

THE INDIAN CUISINE: AN EXPLORATION

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ABSTRACT

This study deals with the primarily focus on the background of Indian culture and its cuisine. The food, culture and traditions of India has been shaped by its long history, unique Geography, and greatly influenced by the different rulers, travelers and neighbors. This study also tries to evoke the importance of ayurvedic cooking in Indian cuisine and also attempt to understand an approximate trend on the taste and preface of food consumed by Indians on the basis of regional and historical front and various strategies to promote Indian cuisine. The study has also examined the popularity of fusion Indian cuisine over traditional Indian Cuisine

Key words – Indian Food, Ayurvedic, Doshas, Dhatus

I. INTRODUCTION

Sacred with a prosperous and diverse cultural heritage, India is known as the land of condiments and spices used for preparing foods thought the globe. The country's biological and cultural differences along with its variety in local taste, its production & storing criteria, traditions, temperament, and eating habits are the various factors that are responsible for this diversity in its cuisine. Probably to understand a country's culture, one need to seek the conditions and eating habits of people in a manner in which they prepared, served and consumed the food. As for Indians, food carries a far deeper meaning. Indians strongly believe that food can almost be considered a means of providing identity to an individual or group. Food is also instrumental to rituals and traditions, religious beliefs and the bringing together of the family unit.

II. LITERATURE REVIEW

Food and taste are resolute by its culture, anatomy, and genetics. Almost every eatable which are consumed by humans are associated with some of its tradition so as to explore taste and uniqueness. Some people pays top dollar for escargot in fine restaurants while others stomp on the same snail when they find it in the garden. One person's haute cuisine is another person's pest. A destination's local cuisine is "deeply rooted in a particular place, space, and time, its culinary traditions reveal the character of the society and mentality of its members" (Bessiere, 1998, p. 28). As the world cuisine is becoming increasingly popular in India we also need our local food to be pushing traditional boundaries with a vision of making Indian Cuisine a world Healthiest Cuisine. (Prem Ram and Sonia Sharma (2015)

Cuisine is inextricably linked to the destination in terms of its cultural heritage, political, social, and economic identity. As such, cuisine plays an important role in establishing the destination's overall tourism image (Crofts, 2010; Everett & Aitchison, 2008; Kivela & Crofts, 2005; Lockie, 2001).

Indian cuisine has gained a primary place, especially in the Western world as a result of globalization and other factors such as immigration, availability of recipes on the web and increased tourism activities. From ‘chicken tikka masala’ becoming the national dish of Britain to many Indian recipes appearing on various international flights, Indian food items have secured their place on the new global menu. Indian cuisine has evolved over the years and it has a strong connection to its culture, history, and geography. The dietary patterns have also evolved based on various religious practices. (Mangalassary, 2015). Cultural shifts in culinary behavior can be caused by such changes as “male out-migration, inter-class rivalry and imitation, changing caste relations (in India), and market conditions” (Mintz & Du Bois, 2002, p. 104). More and more Indians today are global citizen who embrace global trends. There is a major culinary revolution going on in the capital with provides ample Cuisine for thought. Japanese Cuisine has taken a lead and Sushi Counters are found in each and every market. Continental, Thai Spanish, and Italian cuisine is what the younger generation demands says Hussain, S. (n.d.).

III.OBJECTIVES OF THE STUDY

This study tries to get an overview about the Indian Cuisine. This study explains why Indian Cuisine is at its best for exploring. India has emerged as a destination for tourism especially on the basis of Food. It also explores challenges and competitive advantages and future outlook of Indian cuisine along with other cuisines too. This is exploratory work which is based on past literature review, including published research, web sites, newspapers, and the travel and tourism magazines that carry food tourism related information. This study also tries to understand why developing nation like India is more successful in promoting its cuisine than others. It gives an approximate comparison on the taste and preface of food consumed by Indians on the basis of regional and historical front and various strategies to promote Indian cuisine.

- To examine whether changing patterns and introduction to western trends of cuisine are influencing Indians
- To examine the popularity of fusion Indian cuisine over Traditional Indian cuisine.

IV. RESEARCH METHODOLOGY

India is quickly becoming a hub for food lovers seeking quality food at an affordable cost. Indian cuisine comprises of phenomenon where it comes to its best by taking food and essential nutrients ratio at its best if compared with other cuisines.

The data for this research was collected from secondary sources consisting primarily of official government documents, several research articles, tourism websites, menus and media reports in this context

V. THE INDIAN CUISINE: AN EXPLORATION

The food, culture and traditions of India has been shaped by its long times past, unique topography, and also mainly due to influence of the different rulers belonging to different religions and creed, travelers and neighbors. Likewise

2000 B. C –Indus Valley Civilization lays the foundation to the Ayurvedic style of cooking

1000 B C –Aryans (Roots of Hinduism get shaped, Vedas and Caste system developed)

600 B C –Buddhism and Jainism

5.1 Food and Diversity

Food is an important element of Indian tradition, which could be seen in everyday life and especially on special festivals and rituals. For Indians, food is a way of socializing, getting together with family, relatives and friends. Everyday meals are sit down affairs consisting of two or three main course dishes, varied accompaniments such as chutneys and pickles, carbohydrate staples such as rice and roti (bread) along with desserts. Indian cuisine plays a distinctive role, thus reflecting the Indian cuisine spitted into four categories: North, South, East, and West Indian. Despite this diversity, some unifying threads emerge. Varied uses of spices are an integral part of food preparation, and are used to enhance the flavor of a dish and create unique flavors and aromas. Ayurveda (Ayur-Life veda- studies) has laid the foundation to the basic style of cooking in India as early as the Indus valley civilization

5.2 Concept of Ayurvedic Cooking

Food helps to maintain physical, mental, social and spiritual harmony and to re-discover the same in our daily life; ayurvedic cooking consists of –

05 Elements namely- Earth, Wind, Fire, Water, Space/Sky.

03 Doshas namely – Vata (wind), Pitta (Bile) and Kapha (Mucus).

03 Gunas namely-- Satvic, Rajasic and Tamasic

07 Dhatus – Plasma, Blood, Muscle, Fat, Bone, Nerve and reproductive tissue.

06 Tastes- Sweet, Salty, Sour, Bitter, Pungent and Astringent.

5.3 Concept of 05 elements in cooking

These plays a crucial role in Indian cooking as they are essential for the grain or the raw food to get ready for further course of action. Condition of soil, availability of water, existence of fire / rain plays a great deal in cooking according to the Vedas.

5.4 Concept of 05 doshas in cooking

Vata dosha: Vata is composed of elements air and space. This biological humor is responsible for controlling the function of destruction. It is regarded as the main dosha among all the three as it controls and governs all the functions performed by other doshas.

Pitta dosha: Pitta is composed of elements fire and water. It organizes all activities performed by body after the process of transformation. The whole chemical process including enzymes, immune power, hormones, nerves and the nutritional system attributes to pitta.

Kapha dosha: Kapha is composed of elements earth and water. It is responsible for the maintenance of all creations taking place in the body. All the activities of the skeletal and the anabolic system come under kapha.

5.5 Concept of 03 Gunas in cooking

Sattva is a quality of mind which induces clarity, harmony and balance. Fresh fruits and vegetables, salads, fresh fruit juices, cereals (red rice), herbal tea, fresh cow milk, dry fruits, nuts, honey, jaggery, all spices and freshly cooked food.

Rajas is a quality of mind which induces energy and action. The need to create.-canned food, basmati rice, sour cream, paneer, ice-cream, yeast, sugar, pickle, vinegar, garlic, onion and salted food.

Tamas is a quality of mind which evokes darkness, inertia, resistance and grounding. The need to stop.-Alcohol, Beef, Chicken, Fish, Pork, Eggs, Frozen food, canned food, Mushroom, Drugs, Tea, Coffee, Fried food, Fried nuts.

5.6 Concept of 06 taste in cooking

Ayurvedic cooking includes all of these six tastes at each main meal you eat. Each taste has a balancing ability, and including some of each provides complete nutrition, minimizes cravings and balances the appetite and digestion.

Sweet (madhura): Milk, butter, sweet cream, wheat, ghee (clarified butter), rice, honey, raw sugar, ripe fruits of many kinds.

Sour (amla): Limes and lemons, citrus fruits, many kinds of immature fruits, yogurt, mango powder, pomegranate seeds, tamarind

Salty (lavana): Salt (ayurveda recommends rock salt), salty pretzels or pickles

Bitter (katu): greens of many kinds, turmeric, fenugreek

Pungent (tikta): Chili peppers, ginger, black pepper, clove, mustard, radish,

Astringent (kashaya): Beans, lentils, turmeric, cruciferous vegetables such as cauliflower and cabbage etc

5.7 Concept Of 07 Dhatus In Cooking

- Dhatus are Tissue forms
- Plasma-It is derived from digested food and nourishes the body. The nutrients need to reach each and every tissue of the body.
- Blood-It is the basis of life. It takes nourishment to all tissues and cells, give strength and color to the body.
- Muscle-its function is to provide physical support.
- Fat - tissue or adipose tissue keeps fat as a means of body lubrication and a support to bones.
- Bone- includes all the bones and cartilages. Gives shape to the body Bone Marrow-one marrow, the initial stage of blood cells.

Reproductive Tissue-Helps in reproduction and also gives strength to body. It includes sperm and ovum. All the seven dhatus are well connected to each other. Damage or malformation of a dhatu can in turn affect all other dhatus. It also attracts a lot of attention to the quality of food, vibrations of the cook and of the surroundings atmosphere. Moreover, the compatibility of foods, right time for cooking and eating, cycle of the seasons, knowledge of use of herbs and spices plays a vital role. Ayurveda foods help to clean the accumulated toxins and rejuvenate the body as each dish is cooked and spices to achieve maximum digestibility.

5.8. Eating and serving styles

Eating with your hands is much more appreciable in Indian etiquette because a person eating with his hands knows the exact temperature of food before the morsel hits his mouth thus preventing blisters in mouth due to consumption of hot food. A universal aspect of presentation is to sit down on a mat or low stool with the thali, a large plate with samplings of different vegetable dishes accompanied by breads such as roti, chapatti, naan, puri and rice. In South India, a cleaned banana leaf is often used as a hygienic and visually interesting alternative to plates. Traces of Magnesium and Zinc present on the plantain leaf is said to have health benefits too. In addition

the plantain leaves are completely biodegradable.

5.9 Traditional Cooking Utensils

Using a copper cup is very healthy. It purifies blood. It removes toxins from body. It is good for skin, and heart. It reduces Kapha. It is believed that to prevent asthma, one should drink water which has been kept overnight in a copper vessel. This water, with traces of copper in it, is believed to change one's constitutional tendency to get respiratory problems

5.10 Indian Spices

Indian spices are the soul of Indian cuisine. Using Indian spices is an art one should know about their properties and flavor. Indian cooks, use different techniques to dramatically change their flavoring properties and contribution to a dish. Primarily used Indian spices are like coriander, cumin, yellow turmeric, red chilly pepper or 'Indian Garam Masala'. India boasts an infinite collection of spices in the form of barks, seeds, leaves, flowers, buds and roots. As globalization in the twenty-first century is shrinking our planet and no country in the world can demonstrate such a complete and unmatched mastery of the use of spices in their food as India. So it's wise to explore the Indian cooking techniques, ingredients and use of spices now available to professional chefs.

5.11 Indian food

The manifold families of Indian cuisine are characterized by their urbane therefore leading to delicate use of many spices and herbs. Though a significant portion of Indian food is vegetarian, many traditional Indian dishes also include chicken, goat, lamb, fish, and other meats. Cuisine across India has also been influenced by various cultural groups that entered India throughout history, such as the Persians, Mughals, and European colonists. (IAS Charisma, 2013).

Indian food is as vibrant, colorful, and intriguing as the country itself. The numerous and diverse regional cuisines reflect the sheer massive size of India, its huge population, its history as a trading and occupied nation, and, of course, the mix of ancient religions that are practiced. India's culinary traditions have been born out of great wealth and great poverty, and offer exciting flavours unlike anywhere else on earth (Beverly Leblanc, 2004).

5.12 Globalization of Indian Food

Indian cuisine is very popular in Southeast Asia, due to the strong Hindu and Buddhist cultural influence in the region. Indian cuisine has also had considerable influence on Malaysian cooking styles and also enjoys popularity in Singapore. Singapore is also known for fusion cuisine combining traditional Singaporean cuisine with Indian cuisines. The spread of vegetarianism in other parts of Asia is often credited to Hindu and Buddhist practices that originated in India. According to Britain's Food Standards Agency, the Indian food industry in the United Kingdom is worth 3.2 billion pounds. In 2003, there were as many as 10,000 restaurants serving Indian cuisine in England and Wales alone.

5.13 Social aspect of the globalization

Another significant *social* aspect of the globalization of the diet is that, once the traditional food consumption habits have been displaced by the new consumption patterns, the change becomes largely irreversible. Processed food is both easier to prepare and less time-intensive than the traditional food. The skills required to prepare the local food that have been developed over centuries and had been passed on from generation to generation can

easily be lost. The globalised diet therefore becomes an *absorbing state*, in the sense that it would be virtually impossible for the dietary habits to revert back to the old traditional ones. This process is very visible in Western countries, where the availability of convenience food is leading to a rapid loss in the ability of households to prepare the traditional recipes. The globalization of diets would therefore have critical implications for the whole food culture of the country, leading to a cultural homogenization to the global model (Prabhu Pingali and Yasmeen Khwaja, 2004).

5.14 Youth and Cuisine

The young generation of the current epoch exhibits their attachment towards materialistic values and possession. They are self-conscious and are always in search of self-identity. The young generation purchase those products and brands which express them. They prefer those products which would ensure them acceptance among their friends and peers (Griffin, 2001).

Younger generations are more influenced by new foods particularly when these are introduced through an advertising campaign that targets the group specifically. The divergence between the dietary habits of young and old tends to persist over a long-time horizon if not indefinitely. Generally, lifetime eating habits form at a young age and are difficult to reverse as age increases the youth comprising of college students frequently dine at fast food restaurants and possess a reliable understanding of service quality within these restaurants (Qin et al. 2009)

5.15 Changing Ideas of Authenticity

Food can be authentic in more ways than one. However, in the high culture of international food, the term 'inauthentic' has usually two meanings - compromises made with the taste of those who do not belong to the ethnic cuisine for commercial or other reasons unrelated to local taste, and compromises made with recipes to cope with the unavailability or lack of ingredients. Recently food historian K.T. Achaya has demoralized Indian nationalists further by suggesting that the venerable idli, the pride of South Indians of all hues, acquired its present form from Indonesian kings who visited India to look for brides (Achaya, 1998a: 104-5). It is a homeomorphic equivalent, as Raimundo Panikkar might say, of the Chinese rice ball. Likewise, jalebi, Achaya archly suggests, might have come from Persia. All around India one finds preparations that came originally from outside South Asia. Kebabs came from West and Central Asia and underwent radical metamorphosis in the hot and dusty plains of India. So did biryani and pulao, two rice preparations, usually with meat. Without them, ceremonial dining in many parts of India, Pakistan, and Bangladesh is incomplete. Even the term pulao or pilav seems to have come from Arabic and Persian. It is true that in Sanskrit - in the Yajnavalkya Smriti - and in old Tamil the term pulao occurs (Achaya, 1998b: 11), but it is also true that biryani and pulao today carry mainly the stamp of the Mughal times and its Persianised high culture.

5.16 Paradigm Shifts

Young people today are free of the bias and discrimination of their parents. They will order sushi to go even if their mothers feel shock at the thought of eating raw fish. In the recent past we have seen many chefs of Indian origin being invited overseas to showcase Indian cuisine and international chefs being invited to India to showcase their cuisine in specially-curated events. This trend is set to become bigger and an effective way of showcasing authentic cuisines from various countries to the Indian audience.

5.17 Statement of Problem

India has a diverse food Culture it is assimilation of various cuisine. The city is introduced to western trends of

Cuisine. More and more Indians today are global citizen who embrace global trends so there is much greater awareness and better appreciation of foreign, regional and sub-regional cooking. Original ingredients from the recipes are out for quick preparation of the dishes. People are more interested in new trends of food concepts. however, in the same lieu , chefs are awarded a Padma Shri in the Culinary for their contribution to development and spread of Indian cuisine. Thus, in this age of culinary and technology it is very important to analyze inclination of youth towards Indian cuisine.

5.18 Strategies to Promote Indian Cuisine

Food represents highly significant bearing on satisfaction level (Ladhari et al., 2008).Promoting a particular product among youth can be a challenging task. But if we manage to do it, we have the largest youth population in the world on our side.

- Taking on new practices and continuing old ones that appeal to us will be the contribution we make to our collective legacy and pass it on to future generations.
- Recipes should be standardized so that it does not confuse customers as many dishes taste and look different at different restaurants.
- Food and beverages marketed with ‘Freshness’ claims have more influence on consumers, compared to ‘Authentic/homemade/original’ or even ‘No artificial additives’. Traditionally, Indians have long believed in the benefits of consuming freshly prepared food at home, more varieties need to explore as per the need of youth.
- Food served should be good in quality and presentable. As the customer will look for a better looking and durable product. Investment into skill development and improving manufacturing practices using cutting-edge technology is the need of the hour to improve the quality of Indian goods.
- The Indian brands should do a market survey of what the Indian youth actually wants, and then release the product which suits both interests.
- Value for money should be there. The government should also willingly subsidize Indian-made goods. That’s what Make- In-India is all about.
- The Indian Youth are becoming more and more health conscious and the awareness is increasing among them, but still a big mass of the Indian population is unaware about harmful effects of the different preservatives, emulsifying agents, additives, food colors, MSG being used in the types of food consumed by them. So the Government should come up with Campaign such as - JAGO GRAHAK JAGO, specially creating awareness among the mass and the rural consumers about the ingredients in the food packs.
- Increased awareness and adherence to hygiene and sanitation measures
- Food Handlers should be aware of aspects of food quality that travelers may be cautious of and that may discourage them from experiencing local Indian cuisines.
- Effective training programs for food service staff should be a fundamental aspect of efforts on the part of culinary establishment operators and managers to improve levels of service.
- Managers and operators of culinary establishments throughout India, particularly those located in close proximity of tourist-centric areas should focus on creating favorable culinary experiences in terms of service quality, food quality, diversity, authenticity, hygiene, atmospherics, and value for money.
- Culinary Guidebooks on India created by the Ministry of Tourism should include a separate section on cuisine

- Increasing media investments should build up India's culinary image as culinary destination.
- Visual information disseminated via the film media can significantly contribute to image enhancement and likelihood to choose a travel experience (Tasci, 2009). The culinary image propagated through multimedia marketing campaigns should be matched with the image that government bodies have established as favourable in terms of expansion and improvement of its image. Some signature and popular dishes should be powered with nutritive and health point of view.
- Websites are important agents of cognitive image formation (Jeong, et al., 2012; Leung et al., 2011). Internet advertising is an effective way of reaching an ever-wider base of potential travelers. Sites such as YouTube, Incredible India website and various news sites can be used to advertise and promote Indian cuisine
- Social media marketing is its prevalence amongst the younger generations as they are passionate social media users and are current or future international travelers who will seek unique travel experiences. Thus social media marketing of Indian Cuisine among them will help in strengthening our cuisine.
- Chief priority should be given to create a global awareness of the cuisine and efforts need to be done to promote Indian cuisine

VI. CONCLUSION

Food has always been an important part of globalisation the varieties of cuisines from all over the world have to offer different flavours .Interchange of worldviews and ideas has resulted in major transformation process. Innovative on a new edge has always been part of our survival strategy as a result innovative trends and fusion cuisine has evolved in our Traditional cuisine. Lack of knowledge about the various international cuisine served and the eating behaviour of people resultant in health disorders. Traditional food consumption habits are displaced by new consumption patterns. The greatest wealth and strength of any nation is its youth. To ensure that the positive shift we decide to understand the inclination of our youth towards our cuisine. With proper knowledge and standard operating procedures keeping in mind the health consequences we can make our people understand about our vast cuisine. This can be achieved by working towards this common goal through infrastructure development, Government support, and tourism promotion by creating Indian Cuisine as a brand identity. As the world cuisine is becoming increasingly popular in India we also need our local food to be pushing traditional boundaries with a vision of making Indian Cuisine a world Healthiest Cuisine.

VII. LIMITATIONS OF THE STUDY

The present study was conducted with old research papers and the knowledge gained while interacting with chefs and other concerned people. . Hence, the results of the study may vary for other diverse products and services.

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