



# CHANGING TREND OF FOOD HABIT IN RURAL HARYANA: A CASE STUDY OF JIND DISTRICT

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**ABSTRACT:** The food habits of people have been changed according to time and space. Due to globalization, urbanization and economic development food habits have been changed rapidly in India and from the last two decades food habits of the people have been changed in Haryana. The changing life style is one of the major factors of changing food habits. Jind is one of the backward district of Haryana, where food habits are changing rapidly, geographically it is known as Bangar region (*An old alluvial plain where flood water is not accessed*) and a large section of population is engaged in agricultural activities. In this work, we have evaluated the changing nature of food habits of the concerned study area, for which data has been collected randomly from comprising a sample of 720 respondents selected from 20 villages of Jind district. The alteration has been noted in the daily routine lifestyle of the individuals, due to which a gradual change in the food habits has been observed. Changing tendency of food taste and food related choices results in rapid increase in the consumption of fast-food items. Along with this, increase in income, technological advancements, advertisements and facility of home delivery are also some other factors responsible for increasing the consumption graph of fast-food materials.

**KEYWORDS:** Food habit, lifestyle, fast-food, urbanization, agrarian society.

## INTRODUCTION

Taking a balanced diet is vital for good health and wellbeing. Food provides our body with the energy, protein, essential fats, vitamins, minerals etc. to grow and function properly. We need a wide variety of different food items to provide the right amount of nutrients for good health (Saikia Hridishruti 2019). If we see near past, when industrialization, urbanization and globalization are just like growing child, geography of the region play a major role to determine the food habits of the people, but now a days, growing urbanization and industrialization which have become giant and stimulating the globalization era. And it is globalization, who provide pizza, burger and pasta etc. to the traditional agrarian society and rasgulla, gulabjamun, khir, halwa, puri etc. to a person who belongs to Britain, France, America and

other developed countries

Food is known to play an important role in both the development and prevention of many diseases (Patel Himanshu 2019, Hussian Ali Shaik 2020). The habit of taking food also varies from society to society. Globalization and urbanization have affects adversely ones eating habits and forced many people to consume fancy and high calorie fast foods, popularly known as 'Junk food'. Fast food is an important item from the food classification, as it is ready made in nature and easy to eat. (Hossain Monir Mohammad 2020).

As it is seen that the trend of fast food is increasing more and in this way, it can be seen that, with the batter economic condition of the people, their attention is increasing towards fast food. Now a day, food habits are changing not only in urban but in rural areas also. In present time, the changing lifestyle is creating a critical stage for the future of the youth because it is seen that along with fast food, the youths have started using many intoxicants, which includes toxic substances, alcohol, tobacco products etc. As the trend of fast food is increasing, many diseases like obesity, sugar, heart attack, cancer etc. are coming to the fore. Along with it, dental problems are also seen in young generation. Therefore, it can be seen in this way that the food habits are changing with the changing lifestyle.

Haryana is mainly leading with agricultural societies. Traditionally, the people of Haryana used to eat jowar, bajra, gram and maize, porridge, millet and rice khichdi and green vegetables. They used to give more importance to milk, curd and ghee, used to eat many types of things made from milk like Kheer, Khova, Gajarpaak, Khis. The food habits of people have changed from place to place and culture to culture, but milk, curd and ghee have been the staple food of Haryana.

According to time and changing technology in Haryana, there has been a lot of change in the food habits of the people. This change has been seen more than the last few years. Jind is one of the best agricultural districts of Haryana. It has a large share of agrarian society, who takes traditional food from the beginning of its civilization. But now, scenario of this tradition is changing gradually due to the technological advancement and globalization, changing lifestyle in Jind district of Haryana state. It has also affected their food habits as well as their health and daily life style. It has been seen among the people of Jind district that they are taking less balanced food and because of which they are facing a lot of chronic diseases.

### **STUDY AREA**

Jind, (29°19'N 76°19'E / 29.31°N 76.32°E), extending over the total area of 2,702 sq. km districts of Haryana state in northern India. This district comes under Hindi speaking area. The elevation of the district is between 218 meters and 239 meters above the sea level. It shares the boundary with Karnal and Kurukshetra Districts at East and at the North-East, it shares boundaries with Patiala and Sangrur districts of Punjab and at South West Hissar District, Rohtak and Sonipat districts are at south and southeast respectively. It experiences diverse weather conditions with winter starting from September to end February with temperature going down to the average minimum 7°C in January and summer extends from March till June with maximum temperature varying from 40°C-45°C. Haryana is dependent on agriculture from the ancient times. The main focus crops in this state are millet, wheat, maize, jowar, cotton and sugarcane.

Objective.

- i** To understand the food habits in rural Haryana
- ii** To understand the change in food habit in rural Haryana

## DATABASE AND METHODOLOGY

This study is based on primary survey, to obtain the information of food habits of rural area of Jind district, a questionnaire has been designed comprising of 74 questions in total. The questions in this questionnaire are related to socio-economic conditions, life style and food habits of the rural society. The study area of this research is Jind district, 20 villages have been randomly selected out of 306 villages of concerned district. This selection is done by lottery method of simple random sampling. Out of 20 villages 36 respondents have been chosen randomly by stratified random sampling from each village. We wanted to assure participation of all caste respondents in this research, so we used stratified random sampling in this study. After obtaining the data, this has been tabulated and interpreted, to represent this data, simple graphical diagrams have been used.

## RESULTS

In these following tables the result is interpreted from 720 respondent (N=720).

**Table 1: Type of Food**

Sr. No.	Type of food	%
1	Vegetarian	88.75
2	Non-vegetarian	11.25

People eat both vegetarian and non-vegetarian food in Jind district of Haryana. There are 88.75% people who eat vegetarian food and 11.25% eat non-vegetarian food.

**Table 2. Timing of Breakfast, Luch, Dinner**

Sr.No.	Timing of breakfast	%	Time of lunch	%	Timing of Dinner	%
1	5to 6	2.91	12to1 pm	39.33	6to7	12.82
2	6to7	19.05	1 to2 pm	44.92	7to8	46.15
3	7to8	33.47	2 to3 pm	15.75	8to9	25.64
4	8to9	28.88			9to10	7.69
5	9to10	15.69			10to11	7.69

Breakfast is the main part of our diet. It is good to take breakfast within 2 hours of waking up in the morning. In Jind district of Haryana 2.91% people take breakfast between 5-6 a.m., 19.2% people take it between 6-7 a.m., 33.47% people eat breakfast between 7-8 a.m. 28.38% people eat it between 8-9 a.m. And whereas, 15.69% people take their breakfast between 9-10 a.m. About the lunch time, in Jind district, 39.33% people take lunch between 12 noon-01 p.m., 44.92% people eat between 01-02 pm, and 15.75% people take it between 02-03 pm. Out of the total population, there are 10.97% people who do not take lunch.

Eating at the right time is very important to stay healthy. If you do not eat food at the right time, then healthy food will not be beneficial. Therefore, it is very important to take food at the right time. From the above table, it was found that, in Jind district, 12.82% people take dinner between 06-07 pm, 46.15% people take it between 7-8 pm, 25.64% people eat dinner between 8-9 pm. Whereas, only 7.69% people eat it between 10-11 pm.

**Table 3: Consumption of vegetable oil and Refined oil**

Sr. no.	Habit of vegetable oil	%	Frequency	%	Habit of Refined oil	%	Frequency	%
1	Yes	86.66	Everyday	8.97	Yes	40.97	Everyday	18.98
2	No	13.33	Usual	24.35	No	59.02	Usual	51.52
3			Occasionally	13.94			Occasionally	29.49

Vegetable oil is used in large quantity in Jind district of Haryana. About 86.66% people use vegetable oil at their homes. The percentage of people who use vegetable oil daily is 8.97% and 24.35% people use it usually. The total percentage of people who use vegetable oil occasionally is 13.94%. 40.97% people use refined oil and 59.02% people do not use it. The percentage of daily refined oil users is 18.98%, while 51.52% people use refined oil usually and the number of users who use it occasionally is 29.49%.

**Table 4: Habit of Rice and green vegetables**

Sr. no.	Rice Habit	%	Frequency	%	Habit of green vegetable	%	Frequency	%
1	Yes	93.19	Everyday	10.28	Yes	87.91	Everyday	13
2	No	6.81	Usual	77.8	No	12.09	Usual	82.95
3			Occasionally	11.92			Occasionally	6.19

Rice is an important part of our diet. There are 93.19% people who eat rice and 6.81% people who do not consume rice at all in Jind district. About 10.28% people consume rice daily, 77.80% people take it usually and 11.92% people consume it only on a special occasion.

In Jind district of Haryana, 87.91% people eat green vegetables in general and out of it 13 % take it daily, 82.95% people usually take green vegetables and 6.19% people take it only on a special occasion.

Sr. no.	Curd and Butter milk	%	Frequency	%	Milk Habit	%	Frequency	%
1	Yes	95.9	Everyday	77.06	Yes	95.5	Everyday	86.35
2	No	4.3	Usual	20.17	No	4.5	Usual	11.19
3			Occasionally	2.75			Occasionally	2.32

A large proportion of the population in jind district is fond of Curd and buttermilk. 95.69% population uses curd and buttermilk and only 4.30% people who do not take curd and buttermilk. Among the population who use curd and buttermilk 77.06% take it everyday.

Like curd and buttermilk, milk is also one the favourite food item of the people of Haryana. It is rich of

Vitamins, calcium and other nutrients which are beneficial for our body. Daily consumption of milk keeps our body healthy. There are 86.35% people in Jind district who take milk daily. 11.19% people drink milk usually and just 2.32% people who take it only on the special occasions.

Sr. No.	Habit of ghee or butter	%	Frequency	%	Monthly Consumption	%
1	Yes	93.61	Everyday	85.75	Less than 1 kg	3.05
2	No	6.38	Usual	11.42	1-2 kg	40.83
3			Occasionally	2.81	3-4 kg	40
4					5-6 kg	12.08
5					7-8 kg	2.77
6					Above 8 kg	1.25

Culturally Ghee and butter are used as a main food item in Jind. 93.61% of the population uses ghee and butter, the number of daily users is 85.75% while the number of usual users is 11.42%. Only 2.81% of the total population use it occasionally.

There is a big difference of monthly consumption of ghee and butter in the households. There are 3.05% users who consume less than 1 kg per month. While 40.83% population consume 1-2 kg per month. 40% people consume 3-4 kg monthly and consumption of 5-6 kg per month is of 12.08% people.

**Table 7: Fruit and Juice Habit**

Sr. no.	Habit of fruit and juice	%	Frequency	%
1	Yes	96.66	Everyday	12.79
2	No	3.33	Usual	65.94
3			Occasionally	21.27

In Jind district, there are 96.66% people who take fruits and juices, among this number, 12.79% people are those who take these daily, 65.94% usually. But 21.27% consumes it occasionally.

**Table 8: Tea Habit**

Sr. No.	Tea habit	%	Frequency	%	Time	% Everyday
1	Yes	94.02	Everyday	90.84	1 to 2	54.20
2	No	5.97	Usual	7.97	3 to 4	38.42
3			Occasionally	1.19	5 to 6	7.38

In Jind district, 94.02% people takes tea, 5.97% people who don't. Out of the total respondents who takes tea, 90.84% people take it daily, but only 7.97% people drink it usually, and just 1.19% people drink this occasionally.

**Table 9: Gastric and Acidic Problem**

Sr. No.	Gastric and Acidic Problem	%
1	Yes	17.5
2	No	82.5

Along with the changing food habits, many new diseases also come to the fore. Nowadays, people like to

eat more spicy food items, due to which, acidity and gastric problems arises. In Jind district, 17.5% people are troubled by this problem.

Sr. No.	Caste	Male %	Female %	Frequency of Fast food with Gender	Male %	Female %	Age Group	Male %	Female %	Total %
1	General	73	64.4	Regular	1.2	2.2	15to25	20.5	42.7	31.1
2	OBC	60.9	61	Usual	80.8	68.4	25to35	25.1	20.4	22.8
3	SC	52	69.61	Occasionally	17.8	29.2	35to45	25.1	22.7	23.9
4							45to55	17.9	7.2	12.8
5							55to65	5.8	4.5	5.2
6							Above 65	5.4	2.2	3.9

In Jind district of Haryana, out of the total general category, 73% males and 64.4% females consumes fast food. In SC category, fast food is consumed by 52% men and 69.6% women. It is near about same percentage in the OBC category. So, according to the above table, more fast food is consumed by general category people and among this category male comparatively takes more fast food than female, but in SC category consumption of fast food in females is more than that of male respondents.

Among the total male population in Jind district, 1.2% males are those who use fast food every day. There are 80.8% men, who consume fast food usually and 17.8% men who consumes it only during celebrations or festivals. On the other hand, out of the total population of women in this district, 2.2% of women take fast food every day. There are 68.4% women who use fast food usually and 29.2% women only on functions or festivals. Therefore, most of the people in Jind district use fast food occasionally.

The prevalence of fast food is increasing more in Jind district of Haryana, out of the total population 66.11% are males and 64.55% are females who consumes fast food. Representing according to age group, 20.5% population belongs to 15-25 age group, 25.1% belongs to 25-35 age group, 25.1% belongs to 35-45 age group, 17.9% belongs to 45-55 age group, 5.2% belongs to 55-65 age group and 3.9% population belongs to above 65 age group.

## CONCLUSION

Food habits of the people of Jind district of Haryana is influenced by the environment of its surrounding area. In today's time, there has been a lot of change in the life style of the people. People have changed their lifestyle and food habits according to the time changes. Changes have been seen in the people's life style, food habits.

Most of the people from Jind district, eat and sleep at late night and wake up late in the morning. Due to which, there has been a lot of change in the daily work schedule of the people. With the changes in eating and sleeping habits of the people, their lifestyle has been adversely affected.

There has been a lot of change in the food habits and life style of the people of this district as compare to earlier times. Earlier people of this area were habitual to eat only homemade things, especially Kheer, milk, curd, butter, malpuva, lassi, khova, porridge, khichadi, green vegetables, fruits and other things made of ghee and milk of excellent quality. But, today people of this area moved speedily towards fast food. But due to more consumption of fast food among people, different types of diseases are increasing in them. Nowadays, people have started eating crispy, spicy things like pizza, burger, choumin, samosas, noodles, maggi, pasta, golgappa, pakodas etc. As a result of this, many diseases like obesity, diabetes, cancer, thyroid, high and low BP have identified at high speed in the people of this area.

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