



Sensory evaluation of Instant Ready to eat food products

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Abstract:

The maintenance of health and the eradication of disease are the main objectives of Ayurveda. A balanced diet should be followed to give the body, essential nutrients it needs, as well as to keep the body in a healthy state and ward off illness. The degree to which an *Ahara* is preventive, or curative (*Aushadh*) relies on a variety of elements, including the use of the *Ahara*, the *Prakriti*, *Sara*, and *Dosha* of the individual etc. We can bridge the gap between food and medicine by using ayurvedic principles. Nutraceuticals can be related to ayurvedic dietetic principles and nutritional pharmaceutical preparations in the current context. This includes antioxidants, supplements for digestion, probiotics, and other essential elements of modern diet. The "nutraceutical revolution" and the rise in the popularity of traditional or alternative beneficial goods have been prompted by the demand for improved quality of life. Nutraceuticals are consumed by a sizeable section of the population to promote longevity and excellent health. Most companies or manufacturers produce their goods under the name of herbal or natural products and claim no harm or adverse effects, but their trustworthiness is rather low. The long-standing consumer acceptability of nutraceuticals is a result of their link with traditional medicine. The main objective of the present study is to represent instant ready to eat food products, their ingredients, original pictures along with bar representation of sensory evaluation forms of mentioned products. The result revealed that these food products performed quite good on sensory testing and can be acceptable if manufactured on a large level.

Keywords: Ayurvedic formulations, herbal products, nutraceuticals, food products.

1. Introduction:[¹][²]

Ayurveda, a 5000-year-old health science, has addressed the therapeutic value of food. A balanced diet should be followed to give the body, essential nutrients it needs, as well as to keep the body in a healthy state and ward off illness. The degree to which an *Ahara* is preventive, or curative (*Aushadh*) relies on a variety of elements, including the use of the *Ahara*, the *Prakriti*, *Sara*, and *Dosha* of the individual etc. We can bridge the gap between food and medicine by using ayurvedic principles. Nutraceuticals can be related to ayurvedic dietetic principles and nutritional pharmaceutical preparations in the current context. This includes antioxidants, supplements for digestion, probiotics, and other essential elements of modern diet. The "nutraceutical revolution" and the rise in the popularity of traditional or alternative beneficial goods have been prompted by the demand for improved quality of life.

Several Food manufacturing companies are launching their products in the names of herbal or natural which are claimed to be highly nutritious. But when we see their ingredients, they are just "Unbalanced, not so healthy, mis advertised products". Such trends need to be redirected and work in the field of Food and nutraceuticals development

is much needed by ayurvedic personnels. Developing a food product is not mere preparing a recipe. It is more of a long chain of processes through which the product filtered to finally become available to marketing and commercialization. Starting with, Generation of an idea; Screening of idea, Consumer testing is essential when screening products. Without consumer testing, one cannot know consumer needs, desires, and willingness to purchase; If product pass this test as per feedback, then the next step is feasibility, involves regulation, technology, and finance; If product pass, then comes the marketing and commercialization. This whole sets of processes, lead to the final product. Looking upon all these aims and objectives, evaluation of under processed food products is documented in this present study [3].

2. Material and method:

In this article, material is collected from several sources such as ancient treatise, website, research article, google scholar, PubMed, etc.

Proposed food products:

There are various ayurvedic based food products selling all around markets. In 2022, the market for ayurvedic products in India was worth INR 626 billion. Looking ahead, the IMARC organization expects that the market would grow at a compound annual growth rate (CAGR) of 19.3% from 2023 to 2028, reaching INR 1,824 billion [4]. Following these trends, here various food products along with their ingredients are compiled in tabular form (Table 1). Along with this, bar representation of sensory evaluation forms (Figure 1) of mentioned food products are given, with their pictorial presentation (Figure 2).

Table 1: Ready to eat food products and supplements.

S.No.	Product Name	Effective in	Ingredients
1.	Instant Herbal Yusha (Soup)	<i>Agnimandhya</i>	Powdered <i>moong</i> , trikatu churna, Saindhav
2.	Instant Herbal Yavagu (Porridge)	<i>Agnimandhya</i>	Powdered shasthik shali, moong, trikatu churna, saindhav
3.	Millets <i>Namkeen</i>	Nutritional	Ragi, quinoa, kanguni, laja, chiwada, Tal makhana, Rolled oats, peanut,
4.	<i>Kharjuradi</i> Juice	<i>Pitta dushti</i>	Kharjura, munaka, amala, chinch, dadima, saindhav
5.	<i>Kharjuradi</i> Jam	<i>Pitta dushti</i>	Kharjura, munaka, amala, chinch, dadima, saindhav
6.	<i>Hridyam leha</i>	Cardio and cerebral protective	<i>Arjuna ksheera paka</i> , Sugar
7.	Delicious peanut butter truffles	Nutritious	<i>Kharjur</i> , <i>Mahua</i> , <i>Anjeer</i> , <i>Munaka</i> , Peanut butter, Almond



Figure1: Pictorial representation: Instant herbal Yusha, Millets Namkeen, Kharjuradi Jam, and Hridyam Leha.

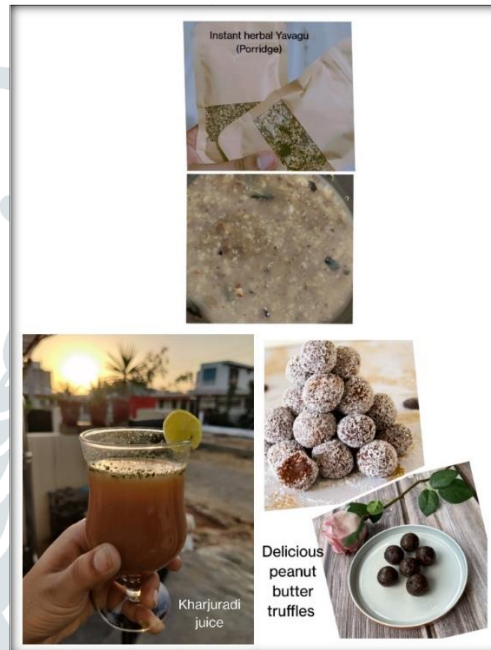
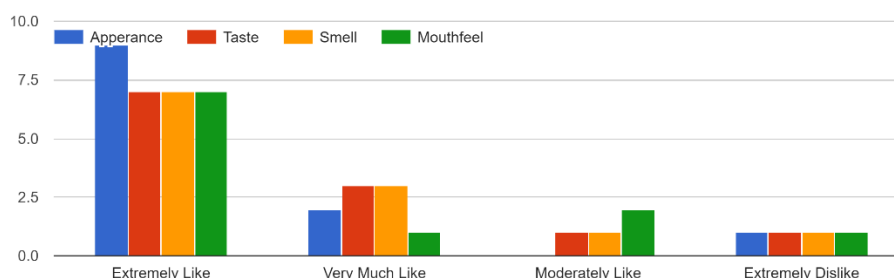


Figure 2: Pictorial representation: Kharjuradi Juice, Delicious Peanut butter truffles.

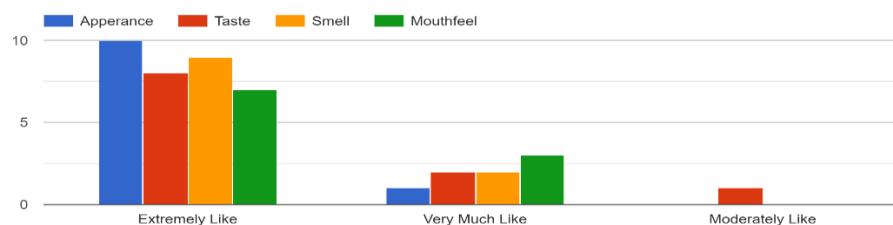
1. Delicious peanut butter truffles

**Figure 3:** Graphical representation of sensory evaluation of delicious peanut butter truffles.

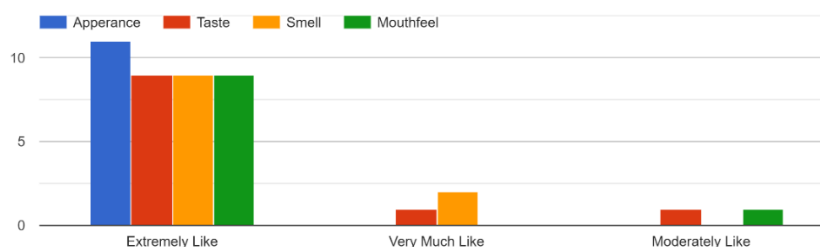
2. Instant herbal Yavagu (Porridge)

**Figure 4:** Graphical representation of sensory evaluation of Instant herbal yavagu (porridge).

3. Instant Herbal Yusha (Soup)

**Figure 5:** Graphical representation of sensory evaluation of Instant herbal yusha (Soup).

4. Hridyam leha

**Figure 6:** Graphical representation of sensory evaluation of Hridyam leha.

5. Millets Namkeen

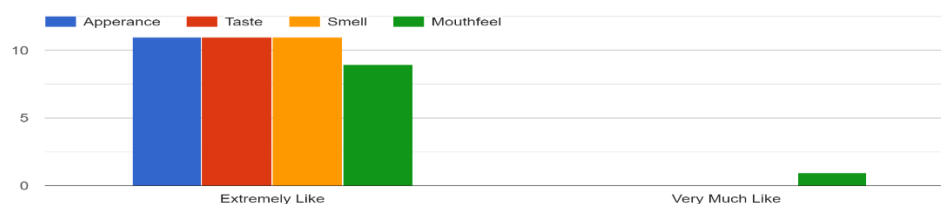


Figure 7: Graphical representation of sensory evaluation of Millets namkeen.

6. Karjuradi juice

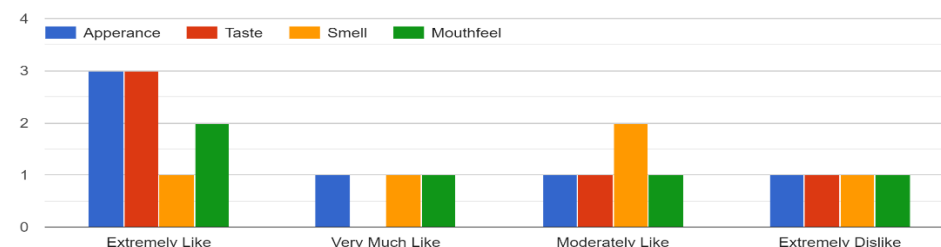


Figure 8: Graphical representation of sensory evaluation of Karjuradi juice.

7. Kharjuradi Jam

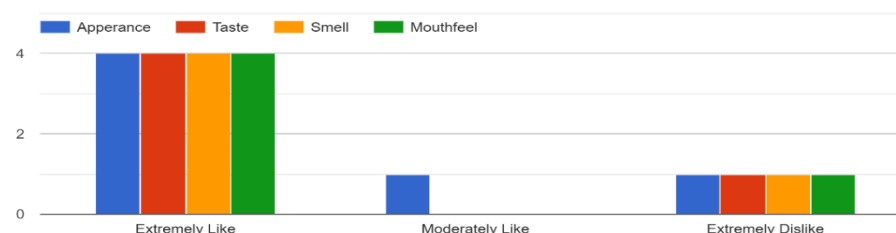


Figure 9: Graphical representation of sensory evaluation of Kharjuradi jam.

Result:

The data of 30 sensory evaluation forms are compiled to represent the likes and dislikes of persons through bar diagram. The evaluation revealed that these food products performed quite well on sensory testing. In further studies, large scale testing will be conducted.

Conclusion

The market for nutritional food items in India is world's fastest growing market and forecasted to become a \$30billion sector by 2026 [5]. It provides a lot of opportunities in the field of Ayurveda, to develop several much beneficial herbal food products using classical texts. It is likely that consumers will adopt nutraceuticals on a long-term basis once they are associated with traditional medicine. The above-mentioned products are some of the few nutraceutical supplements that have been fortified naturally to produce desired effects and were taken in their 3original form from

the ancient Ayurvedic treatises. The black box design of Ayurveda makes it clear that it is not always possible to determine the active Phyto-constituents and the justification of a specific combination of medicines in terms of modern scientific parameters. However, as correctly stated by *Aacharya Charaka* (writer of *Charak Samhita*), everything that is outside the scope of scientific demonstration is not irrational or nonexistent- "*Pratyakshama hi alpam, analpam apratyakshama*" (i.e., what is visible to people is only a small portion of this universe and what we cannot perceive is much more than that, which does not make that non-existent). Ayurvedic sciences have been in use for centuries because of the benefits that they bring. This is the need of hour, to contribute herbal preventive food products in the market and to enhance the people's reliability on Ayurveda and preventing diseases through *aushadh sidha ahara*.^[1]

Discussion:

The treatise already has so much about preventive food recipes such as *Yusha* (Soup), *Yavagu* (Porridge), *Sharkar* (Syrup), *Peya* (Juice), *Phanta* (Tea) etc. We just need to visualize all these through a quite different angle. To launch a food product in market, it needs to fulfill several criteria as its texture, palatability, handling, use, aftereffects etc. These challenges need to overcome, and innovations must be made continuously in the development of new products. Further studies to fulfill the scientific criteria for these food products will be carried out. These criteria will be Nutritive values, Stability, Feasibility, Pricing, Packaging, and a strategic & flexible marketing approach etc.

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