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## **AYUSH AAHARA: INTEGRATING TRADITIONAL DIETETICS INTO MODERN HEALTH SYSTEM**

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### **ABSTRACT**

Food is essential for human health, providing energy, nutrients, and other vital benefits. Ensuring food safety is paramount, as emphasized by the World Health Organization, for maintaining proper nutrition. Ayurveda, a holistic healthcare system, places equal emphasis on wellness and therapeutics, offering unique dietetic principles (Aahara) as a potential solution. Ayush Aahara, rooted in the traditional knowledge systems of Ayurveda, Yoga, Unani, Siddha, and Homeopathy, emphasizes use of food as medicine and a critical component in maintaining health and preventing diseases. With the growing prevalence of lifestyle disorders, there is a renewed interest in the role of traditional diet in promoting holistic well-being. To ensure safety, quality, and public trust, the Food Safety and Standards Authority of India (FSSAI) has implemented regulations and introduced the Ayush Aahara logo, which certifies the food prepared under the Ayush guidelines. This regulation came to be known as the Food Safety and Standard Regulations for Ayurveda Aahara, 2022, which comprises a total of five schedules that describe the requirements needed for Ayush Aahara. This review aims to explore the concept of Ayush Aahara or Ayurveda Aahara and its regulatory framework, safety protocols, and preventive potential of Ayush Aahara in addressing lifestyle-related disorders, emphasizing its significance as a sustainable and culturally rooted approach to health

promotion. Integrating these principles in to modern health science will definitely paves the way to lessen the impact of non-communicable diseases.

**Keywords: Ayurveda, Aahara, Aahara Vargas, Ayush Aahara, Holistic nutrition, FSS Act, Food Safety and Standard (Ayurveda Aahara) Regulation,2022, Dietary guidelines Standardization, Non-communicable diseases, Quality assurance**

## 1. INTRODUCTION:

Food is vital for human health, providing energy, nutrients, and other essential benefits. It has a significant impact on both health and illness. It is been told that ‘what we eat is what we are’, clearly manifest the importance of food; as well as Hippocrates (father of modern science) has raised the statement ‘Let food be the medicine, the medicine shall be the food’ makes consumers as well as scientist to be more aware about the health advantages of certain foods. A Healthy life commences with healthy diet along with good cuisines. Aahara is explained scientifically in terms of the nutritional worth of its constituents, which include minerals, vitamins, protein, and carbohydrates. Aahara is defined as one among the three significant pillars of Ayurveda [1], which makes Aahara one of the fundamental principles ahead which give health, happiness, and harmony along with nature. Recognizing the significance of these age-old dietary principles, the Ministry of Ayush, in cooperation with the Food Safety and Standard Authority of India (FSSAI), introduced a new food category under the Food Safety and Standard Regulation (FSSR), which is in turn known

by the name Ayush Aahara. During the pandemic of COVID-19, Ayurveda Aahara has emerged as a beacon of hope, offering holistic nourishment for the body, mind, and soul with an intensified focus on food, nutrition, and immunity. Ayush Aahara is implemented to lessen the impact of lifestyle disorders and to promote a nutritional diet and healthy living. It is gaining more popularity because of its capability to tackle the present day non-communicable diseases.

During The World Food India 2024 held at Pragati Maidan, New Delhi highlighted the indispensable role of Ayurveda and other traditional Indian medicine system in modern nutrition. The event displays Ayurveda Aahara’s as a concept that integrates traditional knowledge with modern food solutions. The current study’s goal is to inquire in to the fundamental ideas of Ayush Aahara and its regulations along with its importance in pacifying non-communicable diseases.

## 2. AIMS AND OBJECTIVES:

1. To have an in-depth review of Aahara from an Ayurvedic perspective as well as a Modern perspective.

2. To explore the concept of ‘Ayush Aahara/Ayurveda Aahara’ from an Ayurvedic point of view.
3. List out the regulations put forward by the FSSAI about Ayush Aahara.
4. To rule out its importance in pacifying non-communicable diseases.

### 3. MATERIALS AND METHODS:

Literature search on Aahara(diet) and other pertinent topics was gathered from a range of references. The primary Ayurvedic texts consulted include Charak Samhitha, Sushruta Samhitha, Astanga Sangraha, Astanga Hridaya, Bhava prakasha, and

Kashyapa Samhitha with their available references. Apart from this, a search has done across databases such as Scopus, Google Scholar, PubMed, by applying keywords like Aahara, Ayurveda, Ayurvedic diet, Ayush Ministry, Ayush Aahara, Ayush Aahara regulations, FSSAI, and FSS Act.

#### 3.1. Aahara – Etymology and Synonyms:

The word Aahara is derived from ‘हुन्हने’ means to be taken in, and the word ‘अन्न’ is derived from ‘अन्’ joined with ‘न’ pratyaya, meaning to be taken in (शब्दस्तोममहानिधि) [2].

#### 3.2. Synonyms of Aahara: [3]

Table 1: Synonyms of Aahara

Author/Text	Synonyms
Amarakosha	Jagdha, Bhojana, Lehyaha, Nidhasa, Nauda
Amarakoshateeka	Jaman, Vidahasa
Ratnamala	Pratyavasanam, Bhakshanam
Raja Nighantu	Abhyavahara, Khadanam
Caraka (Cakrapani)	Bheshajam
Kashyapa	Mahabhaishajyam

#### 3.3. Definition of Aahara: [4]

According to Shabdakalpadruma, Aahara is the substance that is ingested, and it includes food and drinks. Dalhana defines Aahara as the substance which is taken in through anna nalika (oesophagus). Gangadhara says that the substance which is ingested by the tongue down to the throat is Aahara. Cakrapaani comments on Aahara and says that which is ingested, and thus it includes both diet and drugs. Food is that which is taken into the body through the anna marga (Oesophagus or mouth). In

Taittareeyopanishad, Anna or Aahara is considered as Brahman, it is recognised as a great entity of life, it precipitates and maintains life. WHO (World Health Organisation) defined food as, Any substances which includes natural or processed substances or a mixture of both, when intakes by the human provides required nutrients and energy for the biological process and also bring about psychological effects related to satisfaction and gratification.

### 3.4. Classification of Aahara:[5]

1. Based on Aaharatwa – Aahara is only one type
2. Based on origin – Sthavara and Jangama
3. Based on Prabhava – Hitakara and Ahitakara
4. Based on Upayoga – Pana, Asana, Bhakshya, Lehya
5. Based on Rasa – Madhura, Amla, Lavan, Katu, Tikta, Kashaya
6. Based on Guna – Guru, Sita, Snigdha, Manda, Sthira, Mrdu, Visada, Slakshna, Suksma, Sandra, Laghu, Usna, Ruksha, Tiksna, Sara, Katina, Picchila, Khara, Sthula Drava.
7. Based on Vikalpa (samyoga and samskara) – Nanavidham

As per Acharya Sushruta Samhitha, based on the effect of food intake, Aahara is classified into 3 categories: [6]

1. Ekanta Hitakara: Food that does not produce any adverse effects even after regular consumption, such as milk, water, ghee, etc
2. Ekanta Ahitakara: Substances which are inherently detrimental to the body, like visha, kshara, etc.
3. Hita Ahitkara: Hita Ahitkara refers to substances that are beneficial for one individual or dosha (Vata, Pitta, or Kapha) while being detrimental to another

### 3.5. Aahara Vargas:

Table 2: Aahara Vargas Classification

CARAKA SAMHITHA [7]	SUSHRUTHA SAMHITHA [8]	ASTANGHA HRIDAYAM [9]
Sukadhanya	Dhanya	Toyam
Samidhanya	Mamsa	Sukadhanya
Mamsa	Phala	Kshira
Harita	Saka	Simbidhanyam
Phala	Lavana	Ikshu
Saka	Bhakshya	Pakvannam
Madya	Anupana	Tailam
Gorasa	Jala	Mamsam
Ambu	Kshira	Madyam
Ikshu	Dadhi	Sakam
Krtanna	Ghrita	Mutram
Aaharayogi	Taila	Phalam
	Madhu	

### 3.6. Importance of Aahara:

Aahara, or diet, is essential to all living things and is vital to preserving stability and health. As Acharya Kashyapa noted, food can be a powerful medicine (Mahabhaisajya) [10]. A well-balanced diet

is essential for life, vitality, complexion, tissue nourishment, immunity (Ojas), growth, intelligence, and overall well-being. As per Acharya Caraka, Aahara is considered a prime factor for the sustenance of life [11], and timely intake of Aahara can

lead to a healthy life [12]. The impact of diet on an individual's life is profound, influencing Dosha balance based on factors like Guna (properties), Virya (potency), Rasa (taste), and Vipaka (post-digestive effect). According to Sushruta, physicians must understand these aspects to provide effective guidance on health maintenance and disease prevention. Diet has a key role when it comes to diseases and physical health. Consuming wholesome food can lead to overall well-being and happiness, while unwholesome food can cause misery and disease. Therefore, it is essential to be mindful of one's dietary choices and prioritize nutritious and balanced eating habits to maintain optimal health and happiness [13]. By adopting a healthy diet, one can live a long, disease-free life.

### 3.7. Ayush Aahara:

AYUSH Aahara, also called Ayurveda Aahara, is a healthy diet project launched by the Ministry of Ayush. It started as a new beginning from the part of the Ministry of Ayush by making available those Ayush recipes at their canteen, that is, at Ayush Bhawan, New Delhi. The Ayush Aahara is being launched as a test (pilot test), and feedback forms will be issued to people who are taking this diet. Based on the feedback received, a new diet is to be regularised every time. The preliminary aim of the implementation of this project is to lessen the impact of lifestyle diseases, along with

that to create a nutritional diet and healthy living. There is a lot of resemblance between Ayurveda Aahara and traditional food practices that prevailed in India. Ayurveda already provides the public with a healthy nutritive Aahara, but we want to make it more palatable, so that this palatability in turn provides happiness, and happiness in turn gives health. That is called Ayush Aahara. Ayurveda's approach to diet goes beyond nutrition, considering factors like *matra* (quantity), *agni* (digestive power), and *anupana* (suitable accompaniments), as well as personalized diets based on an individual's constitution (*prakriti*). The most distinctive concepts explained as codes of conduct are as follows: [14, 15]

1. Ashtaharavidhi visheshayatanani: Eight factors to consider when recommending food
2. Dvadashashanapracara: Twelve aspects of food quality, frequency, and function
3. Ritucharya: Seasonal dietary guidelines
4. Personalized diets for different life stages and health conditions. These principles

showcase Ayurveda's comprehensive understanding of food and health.

Promoting distinctive food recipes grounded in Ayurveda principles can play a crucial role in addressing significant nutritional challenges like Protein Energy Malnutrition

(PEM). Recent results from the National Family Health Survey 5 reveal that malnutrition is a critical health concern that requires attention [16]. Supporting 'READY TO EAT' Ayurvedic dietary recipes is vital for achieving a healthy and fulfilling life. In response, the CCRAS, under the Ministry of Ayush, has launched several initiatives aimed at globally positioning and branding traditional food recipes. Acknowledging the importance of these time-honoured dietary principles, the Ministry of AYUSH, in partnership with the FSSAI, introduced the Food Safety and Standards (Ayurveda Aahara) Regulations in 2022. These guidelines were crafted in alignment with the Food Safety and Standards Act of 2006, and the FSSAI released another Regulations in the year 2021, which have been accessible to the public since July 5, 2021. As the first regulations specifically for Ayurveda Aahara in India, they define 'Ayurveda Aahara' as food made as per the practices, methods or ingredients, explained in recognized Ayurvedic texts, as outlined in Schedule A of these regulations [17]. To create a distinct identity for Ayurveda Aahara, FSSAI unveiled a specialized logo on June 7, 2022, showcasing the initials of Ayurveda and Aahara alongside five leaves that represent the five elements of nature. The implementation of these regulations signifies an important advancement in incorporating Ayurveda-based dietary

principles into the mainstream food system, especially concerning public health and well-being.

FSSAI is collaborating with the Ministry of Ayush to establish standards for traditional Ayurvedic foods, referred to as Ayurvedic Aahara, as a distinct category. The Ministry has introduced a comprehensive nutritional guideline called "Ayush Dietary Advisory for Kuposhan Mukh Bharat," which has been endorsed by the Ministry of Women and Child Development (MWCD) which aims to improve the nutritional advantages for children, expectant mothers, and nursing mothers. Additionally, the Council has developed research-based nutritional supplements and published guidelines on Ayurveda-based diets and lifestyles for preventing and managing common diseases. The Council is also organizing "Poshan Maah" through its clinical institutes to promote Ayurvedic Aahara nationwide. These efforts aim to bring Ayurveda closer to everyday life by encouraging the consumption of food that aligns with both traditional knowledge and modern nutritional science. CCRAS has also undertaken several initiatives, including survey studies, scientific validation, and the standardization of traditional food recipes and medicinal plants. These initiatives help to develop evidence-based dietary guidelines that can meet the health needs of contemporary society. CCRAS's notable

research efforts in Ayurveda include documentation and validation of traditional food recipes, scientific exploration of medicinal plants used in ethnic diets, development of SOPs for Ayurveda-based recipes, and nutritional studies aimed at understanding the efficacy of these traditional foods, ethnomedicinal and traditional food documentation among tribes, and formulation and product development of Ayurveda recipes [18].

Based on this implemented project, lot of dietary recipes were introduced in Ayush Research portal with definite health benefits. Presently various

#### **Regulations of Ayurveda Aahara:**

In compliance with the guidelines, the manufacture and distribution of Ayurveda Aahara items will be subject to rigid guidelines under the FSS Regulations of Ayurveda Aahara, 2022. After acquiring the necessary licence from FSSAI, these products will be accessible in the market. A unique logo has been created for Ayurveda Aahara products, facilitate easy recognition and emphasize excellent standards. The regulations consist of five schedules:

##### **1. Schedule A: [19]**

The first Schedule A comprises a comprehensive list of 71 authoritative Ayurveda texts for determining the legitimacy of Ayurveda Aahara. This list includes 54 texts from the First Schedule of

the Drugs and Cosmetics Act, 1940, and an additional 17 texts. The Authority of Food will consider recipes and ingredients mentioned in these texts, published before 1940, as authoritative. However, ingredients and recipes mentioned in appendices / annexures to these texts will not be considered part of Ayurveda Aahara under this regulation.

##### **2. Schedule B: [20]**

Schedule B outlines the categorization of Ayurveda Aahara into distinct categories (A, B, B1, and B2) along with their specific regulatory requirements. The details of these categories are as follows:

##### **2.1 Category A: Ayurveda Aahara**

products prepared according to the Ayurveda literature specified in Schedule A are exempt from approval criteria put forward by the authority for general health benefits and safety claims. However, prior approval based on scientific evidence is required for claims related to reducing the risk of diseases.

##### **2.2 Category B: Category B**

allows for the introduction of new Ayurveda Aahara formulations that combine ingredients from authoritative texts listed in Schedule A with other

botanicals, following Ayurvedic principles (Rasa, Guna, Veerya, Vipaka, and Karma). These formulations require prior approval for both health benefit claims and disease risk reduction claims.

**2.3 Category B1:** If Ayurveda Aahara introduced in a pattern that varies from those presented in the classical text listed in Schedule A, safety data is not required. But, if it shows any health benefit claims, a prior approval is needed, whereas, in case of disease risk reduction claims, a proof-based earlier approval of the food authority is mandatory.

**2.4 Category B2:** Category B2 includes Ayurveda Aahara products designed to provide specific health benefits or serve as adjuvants for particular disease conditions, whether or not mentioned in the classical texts enlisted in Schedule A, catering to targeted clinical purposes. Although safety data is not necessary in this case, we should submit effective data for the intended medical purpose, including the targeted demographic, for early approval if it reveals any health benefit claims. Additionally, any claim of illness risk reduction must have prior authority approval based on proof.

### **3. Schedule C: [21]**

Schedule C provides a detailed list of 32 permitted additives for Ayurveda Aahar products. The regulations stipulate that the quantity of each additive should be limited to the minimum required to achieve its intended purpose, reflecting a cautious and judicious approach to their use.

### **4. Schedule D: [22]**

Schedule D outlines microbiological standards for Ayurveda Aahara, detailing criteria for process hygiene, food safety, sampling plans, and guidelines for regulators and food business operators. It also specifies reference test methods for microbiological assessment and permissible limits for contaminants, including heavy metals and aflatoxins, to ensure product safety and consumer confidence.

### **5. Schedule E: [23]**

Schedule E outlines the specifications for a customized logo designed specifically for the "Ayurveda Aahar" category. The logo was unveiled on World Food Safety Day, June 7, 2022. This standardized logo on products establishes a distinct identity and facilitates easy recognition of Ayurveda Aahar products. The logo's design details precise specifications for size, proportionate scaling, and colors. Notably, the logo features a harmonious

blend of the Hindi letter "Aa" and the English letter "A," symbolizing the fusion of "Ayurved" and "Aahar" in both Devanagari and English scripts.

As per the regulations; "'Ayurveda Aahara" refers to food produced in compliance with the recipes, ingredients, or methods outlined in the authoritative Ayurvedic texts classified under "Schedule A" of these rules. This includes goods that contain additional botanical elements under the Ayurvedic Aahara concept [24]. According to general requirements of Ayurveda Aahara [25]; the Operators of food businesses must create this products in accordance with the standards and classifications listed in Schedule B of the above said regulations and this Food Business Operator itself produce the Ayurveda Aahara in accordance with the schedule 4 of Food Safety and Standards Regulation, 2011 which deals with Licensing and Registration of Food Business Regulation. Beyond this no individual is allowed to produce or market Ayurveda Aahara for use with infants younger than 24 months. Unlike other food products, addition of extra minerals, amino acids, or vitamins to Ayurveda Aahara is completely restricted but it is ok, if it is naturally present in it. When it comes to additives, only additives listed in Schedule C of the above said regulations are permitted in the products. In context of Contaminants, products covered by these regulations must

meet the safety standards outlined in 'D Schedule'. In accordance with the quality criteria outlined in the Food Safety and Standards Regulations, the relevant Bureau of Indian Specifications, the Standards of Indian Medicinal Plants published by the Indian Council of Medical Research (ICMR), or widely recognized pharmacopoeias (including the Indian Pharmacopoeia, API (Ayurvedic Pharmacopoeia of India), USP (United States Pharmacopoeia), and BI (British Pharmacopoeia), the Food Business Operator will determine the standards for ingredient purity. Ayurveda Aahara cannot be produced, sold, packed, offered for sale, marketed, or imported unless the product satisfies the requirements specified in these laws. And in relation to the packaging of food products, it should be in accordance with the Food Safety and Standards Regulations, 2018 which suggests the regulations to be maintained in concern with packaging. Additionally, it is stated that Ayurveda Aahara cannot be mentioned or claimed to be able to prevent, treat, or cure human ailments in its labelling, presentation, or advertising. However, food business owners are permitted to make claims under the 2018 Regulations, which concentrate on Advertising and Claims. In case Ayurveda Aahara accepts any health or disease risk reduction claims, the approval procedure for such product will be based on

the standards listed in Schedule B of these regulations. The Food Safety and Standards (Approval for Non-Specific Food and Food Ingredients) Regulation, 2017 must be followed if Ayurveda Aahara needs prior authorization in line with these regulations' B Schedule. The FSSAI will form an Advisory Committee under the Ministry of Ayush, with FSSAI representatives and other relevant experts in the committee. Along with handling complaints about Ayurvedic Aahara-related registration, permits, certification, laboratory accreditation, examination, and quality issues, the Committee will also be able to make recommendations regarding the claims' approval. Description of Ayurveda Aahara will be governed by the Food Safety and Standards Regulations, 2020, which concentrates labelling and display; and every label needs to specify the intended use, target customer demographic, recommended usage duration, and other unique labelling requirements, such as: -

(i) "AYURVEDA AAHARA" is printed on the front pack of the label, right next to the brand or product name and the logo specified in Schedule E of these regulations;

(ii) a caution that says "ONLY FOR DIETARY USE." Clearly printed;

(iii) a declaration that a diversified diet should not be replaced by Ayurveda Aahara;

(iv) a warning, any additional safety measures must be followed when ingesting,

any known adverse effects, restrictions, and any documented medicine or product interactions, if any; and

(v) The statement states that the product must be kept out of children's reach.

(vi) A warning that the medicine is only meant to be taken orally and should not be administered intravenously.

(vii) The Food Business Operator through writing shall inform the licensing authority, if any of the products are duly licensed to be designated as an Ayurveda Aahara, and the Licensing Authority will approve it with the necessary adjustments, such as labelling as outlined in these regulations, within thirty days of the Expert Committee's proposal.

➤ **Regulations exclude:**

1. Ayurvedic medications or exclusive Ayurvedic items, including cosmetics, narcotics, and psychotropics.
2. Herbs listed under Schedule E-1 of the Drug and Cosmetic Act of 1940 and rules 1945 thereunder.
3. Metal-based Ayurvedic drugs or medicines.
4. Any other ingredients notified by the authority from time to time
5. Foods used on a daily basis, such as pulses, rice flour, vegetables, etc., are not permitted to be covered by these restrictions unless they also contain Ayurvedic substances,

unless they otherwise satisfy the requirements of these regulations.

### 3.6. Safety Aspects Concerned to Ayurveda Aahara: [26]

Ayush Aahar, rooted in the traditional Ayush system of medicine, which includes Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Rigpa, and Homeopathy, has gained recognition for its holistic approach to health and nutrition. Ayush Aahar and other traditional and ethnic dishes are becoming more and more popular worldwide. Several start-ups have introduced innovative processed and semi-processed products under the Ayush Aahar brand, leveraging their long history of use and expertise. These products are often considered "generally recognized as safe" due to their extensive usage, and their nutritional value is well-established. Even though Ayush Aahar has many health advantages, it is crucial to focus on the safety of consuming it because the ancient Ayurvedic literature never downplayed the importance of food safety. In Ayurveda, food safety is usually considered with Annarakshavidhi [27, 28, 29]. This background clarifies how to spot harmful materials and pollutants that have been tampered with in food. Understanding the concept of Viruddha Aahara—that is, incompatible food pairings as described in the Charaka Samhitā—becomes crucial when safety concerns relate

to more individualized, sustainable, and secure dimensions [30]. It makes it clear that a food item is safer only if it remains safe for a respectable period.

Many Ayush Aahara's nutritional and microbiological characteristics are comparatively well-documented. These foods' safety features should not be discounted, nevertheless, as they have not yet been thoroughly investigated and recorded. There is a lot of room to produce food safety data while keeping in mind that a standardized approach should ideally ensure the safety of all standard Ayush Aahara items. For safe food handling, cooking, and storage procedures that are crucial to preserving food safety and averting foodborne illness, standardization is needed. Safety measures include;

- Sourcing of ingredients from respectable suppliers with precise passport data.
- Implementing appropriate processing techniques adhering to Good Manufacturing Practices.
- Stringent quality control measures help prevent contamination, adulteration, and the presence of harmful substances.
- Toxicity Evaluation: It involves analysing composition, determining the level of heavy metals, pesticides, and microbial contamination, and assessing their potential health effects. It helps to establish a safe dosage limit and mitigate any potential harm to consumers.

➤ Allergenicity and Sensitivity: Safety considerations include identifying potential allergenic substances in Ayush Aahara products. Evaluating the allergenicity helps prevent adverse reactions and ensures that Ayush Aahara is safe for a broad range of individuals.

Ayurveda emphasizes the importance of quantity (Matra) and individual metabolic status (Agni) in dietary intake, differing from conventional nutrition. Factors like habitat (Desha), time (Kala), and seasonal variations also influence dietary responses. Charak Samhitha outlines rules for food intake, including consuming compatible foods (Virya Aviruddha) to avoid allergens. Classical literature clearly states that ingesting over-cooked food, raw food not processed in accordance with traditional food processing techniques, can lead to Ajirna i.e., sensitivity to the gastrointestinal tract of the individual.

**Drug-Herb Interactions:** Ayurveda distinguishes between diet and medicine based on their actions: diet's effects depend on "Rasa and quantity in which it is consumed," while medicine's effects depend on its potency (Virya).

Ayurveda entails a concept of Nutra-vigilance, covering food collection, hygiene, processing, storage, and interactions. Evaluating potential interactions ensures safe integration with conventional medicine.

Consumer awareness and education are crucial for safe practices.

Safety precautions include assessing possible interactions to avoid side effects and help medical providers prescribe the right medications. This guarantees the safe incorporation of Ayush Aahara into traditional treatment and encourages ethical medical procedures.

**Knowledge and instruction of consumers:** Ayush Aahara's safety features go beyond legal and production requirements. Promoting safe behaviours requires education and consumer awareness. Customers are better equipped to make decisions and use Ayush Aahara products responsibly when they are given clear labelling, dose guidelines, and information regarding potential dangers.

#### **4. DISCUSSION:**

Ayush Aahara, rooted in Ayurvedic principles, offers a unique perspective on nutrition and wellness. This traditional approach emphasizes the importance of tailoring diets to individual needs, considering factors like metabolic status (Agni), habitat (Desha), and seasonal variations (Kala). By understanding these factors, individuals can create personalized diets that promote overall well-being, encompassing physical, mental, and spiritual health. The journey starts from illness to wellness and happiness. The concept of Virya Aviruddha highlights the

importance of consuming foods that are compatible and don't lead to adverse reactions, ensuring a balanced and harmonious relationship between food and the body. This initiative aims to promote a nutritional diet and healthy living. To make sure the safe and standardized use of such traditional dietary practices, governing organizations like the Food Safety and Standards Authority of India (FSSAI) have implemented guidelines under the Ayush Aahara framework, promoting scientific validation and quality control. The gazette notification issued by the FSSAI on May 5, 2022, marks a pivotal advancement in the regulation of Ayurveda Aahara products. This regulation was known as the name of Food Safety and Standards Regulations, 2022 for Ayurveda Aahara. These regulations help to integrate traditional food wisdom into modern health systems while ensuring safety and efficacy. This regulation comprises total of 5 schedules named Schedule A, B, C, D, and E. Each schedule addresses the requirements that are to be satisfied by the Ayush Aahara. As per this regulation, Ayurveda Aahara are those food preparations that are made out of using the ingredients or recipes, or processes that are mentioned in the authoritative books of Ayurveda. For the Ayurveda Aahara category, a unique logo has been designed to facilitate identification and uphold the quality of Ayurvedic food items. The logo

features a combination of both English and Devanagari script, suggesting that it is the integration and fusion of classical yet contemporary and tradition supported by modern technology and the 5 petals suggests that; the food that we intake is the combination of panchamahabhutas and that balances the 5 elements in the human being in the form of doshas. That's why Ayurveda Aahara is known to be a dosha-balancing Aahara [30].

The benefits of Ayush Aahara are multifaceted. By emphasizing personalized nutrition and food compatibility, it can help prevent lifestyle-related disorders, such as digestive issues and allergies, and it helps to enhance skin health, the immune system, balance stress and anxiety, improve joint health, manage inflammation, improve sleep quality, etc. Ayurveda Aahara is a one of the best ways to fuel your body and mind. Ayurveda Aahara is a way of lifestyle which focuses on the value of providing your body with healthy, natural nutrients; it's not only about devouring food.

Nutrition is essential for both development and health, contributing to improved maternal and child health, enhanced immune systems, reduced risk of non-communicable diseases, and increased longevity. The Food Safety and Standards Authority of India (FSSAI) leads initiatives like the Eat Right campaign to promote safe food and healthy diets, addressing issues of

undernutrition, micronutrient deficiencies, and non-communicable illnesses. Special emphasis is placed on inculcating healthy eating habits in school children. Ayurveda dietetics principles, such as seasonal and daily dietary variations, compatible food combinations, and food safety, are detailed in authoritative texts. Ayurveda's focus on personalized nutrition through various food preparation methods can significantly contribute to health maintenance. The regulation of Ayurveda Aahara by FSSAI, in consultation with the Ministry of Ayush, can promote awareness and bridge gaps in malnutrition. Effective regulation of Ayurveda Aahara's manufacturing, processing, and distribution can provide safe and wholesome food to consumers, potentially opening new avenues in the food sector and improving national health and nutrition. Integrating Ayush Aahara with modern science can enhance its credibility and effectiveness while preserving its cultural significance.

Standardizing the processes and unit operations of authentic Ayurveda Aahara will help preserve the traditional principles of Ayurveda. Recognizing and promoting Ayurveda Aahara can strengthen the Ayush sector, fostering startups, entrepreneurship, and growth in the Ayush market both nationally and internationally. Integrating Ayurvedic dietary principles with modern food technologies can introduce innovative

approaches, adding new dimensions to Ayurveda Aahara.

## 5. CONCLUSION:

Ayurvedic Aahara offers a holistic approach to diet and nutrition, emphasizing personalized eating habits, seasonal variations, and digestive health for optimal well-being and longevity. The FSSAI's gazette notification on May 5, 2022, marks a significant milestone in regulating Ayurveda Aahara products, establishing a framework to advance the sector, enhance international acceptance, and boost exports. This initiative instills consumer confidence in product quality and authenticity, reaffirming India's commitment to preserving Ayurveda and promoting traditional wellness practices. It contributes to achieving Sustainable Development Goals (SDGs) 2 and 3, focusing on hunger, health, and well-being. Dr. Coop's statement underscores the importance of diet in disease prevention and cure: **“No diseases can be cured unless supplemented by the right diet.** The proper diet alone can prevent almost 90% of diseases.

## 6. ACKNOWLEDGEMENT:

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