

Revitalisation of Indian Traditional Foods

Though traditional Indian cookery is something that we Indians should be proud of. Indian food items are not only tasty but they are full of vigor. They always use natural ingredients, flavors, colors and avoid artificial chemicals (for example, they use natural things like nutmeg, cardamom, saffron for flavor and coloring the recipes. In contrast, artificial chemical essence & colors, which are harmful to human body are used in continental food items. In case of other spices also our practice is to use herbal things like cumin seeds, pepper, clove's tamal patta etc.

DR. SANDHYA M. ROTKAR(KULKARNI)

Introuction :

In the present situation, we are facing the challenges throne at by the impact of Globalization. It is feared, that our life style may undergo drastic changes in the coming decades. Under the guise of modernity, we are accepting the western culture by imitating blindly the ways of life of the westerners. Unfortunately this process has been accelerated during the last decade. We are forgetting our own languages; traditional clothing like Dhoti & Sari has been a historical matter. Our children do not know our own culture values.

Indian traditional foods are no exception to this. New generation has no knowledge about the Indian recipes'. Our children have developed the liking for continental dishes. They do not approve Indian delicacies. This is very unfortunate. They have changed not only their tastes but their eating habits also. They want breakfast in the morning. Now the kind namely fast food entered the array. Children preferred to have Continental fast food like Pizza, burger, hacca noodles, Manchurian etc.

They are ignorant about our traditional dishes like KANDA BHAGI, KANDA THALIPITH, KHICHARY, WADA, CHIWDA, SHEV, CHAKALI so forth so on. Woman folks belonging to so called modern society do not even know how to prepare traditional dishes' like PURAN POLI.

In fact, our traditional recepies are so tasty and mouth watering. Can any Italian or Chiniies dish surpass our KANDA BHAJIYA in mouth watering taste and delicacies. KAKADI THALIPITH is known as appetizer as it increases appetite because of its savory taste.

But as has been stated above the traditional dishes are very fast moving towards extinction. We should be aware of

the alarming situation. After a few decades all these food items might have gone to the dangerous zone of being extinct.

So it should be the first and foremost priority of all of us to save and promote our own edibles. Willingly or unwillingly we have been placed in the competitive set up of globalization. Traditional foods should survive with vitality to face these competitive forces. To bring this in reality, efforts should aim at taking our cookery to the global level. But before that our immediate task should be to see that the coming generations develop the liking for desi food.

How this can be done! What should be the artifice to reach the stated goal!

The present tries to discuss in short some of the concerning issues related to the above matter.

(2) Objectives :

Objectives of this paper can be stated in the following manner.

(i) To ponder over certain proposals aiming at raising the competitive strength of the Indian cuisine.

(ii) To discuss the ways to disseminate the qualities of Indian Food to familiarize it among the food lovers of all over the world.

(iii) To examine whether it is possible to make them suitable to the modern taste.

(iv) To prescribe some course of action for proper modus operand to increase the attract ability of our cuisine to draw the attention of the food lovers.

(3) Three Pronged Strategy For Revitalization :

To save the Indian cookery from being extinct and make it more and more popular following three pronged strategies can be suggested.

Strategy

By way of scientific analysis people should be made realize regarding how traditional food contains delicious constituents.	To Increase the attract ability of Indian food products by offering them in clean and neat container and to improve food taking habits.	Dissemination : To spread the knowledge about good qualities possessed by the traditional food items.
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include making use of information media like television, news papers, organizing exhibitions, demonstrating cooking methods during Tourism Development Program conducted at various International levels etc. if implemented on large scale, these steps would certainly revitalize the Indian Cookery.

To sum up the above discussion, it can be concluded that gravity of the problem of extinction of traditional cookery should be realized by all concerned sections. It would be stitching in time if appropriate and timely steps are taken in proper direction.



(i) Delicious food nutrients in Indian cuisine :

Though traditional Indian cookery is something that we Indians should be proud of. Indian food items are not only tasty but they are full of vigor. They always use natural ingredients, flavors, colors and avoid artificial chemicals (for example, they use natural things like nutmeg, cardamom, saffron for flavor and coloring the recipes. In contrast, artificial chemical essence & colors, which are harmful to human body are used in continental food items. In case of other spices also our practice is to use herbal things like cumin seeds, pepper, clove's tamal patta etc.

There is need to undertake more & more research activities to bring forth the hidden truth about the Indian cookery. This is mainly the responsibility of Dietitians and other related Scientists. The inference drawn should be put forth before the people. This will definitely bear good fruits.

(ii) Attract ability of Traditional Dishes :

Attract ability has acquired unique significance in the modern age. It has been an inseparable part of today's marketing technique. This is true in case of food also. Along with taste, people now want proper garnishing of the dishes.

Thanks to our ancestors, they have thoughtfully considered the matter and suggested various garnishing ways. In our opinion, Indian style of spreading the eye pleasing green coriander leaves or grated white KHOBRA KIS over the dishes may be unique in the world.

We certainly find cleanliness in offering the food on traditional banana leaves, PATRAWAL and DRON. But to be realistic & rational this may not be possible in today's set up. Instead, to use porcelain dishes would be more relevant.

If we want our food to reach the continental level, we will have to change our eating habits. To use hand & fingers for consuming food may be regarded as filthy on International level. According to us, there is nothing wrong in using fork and spoon for this purpose. This change in eating will certainly have a favorable effects.

(iii) Dissemination :

To add to the popularity of Indian cuisine it has been essential to insist on various marketing tactics. This may

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