

# ‘To Study The Awareness, Consumption And Perception of Holistic Food In Pune City’

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## Abstract

The most important reason to choose this topic is to explore Satvik diet. There are various Trends and practices, habits. Being on a Satvik diet means you stay out of fried food, Processed food, canned food, etc. this keeps the cholesterol level in control and prevent heart diseases diabetes and certain cancers are also kept away since Satvik food keeps our stomach happy with easy digestion and adsorption. Satvik food is light and healthful food Satvik meals are Ayurvedic. Satvik food is to balance the body and mind. Satvik diet is also called as yogic diet. Satvik food is concept of ayurveda different foods are categorized as Tamasic Rajasic and Satvik. In present day due to unhealthy food habits and sedentary lifestyle bad habit more and more diseases are happening to root out all of these and to these and to leave happy healthy we need to change food style avoid packaged, processed, canned food and to turn over the Satvik food habits, pure and healthy lifestyle for this it become necessary the awareness of Satvik food. Data has been collected from the 197 respondents with the help of Google questionnaire in which 15-25 age group who are always aware that by eating this food there is a rise in our consciousness and age group of 26-36 who sometimes consume holistic/Satvik food in their diet and the age group 50 and above thinks eating less and light is easy to chew and digest. This research will help to know the awareness of Satvik food among the respondents about eating Satvik food. Consumption of Satvik food can help to overcome diseases. The Satvik food is very important for body and mind.

**Keywords:** Satvik/holistic, Ayurveda, self-consciousness, mindful eating, Rajasic food, Tamasic food, Pune city

## Introduction

The term “Sattva” literally means essence, purity, and character of mind. It is one of the three fundamental qualities (TriGuna) It is characterized by lightness, knowledge, and enlightenment. Psychological constitution bio typology or body mind typology is an important concept of Ayurveda. Every individual has distinct physical, physiological, and psychological characteristics. Ayurveda classical text provides a framework to help to understand an individual’s mental constitution. the concept of sharia and Manasa prakriti (somatic and psychic constitution) help to explain differences across individuals. the concept of the manas includes aspects of psychology, mind, and mental health.

## Importance Of Satvik Diet (Satvik Food)

The Satvik food develops Satvik Pinda (stable body) the Satvik Pinda is required for spiritual progress. When the diet is Tama -predominant, the body (that function on Tama predominant diet) becomes prone to sinful karma releases its subtle-vibrations into the atmosphere on a large scale, congregates them at the respective levels and transforms them into specific activity centres. Individuals raised on an appropriate and Satvik diet are pious and through good thinking, follow virtuous path, sages, and monks of earlier times where strict with their diet an appropriate Satvik – restoring and tag (radiance) importing diet generates a type of radiant vibration in the body and make an individual an ascetic controlling the diet meaning not relenting to the demands of the taste – buds in undeniably a difficult task. an individual that has control over its taste and speech attains the status of yogi. Satvik food is based on the principles of Ayurveda and yoga Satvik food balance mind and body Satvikas per Bhagwat Geeta sattva Guna mode of goodness are very clear such as milk, fruits,

grains, vegetables such food promotes long life. As per Bhagwat Geeta, Satvik food gives life, purity, strength, health, joy, and carefulness. There are three categories in Ayurveda food.

- 1) Rajasic
- 2) Satvik
- 3) Tamasic

Food that is fresh and pure known to have prana or positive energy in it and Satvik food is known to be full of prana and life-giving properties. If the food is cooked by someone who is upset, the prana in the food is reduced. Satvik food is always made freshly and along with body it also nourishes the mind. Satvik food has many health including properties. There are fresh fruits, dry fruits, grains and legumes like rice and dal, milk and milk products are all example of Satvik food. Eating Satvik food promotes the three necessary ingredients for vitality Ojas (responsible for overall health, energy immunity and liveliness) Tejas (intelligence) and prana (energy levels) food cooked according to the principles of sattva Guna is devoid of meat, fish, eggs, alcohol, onions, and garlic vegetables, fruits, grain, milk and milk products play a major role in Satvik cuisine. These are some sites which has Satvik recipes made without meat, fish, eggs, alcohol, onion, and garlic. The recipes are made using fresh seasonal and local ingredients that seamlessly integrate the Satvik and modern ways of life.

**History Of Satvik Food:** The history of Satvik food is deeply rooted in ancient Indian tradition, particularly within the realms of Ayurveda and Hinduism. In Ayurveda Satvik food principles can be traced back to Ayurveda one of the world's oldest systems of medicine which originated in India more than 5000 years ago. Ayurveda emphasizes the importance of the body, mind, and spirit. Satvik food was suggested for those seeking a tranquil and harmonious state of being. The Satvik food is type of food which has considered pure, wholesome and to be calm and fresh mind in ayurvedic food are classified into 3 types:

- 1) Satvik (pure and easy to digest)
- 2) Rajasic (stimulating and exciting)
- 3) Tamasic (heavy and hard to digest)

The Satvik food is the good ones like fruits, veggies, nuts, and grains. The rajasic foods are the spicy or salty ones that give you energy. tamasic foods are heavy, fried, or processed stuff. the people who eat the Satvik diet practice of yoga and meditation the people think that eating Satvik food help them to clear and calm their mind. it also helps them in health and spiritual. Satvik food is not to eat it's about how it makes you feel. In ancient Indian cooking was useful for its use of spices, herbs and ingredients which made a tapestry of flavours and aromas. Spices have a long and fascinating history in Indian cuisine, where they play a major role. Since they have been used for so long, spices like cardamom, cumin and turmeric have shaped Indians unique culinary environment. They possessed therapeutic qualities in addition to being tasty these ingredients gave dishes richness and complexity, which greatly enhanced their flavor. The Vedas and Upanishads two ancient's Indian text are where the idea of Satvik eating first appeared thousands of years ago. These works stress the significance of eating food that is natural, healthy and in harmony with the environment.

**Ayurvedic Influence:** -Satvik cuisine was greatly influenced by Ayurveda, the conventional Indian system of treatment. Satvik food is consistent with this ideology, which promotes a diet that balances the body and the mind.

**Hindu Philosophy:** -Satvik food is intimately related to Hinduism, notably the conviction that there are three basic aspects of nature -- sattva (pure), rajas (passionate) and tamas (darkness) that make up the "Guna" Satvik cuisine is thought to be sattva dominant, encouraging insight, serenity and spiritual development. Satvik cuisines are often fresh, vegetarian, and minimally processed they stay away from strong flavours, garlic, and onions. The number of reasons, people frequently chooses Satvik meals in the morning. After a night of sleep, the body can benefit from light foods that are simple to digest vegetarian and minimally processed Satvik food are thought to be friendly on the digestive

system and aid in bodily cleansing. Satvik cuisine is thought to be encouraged tranquility and mental clarity such food can help people feel more balanced and concentrated throughout the day, which is particularly essential for morning activities like meditation and yoga due to their alignment with the ideas of purity and harmony, Satvik meals are preferred by many persons who live a spiritual or yogic lifestyle in the morning this promotes the best possible physical and mental environment for spiritual practices. Diverse the fact that some people still like the Satvik food because to its alleged spiritual and health benefits, there are a number of current reasons why some people would not diverse food preferences: -Individuals comes from a variety of ethnic origins and dietary preferences. There are many food options in globalized society and many people prefer diets with more variety that includes non-vegetarian options, spicy dishes, and ethnic cuisines. People may choose convenience foods that are quick to make or easily accessible due to the fast-paced nature of modern lifestyle. Cooking Satvik meals may be thought of as talking more time, which mat not fit into a hurried schedule Satvik cuisine often steers clear of hash spices, onions, garlic and other pungent Flavors. Some people might like stronger Flavors or more varied tastes, thus they might not find Satvik food to be as appetizing when Satvik food can be nourishing, certain individuals may have particular dietary needs or health issues that call for a different balance of nutrients, such as increased protein intake or a need for certain combination of vitamins and minerals. Traditional dietary patterns may change civilizations adapt and change. The Priority of younger generations may differ from those of their elder due to distinct cultural norms. It could be difficult to find the food required for traditional Satvik diet in some areas. Food availability and preference have changed as a result of urbanization and globalization experts and health professional's dietary recommendations might have an impact on food preferences. Some people could adhere to diets or nutritional regimens advised for their health or fitness goals. While some prefer plant – based diets and may not strictly follow Satvik principles, others are nomad about the effects of their dietary choices on the environments. Recognizing that dietary choices are very individualized is crucial. People pick their diets based on a variety of conditions, such as culture, taste, convenience, health and personal news while Satvik food is still significant to some, other people may have different dietary priorities and tastes.

**Benefits Of Satvik Food:** - There are a number of potential advantages of eating Satvik food a type of vegetarian cuisine based on the principal of Satvik (one if three Gunas in Hindu philosophy) 1) Promotes mental clarity: -Satvik cuisine is regarded as a being pure and light; and is thought to promote calmness and mental clarity. It may assist in attaining a calm and concentrated staff of mind. 2) Better Digestion – Satvik meals generally avoid using heavy spices, onions, garlic and too rich foods, making them simple and simple to digest. 3) Energy Balance – Satvik foods are supposed to offer steady, balanced energy throughout the day; preventing the energy spikes and crashes sometimes liked to fatty or precede diets. 4) Enhances Spiritual Growth -Satvik cuisine is frequently chosen by people who follow logic or spiritual exercises. It is believed to improve conscious and promote inner development. 5) Low in Toxins – Satvik food is frequently regarded as being less toxic and more natural which can be good for your health because it avoids items that have been highly processed treated.6) Supports Ethical and Environmental values –By avoiding the eating of animal products, Satvik cuisine supports environments sustainability and ethical principles like non-violence. Vedic Distribution of food Satvik, rajasic our bodies received nourishment from the food we eat, but there is much more to it than that based on how food affects our bodies on physical and mental level, our tradition classify food into healthy for our bodies, we understand it.1) Satvik Food: - you must have heard about consuming Satvik food from rise individuals of your elders who engage in religious practices. Comprehend the origin of its proverb? Simple light and healthful food is a part of the Satvik diet. They are not very salty, spicy, or sweet. Satvik diet aids in the purification of our body and soul. A person who eats Satvik foods is more focused and lighter, abounded in life energy, and impressed with their natural nutrients are considered Satvik food 2) Rajasic Food: - food that we get after doing injury on any living thing are classified as rajasic or tamasic foods. In the courts rajasic food boosts our body energy system and certain behaviour. Sometimes a person's tremendous

violence and toughness turn them into a dominant force. 3) Tamasic Food: – Rajasic or Tamasic foods are those that are made by injuring living things. Tamasic effects may occur if Satvik food is consumed after it has been cooked in a tamasic setting. Tamasic meals are our digestive system work harder cuisine that is tamasic also includes states as oily cuisine, tamasic meals have no vital power and leave you feeling disoriented. However, to be able to withstand harsh situations, our diet needs a certain amount of tamas Gunas. Additionally, tamasic diet encourages indolence, sluggishness, clumsy behavior etc.

## Literature Review

In the research paper titled “Anti-inflammatory Effects of a Vegan Diet Versus the American Heart Association-recommended Diet in Coronary Artery Disease Trial” by Binita Shah (2018) the author states that inflammation plays a critical role in the development of heart problems caused by clogged arteries. Treating inflammation and reducing scrap levels may reduce the risk of major heart events in patients with coronary artery disease (CAD). However, despite treatment, many patients with CAD still have high levels of scrap metal, increasing their risk of heart problems. This highlights the need for additional strategies to address this remaining risk associated with inflammation. The American Heart Association (AHA) emphasizes the importance of a healthy diet and lifestyle to reduce the impact of CAD. Although various dietary factors influence CAD, there is limited research comparing specific diets to the AHA-recommended heart healthy diet for patients with CAD. Previous studies have shown that a plant-based vegan diet can significantly improve indicators of cardiovascular health over time. However, these studies did not provide the same sources for both diet groups, making it difficult to accurately compare the diets. In addition, some studies used ready-made meals, which

may not reflect the actual eating habits of patients at home. As a result, we have limited data on how different diets affect inflammation when combined with medical therapy. The aim of this study was to examine the effects of a vegan diet compared to the AHA recommended diet on scrap levels, as well as other measures of inflammation, blood sugar control, and cholesterol profiles in patients with established CHD who are already receiving medical care according to guidelines. therapy.

In the research paper titled “Yogic Diet TriGunas and Mental Health” by Sureshet al, (2020) the author explains that Gunas are innate qualities or tendencies in a person, classified as rajas, tamas, and sattva in the science of yoga and Ayurvedic medicine. Each Guna has its own characteristics. While all three Gunas exist in everyone, one tends to be dominant, influencing how we process sensory information and shaping our personality. Our food choices also affect the dominant Gunas within us. Yoga Science identifies specific foods that support different Gunas and reveals the connection between diet and our psychological well-being. This understanding has significant implications for mental health and counselling, emphasizing the role of diet in promoting overall health.

In the research paper titled “Diet Gut Microbiota and COVID-19” by Praveen Rishi (2020) the author establishes that the emergence of COVID-19 in December 2019, the virus spread rapidly around the world, leading to the World Health Organization declaring it a pandemic in March 2020. The disease had a significant impact, affecting millions of people worldwide. COVID-19 is highly contagious and poses a threat to the entire human population, with increased mortality observed in high-risk groups such as healthcare workers and the elderly, regardless of underlying health status. Recent studies suggest that individuals with chronic intestinal inflammation may be more vulnerable to severe complications of COVID-19, including an excessive immune response known as a cytokine storm. Diet plays a role in chronic intestinal inflammation because it affects the composition of the gut micro biome. Plant-based foods are thought to support an anti-inflammatory gut micro biome, while a diet high in wheat, red meat and alcohol may contribute to chronic gut inflammation and an inflammatory immune response. In addition, the COVID-19 pandemic has forced many people into a period of fasting, which may have an impact on their gut micro biota. This study aims to determine whether forced fasting affects susceptibility to infections and whether a vegetarian diet can boost immunity and fight pathogens. It provides an opportunity for microbiology and medical health

researchers to investigate the effects of forced fasting on gut micro biota and identify potential ways to mitigate any adverse consequences. The review specifically focuses on the association between diet, micro biota and the incidence/severity/resurgence of COVID-19 cases during the lockdown period in India, which runs from 25 March to 31 May 2020.

In the research paper titled “Satvik diet and all-cause mortality: a systematic review” by Nrsimha Ghosh(2021)the author concludes that the mentioned in ancient Hindu scriptures such as the Shrimad Bhagavad-Gita, the Satvik diet promotes moderation in food intake, avoiding heated foods and eating only twice a day. This research paper aims to investigate the effects of a sattvic diet compared to a rajasic and tamasic diet on total mortality. By searching multiple databases with specific keywords related to mortality, 12 relevant results were included in the analysis. Findings from these studies revealed a mixture of associations between different aspects of the sattvik diet and various health risks or benefits. However, no direct association between the Satvik diet and all-cause mortality has been identified in the available information. Further research is necessary to further our understanding of the sattvic diet and its potential impact on mortality.

In the research paper titled “consumption values of Satvik food by blog narrative analysis” by Adapap et al, (2022) the author state that on relationship between gastronomic tourism and consumption values by eating of Satvik food by tourist where people visit some religious place and spiritual places in India. Narrate analysis are taken to analysis the food blog information from 30 Indian food blogger and the case study principles are used to analysis information from organizations that encourage or physical thing and Satvik foods. The consumption of Satvik food is good result on health, emotional environmental. The case study is done by blogger and they have found the values of consumption of Satvik food. The result impacts the necessary visitors given to the uses of Satvik food in place of religious. The bloggers refract the health, social societal, emotional, epistemic, spiritual and environmental use values. Where the group make it popular of Satvik food, in religious places by yoga due to ayurvedic and responsible value. The paper is on all the values and gastronomic tourism experience in religious place.

In the research paper titled “Consumption values of Satvik food by blog narrative analysis” by Adapa et al, (2022)the author explain that the interplay between food tourism and the values associated with sattvic food consumption among tourists visiting spiritual and religious sites in India. She used narrative analysis to examine food-related content from 30 Indian food bloggers and used a case study approach to examine data from two organizations that emphasize spirituality and sattvic food consumption. The study reveals that tourists attach considerable importance to sattvic food when traveling to religious destinations in India. Food bloggers have emphasized a range of values associated with sattvic food consumption, which include practical, health, social, cultural, emotional, cognitive, spiritual, and environmental dimensions. On the other hand, organizations promote the consumption of sattvic foods in religious areas by emphasizing values such as yoga principles, Ayurvedic traditions, and a sense of responsibility. These consumption values resonate with Maslow's hierarchy of needs and demonstrate their alignment with various human needs and desires. In summary, the research findings shed light on the values that enrich the food tourism experience in religious destinations in India, with Satvik food playing a central role in the experience.

## **Research Methodology**

**Need of study:** -This study is important to spread awareness about the holistic/Satvik food in Pune city. There are various factors that needs to explore in the study such as spreading more awareness about holistic/Satvik food, and tell people why holistic/Satvik food is important and what are the benefits of including it in your daily diet.

**Data collections:-**This research used both analytical and descriptive methods. The sampling was done through a simple random sampling method.

Sample size- 197 respondents.

**Primary sources** were collected through a structured questionnaire consisting of demographic, likerts scale and multiple-choice questions developing to fulfil

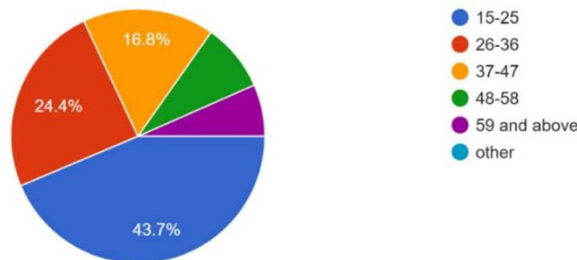
**Secondary sources** were collected though books, tools and literature previously written through research papers.

## Objectives: -

- To understand concept of holistic, Satvik food.
- To know the reasons why to eat Satvik food.
- To study the awareness of Satvik food.
- To understand the perception of consumer of Satvik food.

## Data Analysis And Interpretation

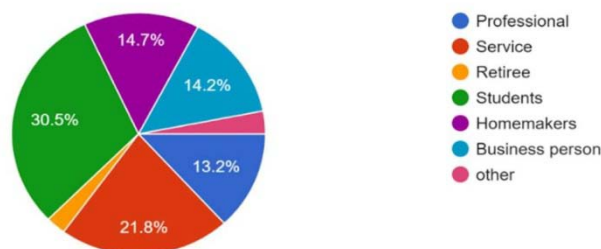
Age group of the respondent  
197 responses



### Pie chart no. 1 Age group

The above pie chart reveals that out of 197 respondents 86 respondents (43.7%) were in the age group of 15 to 25, followed by 48 respondents (24.4%) were between in the age group of 26 to 36, 33 respondents (16.8%) were between in the age group of 37 to 47, 17 respondents (8.6%) were between in the age group of 48 to 58 and 13 respondents (6.6%) were in age group of 59 and above.

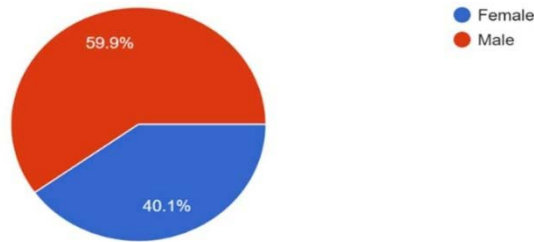
Profession of the respondent  
197 responses



### Pie chart no. 2 Profession

The above pie chart reveals that out of 197 respondents 60 respondents (30.5%) are students, followed by 43 respondents (21.8%) are from service sector, 29 respondents (14.7%) are homemakers, 28 respondents (14.2%) are business persons, 26 respondents (13.2%) are professionals, 6 respondents (3%) are others and 5 respondents (2.5%) are retiree.

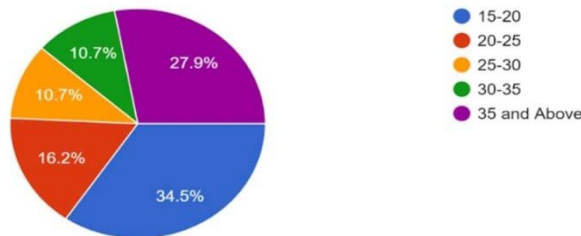
Gender of the respondent  
197 responses



### Pie chart no. 3 Gender

The above pie chart reveals that out of 197 respondents 118 respondents (59.9%) are male and 79 respondents (40.1%) are female.

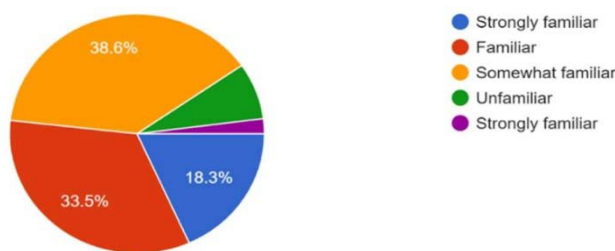
Income monthly of the respondent  
197 responses



### Pie chart no. 4 Income group

The above pie chart reveals that out of 197 respondents 68 respondents (34.5%) monthly income is between 15 to 20k, 32 respondents (16.2%) monthly income is between 20 to 25k, 21 respondents (10.7%) monthly income is between 25 to 30k, 21 respondents (10.7%) monthly income is between 30 to 35k, 55 respondents (27.9%) monthly income is 35k and above.

Q1. Are you familiar with concept of Holistic/Satvik food ?  
197 responses

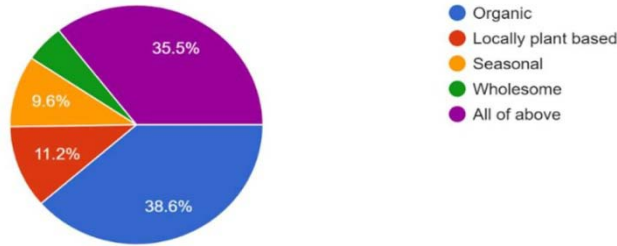


### Pie chart no. 5 Familiarity of holistic/Satvik food

The above pie chart reveals that out of 197 respondents 36 respondents (18.3%) are strongly familiar with the concept of holistic/Satvik food, 66 respondents (33.5%) are familiar with concept of holistic/Satvik food, 76 respondents (38.6%) are somewhat familiar with concept of holistic/ Satvik food, 15 respondents (7.6%) are unfamiliar with the concept of Satvik food.

Q2. Do you think Holistic/Satvik food means ?

197 responses

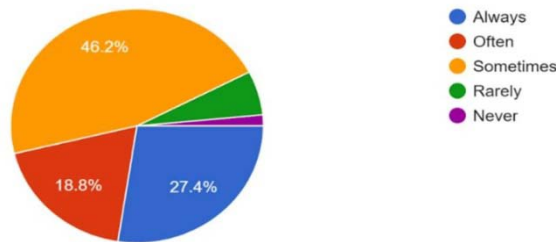


### Pie chart no. 6 Holistic/Satvik food means

The above pie chart reveals that out of 197 respondents 76 (38.6%) think that holistic/Satvik food is organic, 22 respondents (11.2%) think that's holistic/ Satvik food is locally plant based, 19 respondents (9.6%) think that holistic/ Satvik food is seasonal, 10 respondents (5.1%) think that holistic/ Satvik food is wholesome and 70 respondents (35.5%) think that holistic/Satvik food are all of the above

Q3. Are you aware that by eating this food there is a rise in our consciousness?

197 responses

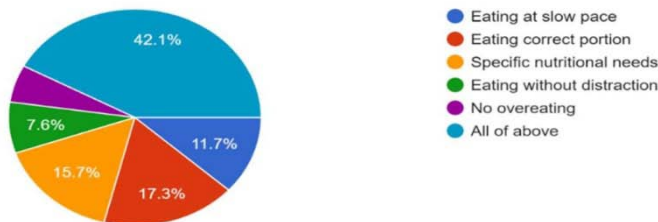


### Pie chart no. 7 Awareness about consciousness of holistic/Satvik food.

The above pie chart reveals that out of 197 respondents 54 respondents (27.4%) always think that by eating Satvik food there is a rise in our consciousness, 37 respondents (18.8%) often think that by eating Satvik food there is a rise in our consciousness, 91 respondents (46.2%) sometimes think that by eating Satvik food there is a rise in our consciousness, 12 respondents (6.1%) rarely think that by eating Satvik food there is a rise in our consciousness, 3 respondents (1.5%) never think that by eating Satvik food there is a rise in our consciousness.

Q4. What in your opinion is Mindful eating?

197 responses



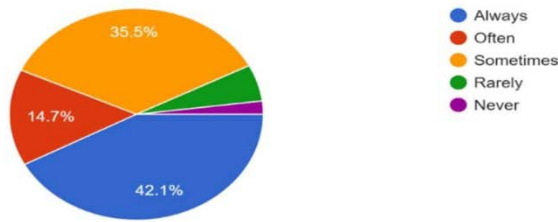
### Pie chart no. 8 Opinion of mindful eating

The above pie chart reveals that out of 197 respondents 23 respondents (11.7%) think mindful eating is eating at slow pace, 34 respondents (17.3%) think mindful eating is eating correct portion, 31 respondents (15.7%) think mindful eating is specific nutritional needs, 15 respondents think mindful eating is eating without distraction, 11 respondents (5.6%) think mindful eating is no overeating, 83 respondents (42.1%) think mindful eating is all of the above



Q5. Do you think that eating Holistic/Satvik food improves immune system act as an immune booster?

197 responses



### Pie chart no. 9 Eating holistic/Satvik food improves immune system act as an immune booster

The above pie chart reveals that out of 197 respondents 83 respondents (42.1%) always think that eating holistic/Satvik food improves immune system act as an immune booster, 29 respondents (14.7%) often think that eating holistic/Satvik food improves immune system act as an immune booster, 70 respondents (35.5%) sometimes think that eating holistic/Satvik food improves immune system act as an immune booster, 11 respondents (5.6%) rarely think that eating holistic/Satvik food improves immune system act as an immune booster, 4 respondents (2%) never think that eating holistic/Satvik food improves immune system act as an immune booster.

Q6. Do you think eating Holistic/Satvik food helps in?

197 responses

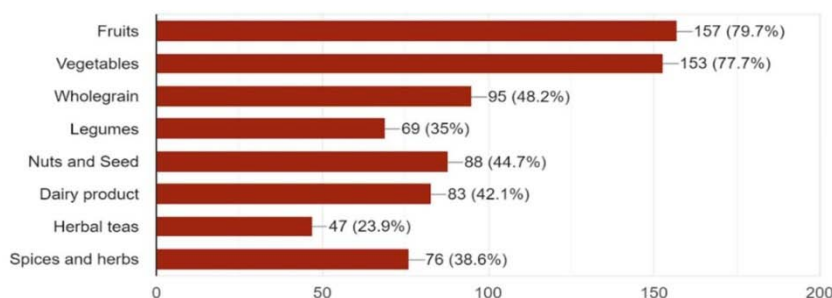


### Pie chart no. 10 Eating holistic/Satvik food helps in

The above pie chart reveals that out of 197 respondents, 12 respondents think eating holistic/ Satvik food helps in weight loss, 51 respondents (25.9%) think eating holistic/ Satvik food helps in maintaining balance in body and mind, 34 respondents (17.3%) think eating holistic/ Satvik food helps in improves digestive system, 7 respondents (3.6%) think eating holistic/ Satvik food helps in prevent chronic diseases, 93 respondents think eating holistic/ Satvik food helps in all of the above

Q7. Do you include following Holistic/Satvik food in your diet?

197 responses



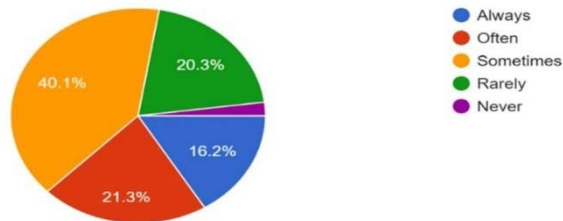
### Graph no. 11 Including of holistic/Satvik food in diet

The above graph bar reveals that out of 197 respondents 157 respondents (79.7%) think holistic/ Satvik food is fruits, 153 respondents (77.7%) think holistic/ Satvik food is vegetables, 95 respondents

(48.2%) think holistic/ Satvik food is wholegrain, 69 respondents (35%) think holistic/ Satvik food is legumes, 88 respondents (44.7%) think holistic/ Satvik food is nuts and seed, 83 respondents (42.1%) think holistic/ Satvik food is dairy products, 47 respondents (23.9%) think holistic/Satvik food is herbal teas, 76 respondents (38.6%) think holistic/ Satvik food is spices and herbs.

Q8. How often do you cook Holistic/Satvik food in a week?

197 responses

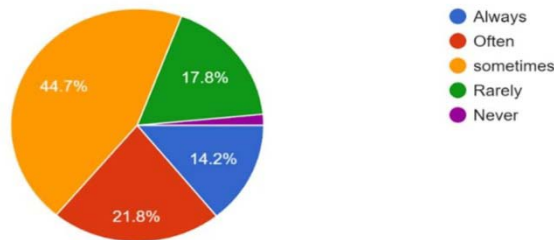


### Pie chart no. 12 Cooking of holistic/Satvik food in a week

The above pie chart reveals that out of 197 respondents 32 respondents (16.2%) always cook holistic/Satvik food in a week, 42 respondents (21.3%) often cook holistic/Satvik food in a week, 79 respondents (40.1%) sometimes cook holistic/Satvik food in a week, 40 respondents (20.3%) rarely cook holistic/Satvik food in a week, 4 respondents (2%) never cook holistic/Satvik food in a week.

Q9. How often do you consume Holistic/Satvik meal in a week?

197 responses

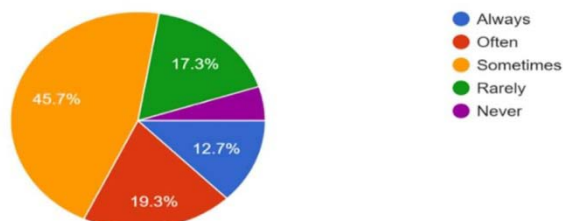


### Pie chart no. 13 Consumption of holistic/Satvik food in a week.

The above pie chart reveals that out of 197 respondents 28 respondents (14.2%) always consume holistic/Satvik food in a week 43 respondents (21.8%) often consume holistic/Satvik food in a week, 88 respondents (44.7%) sometimes consume holistic/Satvik food in a week, 35 respondents (17.8%) rarely consume holistic/Satvik food in a week, 3 respondents (1.5%) never consume holistic/Satvik food in a week.

Q10. Do you prefer Holistic/satvik food over Rajasic (spicy, salty, oily, fatty) food?

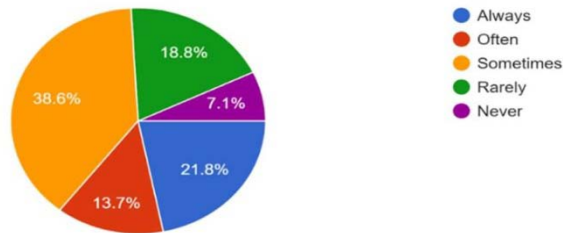
197 responses



### Pie chart no. 14 Preference of holistic/Satvik food over Rajasic (spicy, salty, oily, fatty) food

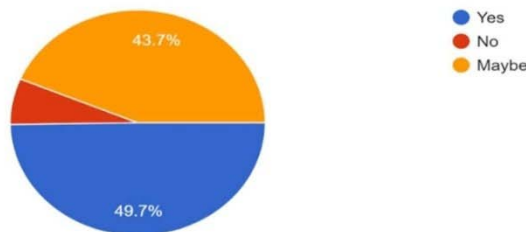
The above pie chart reveals that out of 197 respondents 25 respondents (12.7%) always prefer holistic/Satvik food over rajasic (spicy, salty, oily, fatty) food, 38 respondents (19.3%) often prefer holistic/Satvik food over rajasic (spicy, salty, oily, fatty) food, 90 respondents (45.7%) sometimes prefer holistic/Satvik food over rajasic (spicy, salty, oily, fatty) food, 34 respondents (17.3%) rarely prefer holistic/Satvik food over rajasic (spicy, salty, oily, fatty) food, 10 respondents (5.1%) never prefer holistic/Satvik food over rajasic (spicy, salty, oily, fatty) food.

Q11. Do you prefer Holistic/Satvik food over Tamasic (non-veg) food?  
197 responses



**Pie chart no. 15 Preference of holistic/Satvik food over Tamasic (non-veg) food.** The above pie chart reveals that out of 197 respondents 43 respondents (21.8%) always prefer holistic/Satvik food over tamasic (non-veg) food, 27 respondents (13.7%) often prefer holistic/Satvik food over tamasic (non-veg) food, 76 respondents (38.6%) sometimes prefer holistic/Satvik food over tamasic (non-veg) food, 37 respondents (18.8%) rarely prefer holistic/Satvik food over tamasic (non-veg) food, 14 respondents (7.1%) never prefer holistic/Satvik food over tamasic (non-veg) food.

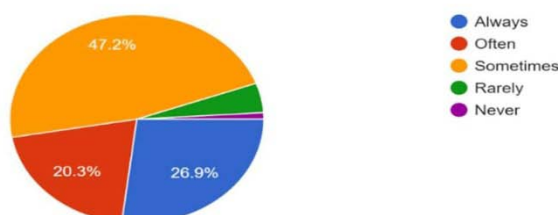
Q12. In your opinion do you think that Holistic / Satvik food should be offered in regular restaurant menu?  
197 responses



**Pie chart no. 16 Holistic/Satvik food should be offered in regular restaurant menu**

The above pie chart reveals that out of 197 respondents 98 respondents (49.7%) think that holistic/Satvik food should be offered in regular restaurant menu, 13 respondents (6.6%) think that holistic/Satvik food should not be offered in regular restaurant menu, 13 respondents 86 respondents (43.7%) think that holistic/Satvik food should maybe offered in regular restaurant menu, 13 respondents.

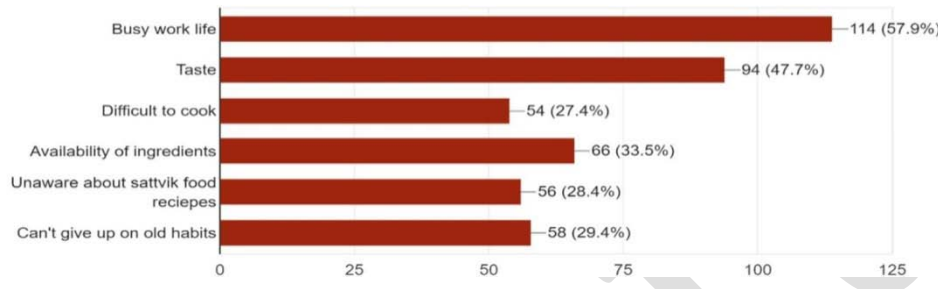
Q13. In your opinion do you feel eating Holistic/satvik food keeps Vata/Pitta/Kapha under control?  
197 responses



## Pie chart no. 17 Eating holistic/Satvik food keeps vata/ pitta/ kapha under control.

The above pie chart reveals that out of 197 respondents 53 respondents (26.9%) think always eating holistic/Satvik food keeps vata/pitta/kapha under control, 40 respondents (20.3%) think sometimes eating holistic/Satvik food keeps vata/pitta/kapha under control, 93 respondents (47.2%) think sometimes eating holistic/Satvik food keeps vata/pitta/kapha under control, 9 respondents (4.6%) think rarely eating holistic/Satvik food keeps vata/pitta/kapha under control, 2 respondents (1%) think never eating holistic/Satvik food keeps vata/pitta/kapha under control.

Q14. What challenges do you face in maintaining Holistic/satvik diet in today's fast paced world?  
197 responses



## Graph no. 18 Challenges faced in maintaining holistic/Satvik diet in today's fast paced world

The above graph bar reveals that out of 197 respondents 114 respondents (57.9%) think busy work life challenges in maintain holistic/Satvik diet in today's fast paced world, 94 respondents (47.7%) think taste challenges in maintain holistic/Satvik diet in today's fast paced world, 54 respondents (27.7%) think difficult to cook challenges in maintain holistic/Satvik diet in today's fast paced world, 66 respondents (33.5%) think availability of ingredients challenges in maintain holistic/Satvik diet in today's fast paced world, 56 respondents (28.4%) think unaware about Satvik food recipes life challenges in maintain holistic/Satvik diet in today's fast paced world, 58 respondents (29.4%) think can't give up on old habits challenges in maintain holistic/Satvik diet in today's fast paced world.

## Findings

- As per the data collected from the questionnaire these are the following findings: -
- 1) Number of male (65%) who are familiar with the concept of holistic/Satvik food are more.
- 2) Out of the total number of respondents, (56%) are in the age group of 15-25 who are familiar with the concept of holistic/Satvik food.
- 3) Number of male respondents (63%) are more who think holistic/Satvik food is organic.
- 4) The number of respondents (42%) is in the monthly income group of 15k-20k who think holistic/Satvik food is organic are more.
- 5) Out of the total number of respondents (50%) are in the age group of 15-25 who are always aware that by eating this food there is a rise in our consciousness.
- 6) The number of males (51%) who think mindful eating consists of eating at a slow pace, eating the correct portion, specific nutritional needs, eating without distractions, and no overeating are more.
- 7) Out of the total number of respondents (55%) are in the age group of 15-25 who always think eating holistic/ Satvik food improves the immune system and acts as an immunity booster
- 8) Out of the total number of respondents (43%) who have a monthly income of 15k- 25k always think eating holistic/ Satvik food improves the immune system and acts as an immunity booster.
- 9) The number of males (52%) who think eating holistic/Satvik food consists of weight loss, maintaining balance in body and mind, improving digestive system, and preventing chronic diseases is more.

- 10) Out of the total number of respondents (4.5%) are in the age group of 37-47 who include vegetables as holistic/Satvik food in their diet.
- 11) The number of males (49%) who sometimes cook holistic/Satvik food in a week are more.
- 12) Out of the total number of respondents (26%) are in the age group of 26-36 who sometimes consume holistic/Satvik meals in a week.
- 13) The number of females (52%) who sometimes prefer holistic/Satvik food over rajasic (spicy, salty, oily, fatty) food is more.
- 14) Number of respondents (55%) in the age group of 15-25 who always prefer holistic/Satvik food over tamasic (non-veg) food are more.
- 15) A number of males (47.3%) may think that holistic/Satvik food should be offered in regular restaurant menus are more.
- 16) The number of respondents (34%) with a monthly income of 15k -25k who think holistic/Satvik food should be offered in regular restaurant menus are more.
- 17) Out of the total number of respondents (70%) are in the age group of 15-25 who think eating holistic/Satvik food often keeps vata/pitta/kapha under control.
- 18) Number of males (62%) who think busy work life is a challenge for maintaining holistic/Satvik diet in today's fast world are more.

## Suggestions

- Males are consuming more Satvik food than females, so focus on females to grow the market of Satvik food by promoting it more on the places where females visit the most. (yoga centers, online communities, and social media women's gyms and fitness centers, etc.)
- More number of respondents in the age group of 15-25 are more familiar with the concept of Satvik food, so focus on other age groups by promoting it in senior citizen's clubs.
- A greater number of males think that holistic/Satvik food is organic, so females who don't know about Satvik food and its benefits should be educated about it through workshops and seminars, mobile apps and webinars, and cultural and spiritual centers.
- 50% of respondents out of the total respondents from the age group of 15-25 are always aware that by eating this food there is a rise in our consciousness, so the rest age groups should be aware of this, this can be done by promoting it through advertisements.
- More number of respondents in the age group of 15-25 who always think eating holistic/Satvik food improves the immune system and acts as an immunity booster so, should spread awareness by promoting holistic/Satvik food among other age groups.
- 4.5% of respondents in the age group of 37-47 include vegetables as holistic/Satvik food in their diet So, we should focus on other age groups by providing them with culinary classes.
- The number of males who cook holistic/Satvik food in a week is more focus on females promoting some easy Satvik food recipes through social media or advisements.
- The number of females who prefer holistic/Satvik food over rajasic (spicy, salty, oily, fatty) food is more. So spread awareness about this where males visit the most (workplaces, gyms, sports events, clinics, etc.)
- The number of respondents in the age group of 15-25 who think eating holistic/Satvik food keeps vata/pitta/kapha under control is more so promote this in other age groups through educational workshops and seminars.
- 52% of males think eating holistic/Satvik food consists of weight loss, maintaining balance in body and mind, improving the digestive system, and preventing chronic diseases are more. so, promote these if females through women's health programs.

## Limitations

- The research was conducted within the geographical boundaries of Pune City.
- This study does not consider the psychological factors affecting the customer's behaviors

## Conclusions

It is very important to study about the Satvik/holistic food. It is essential to know about the Satvik food as it is helpful for the body and mind. Many people have the knowledge for concept of Satvik food but no one knows the correct method of having Satvik food. Satvik food includes fresh fruits, vegetables, sprouts, honey, dairy, products, herbs, milk, sugar, turmeric, nuts, ginger etc. Satvik food is to keep the person clam and boosts the immunity system. Satvik food is also works like a medicine on some diseases. There are two different methods that are used to derive the conclusion in the research which are – Qualitative and Quantitative methods. There are various conclusions derived from the research in which 118 are males and 79 are female respondents are from various age groups and profession. Respondents from the age group of 15-25 are more familiar with the concept of Satvik food with comparison of other age groups. Respondents from monthly income group of 15k-20k think holistic/Satvik food is organic. Satvik food can be consumed by everyone. Satvik food has no side effects on aged person. Sometime Satvik food can help with weight loss. The Satvik food is prepared in ripe, raw or which is lightly cooked and which is freshly prepared. Following food are avoided on the Satvik diet such as white sugar, sweets, fried food, some specific vegetables and fruits, some of beverages. Eating Satvik food improves immunity system act as an immune booster. Satvik food should be offered in regular restaurant menu so that a greater number of people will come to know about what is Satvik food and why it is necessary to our body eating Satvik food keeps vata/pitta/ kapha under control. Many of research paper are there on Satvik but the awareness is less and also many people don't know the concept of Satvik food. So, this research is done to spread the awareness about Satvik food and people to know the benefits of it and they can include it in their daily life.

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