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## A Review to Study Consumers' Perception Towards Chyawanprash

**Dr. Promila Dahiya**

(Director-cum Aast. Professor, SFS Vaish College, Bhiwani)

According to Mahabharata Chyawan was one of the eight son of Bhrigu and Puloma, he was physically weak due to his premature birth and he has enjoyed the status of being the only divine son of Puloma. Maharashi Chyawan married King Sharyati's daughter Sukanya at an old age. Sometime after the marriage, the twins Ashvini Kumar as came to the hermitage of saint Chyawan and offered him a medicine after the use of which the saint regained his youth. That drug was named as 'Chyawanprash' after the name of Chyawan; thus it is a divine preparation. Times have changed and Chyawanprash is now more easily accessible than ever.

Chyawanprash is a cooked mixture of sugar, honey, ghee, Indian gooseberry jam, sesame oil, berries and various herbs and spices. It is prepared as per the instructions suggested in Ayurvedic texts. Chyawanprash is widely sold and consumed in India as a dietary supplement. Chyawanprash (CP) is an Ayurvedic health supplement which is made up of a super-concentrated blend of nutrient-rich herbs and minerals. It is meant to restore drained reserves of life force (*ojas*) and to preserve strength, stamina, and vitality, while stalling the course of aging. Chyawanprash is formulated by processing around 50 medicinal herbs and their extracts, including the prime ingredient, *Amla* (Indian gooseberry), which is the world's richest source of vitamin C. Chyawanprash preparation involves preparing a decoction of herbs, followed by dried extract preparation, subsequent mixture with honey, and addition of aromatic herb powders (namely clove, cardamom, and cinnamon) as standard. The finished product has a fruit jam-like consistency, and a sweet, sour, and spicy flavor. Scientific exploration of CP is warranted to understand its therapeutic efficacy. Scattered information exploring the therapeutic potential of CP is available, and there is a need to assemble it. Thus, an effort was made to compile the scattered information from ancient Ayurvedic texts and treatises, along with

ethno botanical, ethno pharmacological, and scientifically validated literature, that highlight the role of CP in therapeutics. Citations relevant to the topic were screened.

**Yadav et al. (2003)** depicted the study against tobacco smoke on the somatic of 25 male bidi smokers. Then 20gms of Awaleha was fed to bidi smokers for 2 months and after comparing they founded that results are better. Frequency of CA came down and indicates Chawaynprash can reduce genotoxic risks.

**Rastogi (2004)** depicted that Chawaynprash is a well known ayurvedic function which is used as a food supplement. In this 6 different samples of Chawaynprash are taken and analyzed by HPCL using a pre column derivaitizan technique. He found that only 3 amino acids were presented in 6 samples and hence beneficial for health.

**Panditet al.(2004)** conducted the study about the effects of SonaChandi Chawaynprash and Chawaynprash plus two herbal formulations has been done. Both drugs increases macrophage activity and reduces chances of infections.

**Kasaret al.(2006)** stated that Chawaynprash is a polyherbal formulationwhich is used as a tonic, memory enhancer etc. it contains pulp of emblica officinalis craetrn. The taste also varies with the advent of new tools and instrument, the quality assurance profile for a crude drug. Several methods used for determination of quality control of Chawaynprashwas found to precise.

**Parle and Bansal (2006)** investigated the study that Chawaynprash is a household remedy. In Ayurveda Chawaynprash is classified under category Rasayna which aims at maintain physique, vigour etc. Chawaynprash is prepared by incorporating around 50 herbs including amla. It provides the vitamin C. the study found that Chawaynprash deserves a scientific exploration so as to document its therapctic utility.

**Gupta and Mahaptra (2009)** investigated the study related to effect of vitamin C and Chawaynprash on antioxidant enzymes & serum immunoglobulin G level in human. In the study sample of 21 healthy males are divided into 2 groups of 6 subjects each. One group is given vitamin C and other with Chawaynprash for 8 weeks. The study concluded that there was a significant decrease in serum IgG level which is beneficial.

**Kauret al.(2012)** stated that Chawaynprash is a dietary health supplement which offer multiple health benefits for which it has become so popular in India. As a most popular Ayurveda “Rasayana ” it also represent the quest of mankind for a Paneca.

**Katiyaretal. (2012)** stated that GC i.e. Gas Chromatographic analysis was carried out f.rpe identification of volatile flavors in 2 new variants of Dabur Chawaynprash. According to them quality

control is more important for ensuring consistency and uniformity by proper monitoring of chemical concentrations.

**Kumar et al. (2012)** stated the comparison of various marketed brands of Indian Chawaynprash for their anti-anxiety and anti-oxidant potential. Behavioral assessment were done by studying loco motor activity etc. the result showed significant differences in market formulations in terms of anti-anxiety and anti-oxidant potential.

**Rawat and Roushan (2012)** depicted the study that Chawaynprashrasayan is used at every home since ages. In history 'Prash' word refers to specially preferred food. The modes of administration of C.R are of 2 types. Chawaynprash is very helpful in clearing the accumulated excreta by promoting digestion, excretion & a immune modulator drug. The study conclude that if a person is want to attain congevity, memory, freedom from illness then he must consume Chawaynprash.**Mishra (2013)** conducted the study related to impact of television advertisement in consumer while purchasing the FMCG goods likeChawaynprash. The study found that advertisement are most common and effective method of creating awareness among consumers by the different modes like print media, TV & others as compared to early years. He concluded the study be saying that advertisement is essential tool for creating awareness.

**Srivastava (2013)** conducted the study related to factors affecting buying behavior of consumers in unauthorized colonies for FMCG products like Chawaynprash. The study include 21 factors include under 5 categories. The study reveals that consumers in such areas prefer brands over generic products. Reliability and other features also a large impact on buying behavior.

**Ghost et al. (2013)** carried out study to compare the quality of a new and 24 month old sample of a Chawaynprash of the same brand by using different tools and technique. They found that chemical degradation might take place during storage and may result in loss of therapeutic activity of Chawaynprash.

**Malik et al.(2013)** concluded the study that advertisement and brand image play a bcrucial role in buying behavior & act as a driving force. The study is conducted in Gujranwala city. Sample of 200 consumers were taken in which 175 has actively responded within period of 1 month. The study found that people perceive the brand image.

**Tyagi and pandey (2014)** concluded the study about consumer buying behavior towards selected FMCG goods like Chawaynprash. The study found behavior and others factor affecting consumer behavior like product, price, promotions, physiological etc.

**Uma and Koitasthane(2014)** investigated the efficacy of CP i.e.ChawaynprashAwaleha against betel quid chewers which are suffering from oral preanerous lesions through satellite association . The

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study found that tests are frequency of SA was important in all groups used in tests and it reduce the effect of DNA damage and minimize the genotoxic effect.

**Taylor And Francis (2015)** conducted the study that many forms and representation of Chyawanprash as a bestselling medicine and it is a booster for immune system. In 19<sup>th</sup> century it is a patriotic formula but nowadays it is a FMCG good and a money maker for Dabur Ltd. Marketing of Chyawanprash by India largest ayurvedic manufacturer used as a case study. **Madaanet.all (2015)** investigated the study that Chawaynprashis a Indian Traditional medical system for its beneficial health of humans and effects of Chawaynprash using in vitro assays. Use of different medicines which play vital role in Immuno stimulations. He found the role of CHY at cellular level mediated by immune stimulations in key immune cells.

**Pallavi and Shashidar (2015)** concluded the study that FMCG sector in India is 4<sup>th</sup> largest and touching sector in everyday life. The study found that consumer behavior is effected by various factors. Do it is necessary to find out changes in consumer behavior towards FMCG goods like Chawaynprash. In this study sample of 50coustmers are taken in Mysure and result are derived.

**Ashgaret al. (2015)** investigated the study related to the impact of advertisement and sale promotion on consumer cognitive buying. The study involves less complex, routines & frequently purchased products likeChawaynprash. Sample of 428 consumers are taken and the study found that advertisement and sale promotion tools are effective for frequently buying.

**Bode (2015)** found the study that there are many forms and representations of Chawaynprash. As a patriotic formula it is also a booster for immune system. Nowadays FMCG and a money maker Dabur India Ltd is world largest Ayurvedic medicine. Ayurveda and Chawaynprash are also a part of global counter culture marked by neo- orientalism. Dabur Chawaynprash is attractive in the eyes of consumers. The study found that ayurvedic Brand like Dabur Chawaynprash represents a unique way of looking upon health, disease & human body.

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