



Vegetarianism As a Social Identity Among Young Generation of Pune City.

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Abstract

Vegetarian & vegan diet have become the hallmark of modern food habits. This trend become more popular because of its basic cause & it has been acknowledged that most health hazards in modern life are caused by this non-vegetarian food. It is also proved by various research that vegetarian diet is safe & has benefits that might prevent coronally heart disease, cancer & so on. Vegetarianism is practice done in people where people solely live upon vegetables, fruits. Grains. Legumes & nuts. Moreover, accepted by many individuals, families, & specially observe in young generation. Hence to understand level of acceptance & props & cons of vegetarianism this research has been conducted. To complete this research survey method has been applied & questionnaire format has been used as tool to gathered the data.

Key Words- Vegetarian, Youth, Pune, Food

Introduction: -

There have been many debates on comparison of vegetarian food and non-vegetarian food in which vegetarian food has its benefits and non-vegetarian food has its own. Furthermore, there are so many reasons because of which people go vegetarian most commonly motivated by concerns about animals, health, ecology, religion, or some combination of these motivations. In our research we have gathered information of awareness of vegetarianism in youth of Pune city.

Vegetarianism is practice done in which people solely live upon vegetables, fruits, grains, legumes, and nuts. Vegetarianism has become a popular choice for many individuals, families and mostly in today's youth. Now-a-days most dietary and medical experts agree that a well-planned. vegetarian diet can actually very healthy for everyone.

The act of regular fleshless diet began about the middle of 1st millennium BCE in India. In later centuries the history of vegetarianism in India has diverged significantly. There are so many terms used to indicate fleshless diet such as vegetarian, vegan, herbivore, fruitarian, meat free, plant eating, lacto-ovo, etc. each term has its own meaning but majorly there is huge confusion between vegan & vegetarian in society. There is a major difference between veganism and vegetarianism is that in veganism people avoid all the animal sourced products including eggs, honey and dairy products but in vegetarianism people only avoid meat. There is also different type of vegetarians which is mainly divided into 5 parts such as

- Semi-vegetarian- only exclusion is red meat.
- Lacto-vegetarian- allow dairy but no eggs, fish or meat.
- Lacto-ovo-vegetarianism-Eat dairy and eggs but no fish or meat.
- Lacto-ovo-pesco-vegetarianism-only allow dairy, fish and eggs.
- Vegan-only eat food derived from plant sources but no meat or animal by-products.

A growing group of young people are adopting eating patterns which may lead to poor nutrition and or conflict with adults those concerned with preventive health care and education of adolescent need to know more about the major types of diets and what these involve in order to be able to work with the young people. This data indicate that a growing group of teenagers and youth with diverse motivation are adopting new eating patterns some of which are extreme faddish eccentric or grossly constricted[1] and because these patterns are different from those of the majority of our society they may aggravate and exacerbate the relationship between adolescent and their parents and between adolescent and adults general the conflict stimulated in their adopting of atypical dietary patterns are symbolic of variety of youthful postures interpreted as outright affrontery by many adults from those whose responsibility involves the planning of preventive health care and education of adolescent these challenges to accepted practice are being accelerated at such a rapid rate that many physicians nutritionists and public health workers to name only a few of those whose vocations demand sensitive and awareness are losing touch with the very clients that they are motivation to serve .

An economic vegetarian is a person who practices vegetarianism from either the philosophical viewpoint that the consumption of meat is expensive, part of a conscious simple living strategy or just because of necessity. [2]Economic vegetarians believe that nutrition can be acquired more efficiently and at a lower price through vegetables, grains, etc., rather than from meat.[3] They argue that a vegetarian diet is rich in vitamins, dietary fibres, and complex carbohydrates, and carries with it fewer risks (such as heart disease, obesity, and bacterial infection) than animal flesh. According to studies shifting to vegetarianism helps to maintain our cholesterol levels at normal level as it's scientifically proven that vegetarian diet contains less amount of cholesterol compared to non-vegetarian diet. Even for people who want to lose weight and want to shift from endomorph to mesomorph type of body, vegetarian diet proves very helpful. People who consume meat are at higher risk of getting cardiovascular disease than those who follow a vegan or vegetarian diet.

According to scientific research shifting to vegetarianism decreases the risk of getting cancer as carcinogenic particles are numerically less in amount in a vegan or vegetarian diet compared to a non-vegetarian diet. . Hence to understand level of acceptance & props & cons of vegetarianism this research has been conducted. To complete this research survey method has been applied & questionnaire format has been used as tool to gathered the data.

Vegetarianism in world

People are drawn towards vegetarianism because of many reasons like religion, love towards animals, environmental conservation, ethical motivations and health. There are many countries which have reported the highest rate of vegetarianism in the world in which India stands at the top followed by Israel and Taiwan.

India is ranked top in the world with 38% of the total population from India being vegetarians. Vegetarianism became famous in India because of Buddhism and Jainism. Other than that many Indians believe in ahimsa which means non-violence and respects to all other life forms. India has lowest rate of meat consumption in the world compared to the high population.

In Israel 13% of the total population follows vegetarianism. In 2014, a big vegan festival was arranged in the city of Tel Aviv in Israel which was attended by over 15,000 people which made this city one of the favourite places for vegans to visit.

Taiwan has over 12% of total population following vegetarianism. They have joined India in 2007 to follow meat ban. According to NPR report they also follow “one day vegetarian one week”.[4]

Italy has 10% of population following vegetarianism which is highest in European countries. Austria has 9% people following vegetarianism, they also have a vegan society which was established in 1999. Germany's population is 9% vegetarian. They also have increased number of vegan eating consumers in cities like Germany.

According to world atlas report, The UK has seen an increasing number of vegetarians in recent years, and it is now estimated that about 9% of the country's population is vegetarian.[5] The only South American nation on the list is Brazil with a rate of 8% vegetarians. Ireland has 5% of the population adhering to vegetarianism. Report also talks about the number of vegetarians in Australia has been steadily increasing, and currently sits at 5.5% of the total population. “Vegetarian Week” is held from 1-7 October on an annual basis.[5]

Vegetarianism in India

India has the lowest per capita lowest consumption of meat out of all countries in the world combined, according to the United Nations Food and Agricultural Organisation. In India people follow vegetarianism because of their religious belief and some because of environmental awareness. Out of entire population in India 80% are Hindus from which only 20% are purely vegetarian. India mainly follows vegetarianism because of religious norms and social norms. This is because of Brahmins, Buddhism and Jainism followed by many people and also because of caste system in India.

As of 2007, UN FAO statistics indicated that Indians had the lowest rate of meat consumption in the world.[6] In India, vegetarianism is usually synonymous with lacto vegetarianism. Most restaurants in India clearly distinguish and market themselves as being either "non-vegetarian", "vegetarian", or "pure vegetarian". Vegetarian restaurants abound, usually, many vegetarian options are available. Wikipedia says, ‘Animal-based ingredients (other than milk and honey) such as lard, gelatin, and meat stock are not used in the traditional cuisine. India has devised a system of marking edible products made from only vegetarian ingredients, with a green dot in a green square.’ A mark of a brown dot in a brown square conveys that some animal-based ingredients (other than milk or its direct derivatives) were used.

According to the 2006 Hindu-CNN-IBN State of the Nation Survey, 31% of Indians are vegetarians, while another 9% consumes eggs.[8]. Healthy life report says that, Among

the various communities, vegetarianism was most common among Jain community and then Brahmins at 55%, and less frequent among Muslims (3%) and residents of coastal states.[9]. Other surveys cited by FAO and USDA estimate 20%–42% of the Indian population as being vegetarian. Also talk about even Indians who do eat meat, do so infrequently, with less than 30% consuming it regularly, although the reasons are mainly cultural and partially economical. [10].

Objectives-

- To find out awareness about vegetarianism in youth of Pune city.
- To find out that vegetarian food is healthier than non-vegetarian food.
- To find out that vegetarianism is economically beneficial for people.

Hypothesis

- Youth of Pune city is well aware of vegetarianism
- Vegetarian and non-vegetarian food both are beneficial for health.
- Vegetarianism is economically beneficial for people.

Review of the literature

The Literature Review often appears as a chapter in a thesis or dissertation. It describes what researcher has used sources on specific topic that has already been conducted,& relate this information in the his/her.

- As per the research published by **Wang and Yahong on the topic “Diet, Lifestyle, Ideology: Vegetarians in Beijing”** In this era of new trends there are many choices in vegetarianism and because of this vegetarian diet is gaining more publicity. People are trying to follow western vegetarianism more Buddhist vegetarianism because of more variety. Because of this new motive it helping to self improves the problems regarding animal and environment welfare. Other than the older generations, the new generations are also trying to get more sustainable society.
- Research titled **“Vegetarianism among young adults in Klang Valley”** the **writer Thed S.T.** suggests that there were more semi-vegetarian i.e. 79% than full time vegetarian people i.e. 21%. There were also 29% of people who followed vegetarian diet with dairy products and only 9% of them were fully vegetarians. The main thing that encouraged them to follow vegetarianism is their religious belief, health issues, concern for global warming, care for animal lives and getting influenced from family and friends.
- Another study was done by **Joslyn Chittilapally** on “Veganism in India and how a dairy loving country is embracing plant based diet” in which they write that the about people in India who follow vegetarian and non-vegetarian diet but also use dairy products. People are also worried about their health so they are trying to follow veganism. But on the other hand to change the diet of over a billion people because of their protein needs is not possible and to follow veganism is difficult as it is not affordable to all and only rich people can afford it and it is not easily accessible to all.
- Research paper written by **Haley Berich** which is titled as “Knowledge and perception of vegetarian diets among college-aged students” reveals the

information that health has become a primary focus for Americans so the people are trying to change into vegan or vegetarian. There were total of 187 surveys returned from which only 3.7% were vegetarian so there was no statistical data available on the comparison between vegetarians and non-vegetarians. Both vegetarians and non-vegetarians showed similar patterns in purchasing organic food, amount of participation in physical activity, type of physical activity and alcohol consumption.

- According to a report titled as "**Poland: Increasing popularity and awareness of vegetarianism**" was provided by the agricultural companies in Poland in which they found that only 2% of the adults have given up non-vegetarian food and 37% are trying to limit their meat consumption. 55% of the people are trying to follow vegetarianism but also consuming fish. The trend of reducing or ignoring meat is also visible in renowned restaurants in Poland as they have vegetarian menu.
- The research published by **Sarah E. Mann University of Pennsylvania** The vegetarian diet has gained momentum in recent years with a lot of folks started the diet, for health and a lot of ethnically primarily based reasons. during this study man of science provided a fuller image of the vegetarian diet, the nutrition and health of vegetarian diet further as connected [11]. The interview study concerned semi-structured, one time, in the flesh personal interviews conducted throughout Feb and March wherever Twenty vegans were interviewed and queries targeted personal history of veganism, connected health beliefs, factors influencing the choice to become a vegetarian and diet composition.
- An article written by **Philip J Tusso, MD** presents to physicians Associate in Nursing update on plant-based diets. issues concerning the rising value of health care square measure being voiced nationwide, while unhealthy lifestyles square measure contributive to the unfold of fleshiness, diabetes, and disorder. For these reasons, physicians trying to find cost-efficient interventions to boost health outcomes are getting additional concerned in serving to to patients and adopt healthier lifestyles. we tend to square measure presenting the case study as Associate in Nursing example of the potential health edges like diet. analysis shows that plant-based diets square measure cost-efficient which will lower body mass index, pressure, HbA1C, and steroid alcohol levels.
- A paper by **Eunice Rhee**, point of entry University explores the factors that influence social evaluations of prosocial classes. By prosocial classes, we tend to mean market or structure classes that foreground the ethical rightness of bound social, environmental, and moral values, as within the cases of fair-trade and impact finance. we tend to argue that audience evaluations of organizations related to such classes square measure influenced by each the audience's general understanding of the class also because the individual audience.
- According to the study done by **Julia Catharina Reineke** The vegetarian movement has been gaining momentum as a growing variety of individuals square measure adapting to veganism by eliminating every kind of animal product. Through the quick unfold of knowledge on-line, shoppers are getting additional responsive to the brutal treatment of animals used for production, the environmental impact of meat and dairy farm consumption also because the health edges a vegetarian diet will offer. . The analysis results reveal that animal welfare, health edges and environmental issues square measure the most motivations for community members to adapt to veganism.

- As per the analysis revealed by **Darshana DarmalinggamManiamKaliannan** On the subject economic process within the Asian nation eater market potential: Lack of literature resources on diet in Malaysia light-emitting diode to the study contributively to Associate in Nursing enlargement of literature on the matter. This pioneer study benchmarks world literatures on motivators of diet and their impact on economy against the scarce literatures obtainable within the Malaysian context. It contributes to the Malaysian economy and potential eater eating house start-ups want to enter the Malaysian eater market. In theory, the idea of planned behaviour, utilitarian operate and therefore the UMVI were together used in explaining the motivators capturing Malaysian eaters' intention towards demand for vegetarian food.
- Research titled economic profit and value of diet. Written by **Jayson L. Lusk and F. Bailey Norwood**. It's currently trendy in several circles to advocate diet, and lots of activist teams square measure vocal in their aim to convert the civilization to vegetarians. What would be the economic prices and edges of a shift aloof from meat consumption? during this article we offer some partial answers to the current question. In 3 separate analyses we tend to show that it's far more expensive to provide energy and supermolecule from animal-based sources than from some plant-based sources, that sizable demand shifts aloof from meat consumption would lead to considerably lower corn costs and production, which the common U.S. client places the next price on having meat in his or her diet than having the other food cluster. This info ought to facilitate move forward our understanding of the social science of diet and supply Associate in Nursing objective stance from that to judge the claims being created by advocates of diet.
- NEW DELHI: The **Economic Survey 2019-20** has enclosed a chapter '**Thalinomics**: The social science of a plate of food in India', that is an endeavor to quantify what a standard person pays for a 'thali' (plate of food) across Republic of India. The 'Thalinomics' has tried to assess whether or not a 'thali' has become additional or less reasonable over the previous couple of years. "Though social science affects every one people in our everyday lives, this truth usually remains neglected by the commoner or girl," the survey noted. As per the survey, a eater thali includes a serving of cereals, 'sabzi and dal' and therefore the non-vegetarian thali includes of cereals, sabzi and a non-vegetarian part.
- Research paper written by: **David a fennell**. Discovering the building choice factors of vegetarians Eco-animal friendly hotels, client requests and animal friendly and environmental ethics comfort and price, facilities and security, the natural atmosphere and therefore the workers and their services standards and sanitation, sensibility, atmosphere and information were known because the main building choice factors of vegetarians in Turkey. Home discovering the building choice factors of vegetarians: the case of the aim of this study was to research the building choice preferences of vegetarians in Turkey. The form utilized in this study had four main sections: animal and environmentally friendly building attributes; building options and facilities; building food and drinkable services; and demographic and travel info of respondents. information were collected by means of face-to-face questionnaires from 328 self-identified vegetarians UN agency visited the primary vegan/vegetarian event – "Didim Veg Fest".
- Another analysis paper written by: **Ratnabhushan**. eating house Chains increasing eater menu speedily within the country once American state deep-fried Chicken, similar with its 'finger lickin good' positioning, altered its tagline for

Republic of India to 'so veg, thus good' to push its paneer comment burger and veg twister this March, it absolutely was not simply a promoting craze. Since then the fast-food chain's sales of its eater things within the country have shot up by five hundredth. "On totally different days of the week, numerous individuals flip eater for various spiritual reasons." [13] "It's Associate in Nursing indisputable fact that Republic of India is essentially a eater market. It's telling you within the face," Yum!'S Kaul aforementioned. KFC protected its 'so veg, thus good' tagline by boosting its eater menu with things like veg rice bowls and veg rockin' burgers, and taking part in videos across its stores showing however it absolutely was victimisation separate room areas and separate oil for preparation the eater food together with a social media campaign to inform shoppers however serious it's concerning eater menu.

Research Methodology:

It is a cross sectional study which consist of explanatory research. It mainly involved secondary data collection. Secondary data has been collected from text book, research papers and websites. Some primary data source has been used from the information gathered from Questionnaire.

i) **Primary Data:** There were about 105 respondents for Questionnaire from which required data is collected. This data was collected online from people who live in Pune city.

ii) **Secondary Data:** The secondary data will include information from website of various agencies, literature, books, journal, newsletters & manual. Also references from newspapers articles, magazines will be collected & reviewed.

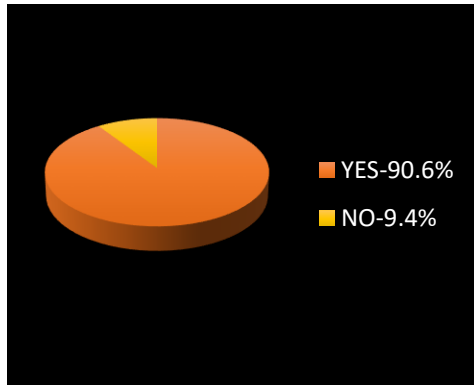
The data collected will then be analyse & interpreted quantitatively with the help of survey method result will be represented in the form of tables, graphs and quantitative tests.

Data Analysis & Result

According to the data Obtained in the descriptive analysis, specifically in different region of Pune city & with collaboration of secondary data. And this collected Data was analysed using basic and advanced analytical tools. This also includes thedetailed analysis of the data which was conducted to fulfil objectives of theresearch. Mentioned below is the analysis which be presented graphically and in tabulated form forbetter interpretation. The collected data was analysed done by thecollected facts of the study.

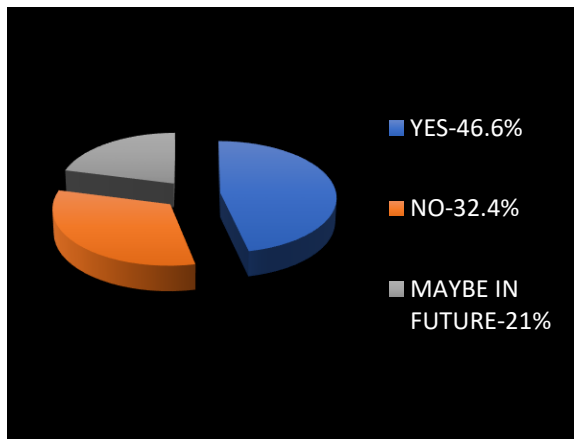
Vegetarian & vegan diet have become the hallmark of modern food habits. This trend become more popular because of its basic cause & it has been acknowledged that most health hazards in modern life are caused by this non-vegetarian food. Hence to understand level of acceptance & props & cons of vegetarianism this research has been conducted. And following question were ask

Q. 1.] Is you age between 18 to 25?



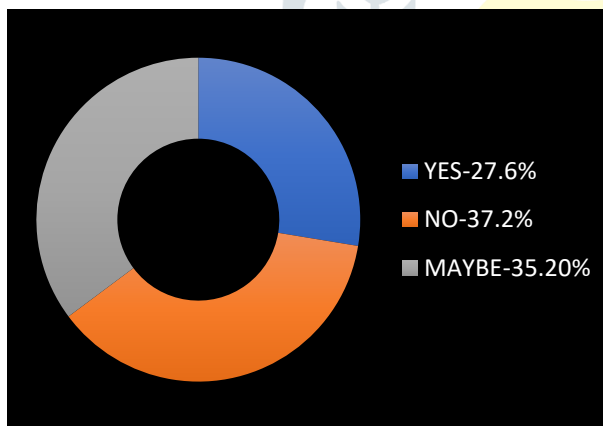
There were about 90.6% of respondents who were youth whose age was between 18 to 25 years and others were adults.

Q. 2.] do you follow vegetarianism?



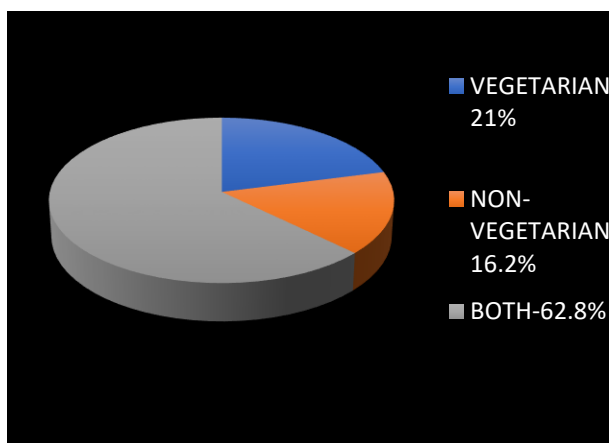
there is about 46.7% people who follow vegetarianism because of influence from social media or because of religious norms and 32.3% who strictly do not follow vegetarianism.

Q.3.] Do you think that being vegetarian is better than non-vegetarian?



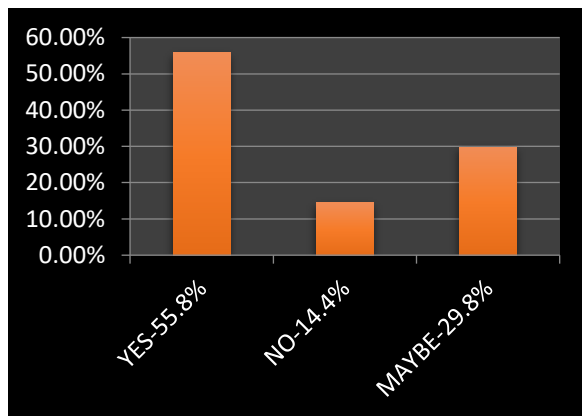
27.6% respondents think that vegetarian food is better than non-vegetarian food. But there are about 37.2% of respondents who think non-vegetarian food is better because of wide variety of dishes and strong taste of the non-vegetarian food. There are 35.2% of people who are not sure whether vegetarian is better or not.

Q.4.] which food is healthier?



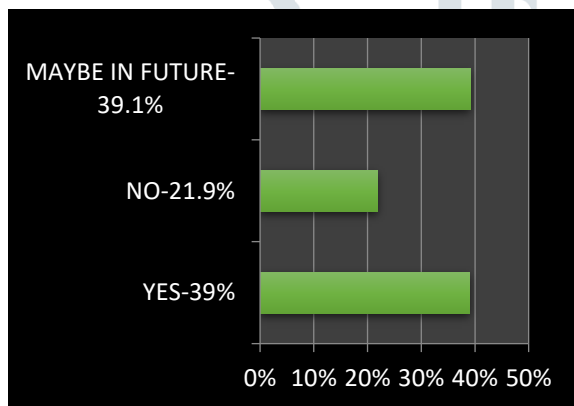
About 16.2% people think that non-vegetarian food is healthier than vegetarian food followed by 62.8% of people who think that both type of food is important for health. There are 21% of people who think that by only consuming vegetarian food the person can be healthier.

Q.5.] if hotels provide you better and healthier vegetarian alternative of non-vegetarian food will you eat?



There is about 55.8% of the respondents would like to try some alternative vegetarian of non-vegetarian food and about 14.4% of oppose this idea. 29.8% are not sure about alternative food.

Q.6.] Do you think vegetarianism can be the future of food industry?



39% strongly think that vegetarianism could be the future of food industry because new and upgraded food making techniques and also advance equipment's. 21.9% people think that it is not possible that only vegetarian food is the future and rest 39.1% of youth is not sure.

Conclusion

To sum up this survey researcher find out following factors as well as able to cross check the data analysed

- To find out awareness about vegetarianism in youth of Pune city.
 - India is at the top for following vegetarianism in the world but not because of new trend or environmental conservation but because of religious norms and because of caste such as Brahmins who follow vegetarian diet.
 - Our research concludes that almost 70% of youth in Pune city is aware about vegetarianism.
 - From which of the youth follow semi-vegetarian diet followed by the youth which follows Lacto- ovo-pesco vegetarian and lacto-vegetarian diet.
 - Vegan diet is followed by least number of people.
 - This states that youth from Pune city is well aware about vegetarianism and also follows any particular type of vegetarianism.
- To find out that vegetarian food is healthier than non-vegetarian food.
 - Most of the youth from Pune city think that both vegetarian and non-vegetarian food is important for health.
 - This is because of our Indian cuisine which is vast and includes both vegetarian and non-vegetarian food.

- Vegetarian food has a vast range of nutrients which can be used as alternative as non-vegetarian food. For eg. Pumpkin seed is a great source of protein and iron, one cup of spinach contains 5gm of protein, tofu, chickpea, lentils, broccoli are also great source of protein. Vegetables and fruits provide carbohydrates, vitamins and minerals.
- This proves that not only vegetarian but non-vegetarian are important for healthy body.

3.To study that vegetarianism is economically beneficial for people.

- The questionnaire concludes that half of the respondents from age 18 to 25 think that vegetarian food is economically beneficial.
- Vegetarian food is cheaper and easily available everywhere.
- India is an agricultural country so most of the ingredients are grown all over India.
- So vegetarian food is economically beneficial for people in India.

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