time is frequently mentioned for not following nutritional advice, particularly by the young and well educated. Ready-to-cook products. are more expensive than loose products but people are willing to pay the extra cost because of the convenience they bring.

Social determinants

Social determinants such as culture, family, peers and meal patterns also affect our food choice. Food and nutrient intakes changes with social classes. culture of a state, zone, habitual preparation & consumption of certain traditional foods and in certain cases can lead to restrictions such as exclusion of meat and milk from the diet.

Psychological determinants

Psychological determinants such as mood, stress and guilt also affect our food choice. Some people eat more and some eat less than normal when experiencing stress. Food was considered a tool to modify temperament and mood. One of the most widely practiced forms of cognitive control over food intake is dieting.

Attitudes, beliefs and knowledge about food

The Attitudes, beliefs and knowledge about food also affects our food choice. The lack of need to make dietary changes, where people believe that they are at less risk from a hazard compared to others. If people believe that their diets are already healthy it may be unreasonable to expect them to alter their diets, or to consider nutrition/healthy eating as a highly important factor when choosing their food.

Food habits according to Ayurveda

Ayurveda is a holistic system of natural health care that originated from Vedas. It is not merely the system of treatment but it is an “ideal way of life” as it deals with various aspects of life. To attain healthy life, ayurveda concentrates on various rules and regulations. Food habits are also among that. If food habits are followed properly it helps to increase health and enhance life span.

According to health in ayurveda, the healthy life depends upon: Dincharya(Daily regimen), Ratricharya(Night regimen), Ritucharya(Seasonal regimen), & Sadvritta(Ethical regimen), Tryoupstambh(Three sub-pillars of life). There are rules for food intake. There should be appropriate time, appropriate quantity, appropriate quality, appropriate method for food intake.

The proper food habits include take warm and fresh prepared food, proper ghee or oil in food, consume in proper quantity, take food when previous food is digested, take compatible food, change food with place and utensils, eat food neither too fast, nor too slow, eat food without talking and laughing, and take food according to requirement.

Incompatible Food

Incompatible foods are those foods that should not be eaten together in combination but can be taken separately. Ayurveda clearly defines that certain food and its combinations, which interrupts the metabolism of

tissue, which inhibits the process of formation of tissue and which have the opposite property to the tissue are called as incompatible food.

The incompatible food includes Milk with fruits especially sour fruits and melon, Milk and tea with salty items like paratha/ samosa/ khichadi, cheese, curd, buttermilk and vegetables, Milk with egg, fish and meat, Curds in hot season, in hot form and with hot drinks, Curds should not be consumed in the night. Curd with vegetables (raita), egg, fish and meat, Fast food and cold drink, & Honey with warm water should not be consumed.

Diseases Due to Incompatible Food

The different diseases may generally occur due to incompatible food includes Skin diseases, Gastrointestinal diseases, ano-rectal diseases, fever, rhinitis, anemia, ascites and infertility. The incompatibility gets neutralized if it is slight, the person has a strong digestive power, the individual is young, the individual is habituated to regular exercise. These diseases are cured by Panchakarma, herbal and rasayan treatment.

What to eat and What not to eat according to ayurveda

We must have to eat wheat bran flour, pulses and millets, freshly prepared homemade food, fresh and seasonal fruits and vegetables, fresh juice, lassi, soup and coconut water, 8-10 glass of water, cow milk and curd and appropriate spices. Generally, we have to avoid the intake of refined flour, fast food, junk food, stale and heavy food, vegetable oil, refined oil, market butter, packed juice, carbonated drinks, chilled water, ice, curd in night and & spicy food.

Food Adulteration and Food Habits

Food habits also changes due to adulteration in Food. 'Adulteration of food-stuffs and other goods' is now included in the Concurrent List (III) in the Constitution of India. It has, therefore, become possible for the Central Government to enact an All-India legislation on this subject. The Bill replaces all local food adulteration laws where they exist and also applies to those States where there are no local laws on the subject. The Prevention of Food Adulteration Bill was passed by both the houses of Parliament and received the assent of the President on 29th September, 1954. The Prevention of Food Adulteration Act 1954 was notified by the Govt. of India in the Ministry of Health and Family Welfare (Dept. of Health), Published in the Gazette of India (extraordinary) dated 21 December 2004, an amendment of the Prevention of Food Adulteration Rules,

1955 have come. Throughout the Universe, every year, the 7th April is celebrated as the World Health Day. The purpose of WHO is to bring a general awareness about the adulterations of food products, motivate and inspire everybody to have a healthy, & balanced diet. Every food inspector shall be deemed to be a public servant within the meaning of section 21 of the Indian Penal Code (45 of 1860) and shall be officially subordinate to such authority as the Government appointing him, may specify in this behalf.

Conclusions & Future prospective

The writing of this paper will only be meaningful & successful if we all take pledge regarding intake of compatible food according to Ayurveda by adopting good food habits. Our effort must create a chain in the whole society throughout the globe about the general food habits includes what to eat and what not to eat. Our work must be an “Hanuman ji Sanjivni Booti” for one and all in current alarming situation where different factors like social, economic, environmental, psychological, educational, factors are going to affects our food habits in our Day-to Day Life. This paper is the voice of people and shouting out about the need of improvement of people's food choices, need to aware about the barriers to dietary change, which vary with life stages, need of attention about major challenge both to health professionals and to the public themselves to effect dietary change. Now, it is the time for understanding that Human body is bio-product of food, healthy life goes with healthy food, food is a medicine, food play’s important role in healthy, & diseased condition. Last but not least, our efforts should not be go in vain regarding spread of awareness about food habits in the heart of everyone that the strength and complexion of an individual will enhance only if we all follows correct diet and regimen.

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