



## **INDIAN CUSINIES A MAJOR TOURISM PRODUCT IN GROWTH AND DEVELOPMENT OF INDIAN TOURISM**

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### **ABSTRACT**

*The study is about India is a country is rich in tradition and culture. The country has diverse defining features in geography, culture and food. These features differ from region to region. Despite the difference in cultures based on regions there are certain underlining similarities in their food? Their use of spices in food forms an integral part of food preparation and these spices form the foundation to enhance the flavours and aromas in the food prepared. Although the food in India reflects the varied demographics and ethnic diversities the primary division in their cuisine would be North Indian, South Indian, and East Indian and West Indian cuisines. Within these primary divisions form region wise division like chettinad, konkan, mughalai, tandoor, etc., now is when I have to mention that there is a lot of foreign influnce in the food prepared and consumed in many regions. This influence is primarily because of the nations that ruled the country. The study focuses on key issues of the Food Cuisine which make India a rich and famous in International market will lead to the growth of Hospitality and tourism industry. The purpose of the the study is to know about the famous cuisines of the different states of India, to analyze and interpret the results of growth for Indian cuisines, to understand the role of Indian cuisines in tourism industry, to understand the amount of money spent by tourists on food and cuisines. The study justified on the basis of findings and data arrived on the basis of this study: Cuisines of India have been contributing significantly to the tourism industry, through their attractive and excellent tourist facilities. Food is an important part of the tourism industry and India has got variety of mouth-watering dishes which attracts the tourists. Food is an important part of tourism industry which comprises 25% of the total tourist expenditures. Over 1\3<sup>RD</sup> of the tourist spending is devoted to the food. However still the efforts of Indian govt. are not remarkable. However it is expected to*

*serve domestic and international tourists in a better way in near future. Finally I would like to say that Indian cuisines include a lot of mouth – watering dishes and in upcoming time, it will definitely serve the best services.*

**Key words:** Cuisines, Traditions, Culture, Food, Tourism Industry, Famous, spices, cooking, customer, Traveller

## **I. INTRODUCTION**

Indian cuisine consists of thousands of regional cuisines which date back thousands of years. The dishes of India are characterized by the extensive use of various Indian spices, herbs, vegetables and fruit. Indian cuisine is also known for the widespread practice of vegetarianism in Indian society. Each family of Indian cuisine includes a wide assortment of dishes and cooking techniques. As a consequence, it varies from region to region, reflecting the varied demographics of the ethnically-diverse subcontinent.

### **Antiquity**

Many recipes first emerged during the initial Vedic period, when India was still heavily forested and agriculture was complemented with game hunting and forest produce. In Vedic times, a normal diet consisted of fruit, vegetables, grain, dairy products, honey, and poultry and other sorts of meats. Over time, some segments of the population embraced vegetarianism. This was facilitated by the advent of Buddhism and an equitable climate permitting a variety of fruits, vegetables, and grains to be grown throughout the year. A food classification system that categorized any item as saatvic, raajasic or taamsic developed in Ayurveda. A reference to the kind of food one is to eat is also discussed in the Bhagavad Gita. In this period eating beef became taboo, a belief still commonly held today.

**Famous Cuisines of India:** North Indian Cuisine, South Indian Cuisine, Mughlai, Continental

**Famous State Cuisines:** Rajasthani, Tamil Nadu, Delhi, Andhra Pradesh

**Famous Indian Dishes:** Tandoori Kababs, Masala Dosa, Chola Rice, Biryani

**Sweet Bonanza:** Kulfi, Rasagulla, Kheer

Rich and diverse, Indian cuisine, coupled with the celebrated hospitality of the people is the crowning glory of the opulent Indian culture. Simply irresistible and sumptuous, Indian dishes are any gourmet's delight. It is an art that has passed on from one generation to another, from the mother to daughter, just by word of mouth. Various permutations and

combinations of various ingredients and the innumerable aromatic spices create magical, mouthwatering variety of the same dish, which may be very often different in taste, color, texture and also appearance, taking into account the regional variations. The skill lies in the subtle blending of a variety of spices to enhance rather than overwhelm the basic flavor of a particular dish.

## **CUISINES IN INDIA**

The cuisine in India is as vast and wide ranging as its multi ethnic culture. The delicious and the exotic dishes of India are marked by the subtle uses of spices and herbs. Indian cuisines vary widely from region to region. Different regions adopt different cuisines. India is proud to serve the most diverse cuisine in the whole world. Every region has their own specialties and different way of cooking. The style of cooking, flavour and their specialties change with the landscapes. Most of the Indian cuisines are vegetarian but the Indians also love non-vegetarian delicacies cooked out of fish, lamb, goat, chicken and other meats. Food has always been important to the culture of India. Cuisine differs across India's diverse regions as a result of variation in local cultures, geographical locations (e.g., whether a region is close to the sea, desert or the mountains), and economics. Indian cuisine also varies seasonally, depending on what fruits and vegetables are ripe.

## **REGIONAL CUISINES**

### **North Indian Cuisine**

North Indian cuisine is a part of Indian cuisine, from the region of Northern India which includes the Indian states: Jammu and Kashmir, Punjab, Haryana, Himachal Pradesh, Rajasthan, Uttarakhand, Delhi, Gujarat and West-Central Uttar Pradesh. North Indian Cuisine is largely influenced by the Mughal style of cooking. In their nearly 500 years rule over India, they contributed a lot to India including cuisine. Since the Mughals were originally from central Asia, the cuisine bears much similarity to the central Asian style of cooking. Abundant uses of butter based curries and dried fruits and nuts are striking features of north Indian cuisine. Wheat that grows profusely in northern India forms the larger portion of north Indian meal. Contrary to the southern and Northern part of India where rice is the staple food, north India lives on Roti, Chappatis, Paratha and Tandoori all made from wheat. Lots of oil, ghee, and butter along with rich spices are used as the medium for cooking which lend the north Indian food a very strong flavour. Meat also enjoys a special place in north Indian cuisine. A variety of Kebabs and Biriyanis (a tantalizing marinade of rice and meat) bear the Mughal legacy. Samosa is possibly the most popular snack in north India. Lassi is another beverage made from curd,

which has an overwhelming taste. Gulab Jamun, Motichur Laddoo are popular sweets. Some interesting north Indian dishes are Reshmi Kabab, Seekh Kabab, and Shammi Kabab, Kashmiri Pulao, Tandoori Chicken and Mutton to name only a few.

### **South Indian Cuisine**

South Indian cuisine is equally popular in other parts of India. In other parts of this country, ask anyone for which other Indian cuisine they would prefer for a change. Most would reply 'South Indian'. Four different states, like: **Andhra, Tamil Nadu, Karnataka and Kerala** constitute of the southern part of India. There are four different schools too in south Indian cuisine. So south Indian cuisine is a vegetarian's delight. Another striking feature in south Indian cuisine is the use of coconut oil. Coconut oil lends the south Indian food a very special flavor. In most of the delicacies, coconut is also used profusely. Rice is staple food here too. Idly, Dosa, Vadas and Uttapams, made from rice ground with lentil, are popular south Indian specialties, mostly in Tamil Nadu. Also try spicy, oily and aromatic Chettinad cuisine while you are in Tamil Nadu. In some parts of South India like Andhra Pradesh, Biryani prepared from rice and mixed with meat is a masterpiece. The dish has a rich heritage of Mughal association. In the Malabar coasts, like Kerala, they make fantastic delicacies of sea fish including crab and prawn. The strong aroma of spices is another charm of cuisine of Malabar Coast.

### **Western Indian Cuisine**

Western India consists of the states of Goa, Gujarat and Maharashtra, along with the indian union territories of Daman and Diu and Dadra and Nagar Haveli of India. Geographical heterogeneity has given rise to a variety of dishes in the western part of India. Varying landscape from the arid deserts to wet coastal are has contributed to the versatility of cuisine here. At the same time, western India is a melting pot of several races and traditions. So various influences are seen in its variety of dishes

Rice is the staple food in the western India too. Wheat, bajra and jowar are also consumed in regions such as in Gujarat and Rajasthan. In Gujarat region and of course Mumbai you would find Parsi influences in their cuisine. Vegetarian dishes like Pav Bhajis, Bhel puris and Dhoklas are gourmet's delight here. Due to concentration of the Jains in Gujarat, the state excels in vegetarian cuisine with the subtle use of spices and rich texture.

In the coastal areas of Maharashtra and Goa, sea fishes are available in abundance. Preparations of sea fishes marinated in tantalizing spices are sure to tickle your taste buds. Goa , with its signature Portuguese influence has specially won the heart of food lover through stomach with the exotic seafoods including crab, prawn.

The food of Rajasthan is rich in spices. But if you can brave a little spicy affair, you may be able to enjoy the Rajasthani cuisine.

### **Eastern Indian Cuisine**

The eastern region of India consists of states like Bihar, West Bengal and Orissa. Rice is the staple food in eastern region of India. Due to the favorable climate, eastern India grows a lot of rice. Quite contrary to the north India where wheat is dominant, rice serves as integral part of nay meal in the eastern India. Along with that, fishes are also available in abundance in the rivers and ponds in this region. Fish is also a favourite item of the people of eastern India. A wide variety of dishes are prepared from fishes. Hilsa is the most popular fish in eastern India. Mostly available during the monsoons, this is famous for its unforgettable taste. Several delicacies are made of Hilsa, and also other popular varieties of fishes like: Rohu, Vetki etc, which are sure to tickle your taste bud. Plenty of vegetables are also grown in this part of India. Vegetables also form a substantial part of Eastern Indian meals. The spices used in their cuisine are also markedly different from those used in the other parts of India. Sweets are a striking feature in Eastern Indian Cuisine. The people from the eastern region seem to have a sweet tooth. Most of the eastern Indian cuisines have a tendency to be sweet. In West Bengal, Rasgulla is a fantastic delicacy that has earned global acclaim. You may also try Mishti Doi (sweetened yogurt) while in eastern region of India.

### **SIGNIFICANCE OF INDIAN CUISINE**

The significance of Indian cooking revolves around the use of spices as these serve both as appetizers and digestives. The ethereal flavor of these spices elevates mere nourishment into an immaculate experience. The variety of food cooked in India is as vast and diverse as the country itself. Each state often lays claim to a unique history, culture, language - and food.

Indian cuisine is usually categorized state wise, as there is a lot of difference in taste and preferences, which largely depends on the staple food crops and of course the spices grown

in that particular state or region. The tropical south tends to be vegetarian; the north meat eaters or non-vegetarian. But, the finest Indian cooking is still the preserve of private homes. The two cultures that have played a pivotal role in the development of the Indian cuisine and food habits are the Hindu and the Muslim traditions. The Portuguese, the Persians and the British have also made important contributions to the Indian cuisine scene.

Most Indian cuisines are related by similar usage of spices. Often, Indian cooking is distinguished by the use of a larger variety of vegetables than many other well-known cuisines. Within these recognizable similarities, there is an enormous variety of local styles. The cuisine of India is characterized by the use of various spices, herbs and other vegetables grown in India and also for the widespread practice of vegetarianism across many sections of its society. Each family of Indian cuisine is characterized by a wide assortment of dishes and cooking techniques. As a consequence, it varies from region to region, reflecting the varied demographics of the ethnically diverse Indian subcontinent.

Indian cuisine is one of the popular cuisines across the globe. Indian Cuisines has different kinds of dishes from region to region prepared by various cooking styles. North India, South India, East India, North East India and West India are the major types of Indian Cuisines. Each of them distinguishes by various factors such the North Indian cuisine highly use Milk products and wheat, East Indian cuisine uses a lot seafood and Rice, South Indian cuisine includes a lot of rice, tamarind and lentils and finally Western Cuisine highly uses rice, coconut. Indian cooking is always fun, easy to make and innovative. Explore our collection of authentic and traditional recipes of different Indian cuisines and recipes that are influenced from other cuisines such as Chinese, Italian, Mexican, American and lots more.

The diverse climate in the region, ranging from deep tropical to alpine, has also helped considerably broaden the set of ingredients readily available to the many schools of cookery in India. In many cases, food has become a marker of religious and social identity, with varying taboos and preferences. Typically, North Indian meals consist of chapattis or rotis and rice as staples, eaten with a wide variety of side dishes like dals, curries, yogurt, chutney and achars. South Indian dishes are mostly rice-based, sambhar, rasam and curries being important side dishes. In the rain-swept regions of the north-eastern foothills and along the coasts, a large variety of rices are used. Potatoes are not used as the staple carbohydrate in any part of India.

## **EATING HABITS**

Several customs are associated with food consumption. Traditionally, meals were eaten while seated either on the floor or on very low stools or cushions. Food is most often eaten without cutlery, instead using the right hand. Often roti (flat bread) is used to scoop the curry without allowing it to touch the hands. Etiquette dictates eating only with one's right hand. Along the coast to the south, where the staple is [parboiled rice](#). In the wheat growing/consuming north, a piece of [roti](#) is gripped with the thumb and middle finger and ripped off while holding holding the [roti](#) down with the index finger. Traditional serving styles vary from region to region in India. In South India, cleaned banana leaves, which could be disposed of after the meal, were traditionally used. When hot food is served on banana leaves, the leaves add aroma and taste to the food. Leaf plates are still utilized on auspicious and festive occasions but are less common today. Traditional ways of dining are being influenced by eating styles from other parts of the world. Among the middle class throughout India, spoons and forks are common place. Many recipes first emerged during the initial Vedic period, when India was still heavily forested and agriculture was complemented with game hunting and forest produce. In Vedic times, a normal diet consisted of fruit, vegetables, grain, dairy products, honey, and poultry and other sorts of meats. Over time, some segments of the population embraced vegetarianism. This was facilitated by the advent of Buddhism and an equitable climate permitting a variety of fruits, vegetables, and grains to be grown throughout the year. A food classification system that categorized any item as saatvic, raajasic or taamsic developed in Ayurveda.

## **PURPOSE OF THE STUDY**

The Objective of the study is to India is a country is rich in tradition and culture. The country has diverse defining features in geography, culture and food. These features differ from region to region. Despite the difference in cultures based on regions there are certain underlining similarities in their food. Their use of spices in food forms an integral part of food preparation and these spices form the foundation to enhance the flavours and aromas in the food prepared. Although the food in India reflects the varied demographics and ethnic diversities the primary division in their cuisine would be North Indian, South Indian, East Indian and West Indian cuisines. Within these primary divisions form region wise division like chettinad, konkan, mughalai, tandoor, etc., Now is when I have to mention that there is a lot of foreign influence in the food prepared and consumed in many regions. This influence is primarily because of the nations that ruled the country. The study focuses on key issues of the Food Cosine which make India a rich and famous in International market will lead to the growth of Hospitality and tourism industry. The

following objectives of the study.

- To know about the famous cuisines of the different states of India
- To analyze and interpret the results of growth for Indian cuisines
- To understand the role of Indian cuisines in tourism industry
- To understand the amount of money spent by tourists on food and cuisines.

## **II. RESEARCH METHODOLOGY**

Research can be defined as systematized effort to gain knowledge. A research is carried out by different methodology, which has their own pros and cons. Research methodology is a way to solve research problem along with the logic behind them. Thus when we talk of the research methodology we not only take of research method but also context of our research study and explain why we are using a particular method or techniques and why we are not using other so that research result are capable of being evaluated either by the researchers himself or by others. Data has been analysis through various methods as like: Analysis of inflow of domestic and international tourists for cultural sites, Data tables, Graphs and line diagrams, Previous five year analysis of inflow of tourists, mean methods, growth rate, SWOT analysis methods, Graphics method, percentage method etc.

## **III. IMPORTANCE OF INDIAN CUISINE IN TOURISM**

### **THE ROLE OF FOOD AND CULINARY CONDITION IN TOURISM INDUSTRY**

The role of food in tourism has recently received increased attention within the spheres of destination marketing, tourism development, and academia. Cuisine appreciation is an indelible aspect of the holistic, experiences that travellers seek these days. Eating is a physiological need which requires fulfilment whether at home or during travel. The consumption of food in travel is unique because it occurs in a foreign environment. The traveller may consider food to be a mere necessity enabling the pursuit of other travel activities such as visiting historical monuments, museums, natural sites, and shopping As an attribute of a destination, cuisine bears symbolic meaning and is a determinant of overall travel satisfaction Recently, tourism industry not only has been one of the rapidly growing fields of the world economy, but also has brought about economy development for diverse states and regions. Food is one of the principle items that have been neglected in most of the studies. To survive in the first place every tourist as an organism is in need of eating and drinking.

This requirement holds true for all the all the tourism destinations and situations in the world. One of the main implicit factors that the tourist considers in choosing the destination is food. In addition to the significance of food in choosing destination, it is also of a sizable effect in the tourist expenditure share. Food is an important part of tourism industry which comprises 25% of the total tourist expenditures. The noteworthy point about the posture and prominence of food is the tourists most often than not don't choose their destination based on their expected food, but they terminate their satisfaction of holidays and travel memories discussing over food. This illustrates that despite most of the tourists opt for destinations on some perceived aspects or expectations (such as on beaches, accommodation etc.) but their real satisfaction is obtained through other aspects i.e. food which is usually not taken into initial consideration. Therefore the promotion of variety of foods and the restaurants of an area give rise to attractiveness of a location. Almost 100% of tourists eat out when travelling – each meal opportunity represents an opportunity to interact with local people and food

- Eating out is one of the top three favourite activities for travellers
- There is a significant positive correlation between culinary travellers and those interested in visiting and experiencing other cultural attractions
- The need for food and desire to experience cultural heritage through cuisine transcends age, gender, and ethnic boundaries
- Culinary tourism can be pursued year-round; each season may present its own unique ingredients and fare
- Culinary tourism is experiential and exploratory; current trends in tourism reveal the “experience” to be a primary travel motivator Source

## **CUISINE AND TRAVEL**

Food has surpassed the functionality of satisfying travelers' physiological needs as part of the basic requirement for tourist consumption. Local cuisine offers the traveller a window into a destination's culture as it introduces new flavours and traditions. Travellers can appreciate a destination's culture as they experience new food ways.

Almost all the studies run on the effect of food on tourism, have examined and found it as an attraction. By the same token food is important to the same extent regarding other facets. While travelling it can be considered as a necessity, a vital prerequisite for other tourist's activities and a reason for their satisfaction. Food tourism is an appealing factor in the marketing of different destinations which increases the destination value and prominence.

Food can grant success, thrill, status, lifestyle and tranquility. In as much as cuisines and culinary issues and ways of serving dishes to the tourists vary from nation to nation and since the nations are

branded for their particular local meals food can make a significant difference amongst diverse world tourist destinations.

According to the World Food Travel Association (WFTA), food tourism is "the pursuit and enjoyment of unique and memorable food and drink experiences, both far and near

A global report on Food Tourism issued by the UN World Tourism Organization states that "over a third of tourist spending is devoted to food" which shows how important the cuisine of a destination is. Besides the Indian charm, tourists are stepping in to explore the food culture of the country. It's just not the breathtaking landscapes but also the finger licking flavours that gets them salivating.

India's broad culinary culture reflects influences of Persian, Middle Eastern, Central Asian and Southeast Asian cuisines. India is home to a multidimensional and eclectic mix of cultures resulting in a variety of food traditions. There is no single dish that represents the country; rather, Indian culinary traditions vary greatly from region to region ( northern region, southern region, eastern region and western region).

## **ECONOMIC VALUE OF FOOD IN TOURISM**

Food service is a central component of tourism development and can have a significant impact on the economic success of tourism for destinations. Food expenditures constitute one-thirds of global tourism spending. According to the Restaurant and Foodservice Market Research Handbook, the percentage of traveler expenditure attributed to food is as high as 50%.

The travelers are least likely to cut food expenses from their overall travel budgets, the components of which (excluding food) include transportation, lodging, entertainment, and shopping. Their assertion highlights the centrality of food in the travel experience from an economic perspective. When the enjoyment of food is at the forefront of the travel experience, it results in significantly higher expenditures.

The value of food in tourism from a host perspective and on a macro level, lies in the significant multipliers it generates. In addition to direct and indirect job creation, traveller spending on food helps stimulate agriculture and food processing industries. Food tourism is essential to a destination's agriculture and economic development.

It is contested that culinary tourism has thus far inhabited a peripheral place in India's tourism (especially in tourist-centric areas) across the country.

Although culinary tourism has recently been identified as a distinct segment with the official launch of the Incredible Tiffin campaign, cuisine as an indelible part of the Indian identity has received

inadequate attention within the sphere of tourism marketing and product development. Although a few niche travel companies do offer specialty culinary tours of India (for example, *Easy Tours of India*, Julie Sahni's Gourmet Tours, Indus Experiences, and Epicurious Travel), culinary tourism is still a nascent sector of the industry whose potential is not yet fully harnessed.

## **CONTRIBUTION OF FOOD SERVICE SECTOR TO GDP (AT CURRENT PRICES)**

As you can see in the above graph over the years the years the contribution of the food service industry has gradually increased.

From approximately 80 million (2004-05) to 350 million (2014-2015)

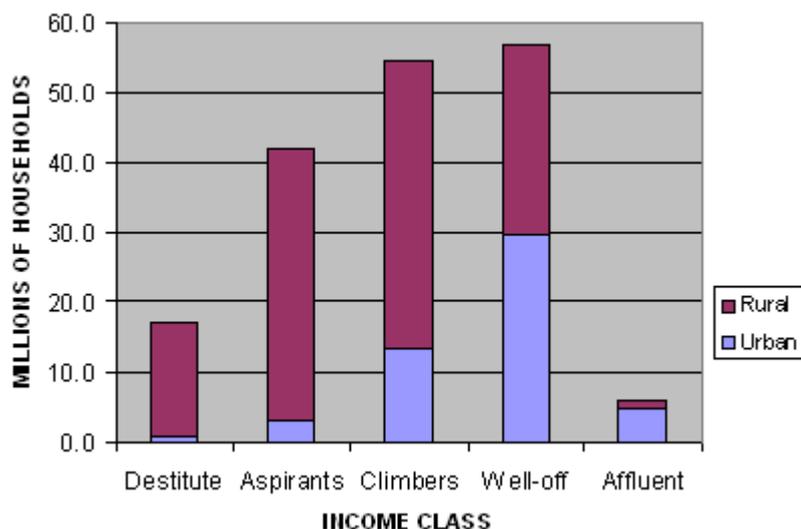
Food service in a central component of tourism development

The Ministry of Tourism has recently expressed an interest in developing culinary tourism in India.

Traditional Indian foods still dominate the consumption pattern of Indians and Canadian exporters may find some opportunities supplying ingredients. Traditional cuisines are normally prepared in the home with some roadside lunching common.

The middle class of India has not been satisfactorily measured. It is very heterogeneous and its size depends on the definitions of several parameters. Estimates range from 25 million to 200 million but it is generally accepted that it is growing.

Distribution of households by income class. This data indicates that there were 63 million households classified as "well-off" and "affluent". Of these, 34.3 million were located in urban areas while 28.7 million were in rural areas. In Canadian Dollars, the "well-off" households were defined as having an annual income between CAD 3,548 and CAD 4,731. Households with an annual income over CAD 4,731 were defined as "affluent". These classifications were based on Indian prices in 2014/2015. At Canadian prices, households with incomes at these levels would hardly be considered "well-off" or "affluent". Other sources estimate that the number of middle to high income household increased from 25 million to 44 million.



Distribution of Households by Income Class. India, 2012/2015. Source: National Council of Applied Economic Research, India Market Demographics Report via the Economist Intelligence Unit.

The typical pattern of buying groceries and emerging trends are closely associated with both tradition and new technology. A typical household purchases less-perishable food and other groceries at the beginning of each month - sometimes having them delivered. More-perishable products such as bread and eggs are purchased every one or two weeks. Milk is purchased daily. It is estimated<sup>7</sup> that only 15% the potential market for refrigerators has been exploited. As increasing numbers of Indians purchase refrigerators, the buying patterns of groceries will change.

Grocery stores are the dominant food outlets but fruit and vegetables are bought from unorganized vendors. Some grocery chains are expanding into the supermarket or hypermarket category offering a wide range of products; however, purchasing of fruit and vegetables in this context has not yet been fully accepted. Even so, supermarkets and hypermarkets are putting pressure on the traditional grocery store. Visits to a supermarket encourage much impulse buying compared to visits to a traditional grocery store or phone shopping. Eating out is a very popular activity while attending other functions. It is estimated that Indians spend INR 350 billion (approx. CAD\$ 10.5 billion) eating out annually. Of this, organized establishments accounts for only INR 20 billion (CAD\$ 0.6 billion). International fast food chains such as Subway, McDonald's and Pizza Hut are found in shopping malls and near cinema theatres.

The "well-off" in urban areas are increasingly eating out in coffee shops, malls or retail stores. Lounge bars are the latest trend in urban areas and are frequented by young

professionals, successful executives and single women in their late 20's. This trend began in Mumbai, Bangalore, Delhi and Kolkata and will no doubt spread to other urban areas.

Among the "affluent", clubs are becoming popular. In addition to many recreational facilities they are upgrading their food facilities and can compete with some of the finest restaurants or hotels of India. The "affluent" also have an interest in the performing arts. A play in Mumbai can cost about INR 1,000 (approx. CAD\$ 30) which is beyond the reach of most Indians.

Middle to upper income families are increasingly two income, younger families. A small proportion of Indian families are moving to quick ready-to-eat foods and frozen foods. However 90% of the population still prefers fresh foods and consider processed foods to be not fresh and containing harmful preservatives. Table below presents estimates of the consumption of packaged and processed foods. Bread had the highest estimated consumption level in 2014, (1,656.5 gms per person). The consumption of crisps/chips was the fastest growing food sector from 2008 to 2014 (77.82% over the 5 year period) although the level of consumption was still low (9.96 gms per person). Similarly, the consumption of pasta increased 76.3 % from 2008 reaching 0.705 gms per person in 2014. Both chips/crisps and pasta are popular among consumers below 19 years of age. Pasta is also popular with mothers as a snack for school-age children.

**ESTIMATED CONSUMPTION OF PACKAGED AND PROCESSED FOOD PRODUCTS.**  
**INDIA. 2008 AND 2014.**

<b>Product</b>	<b>2008</b>	<b>2014</b>	<b>Change 2008 to2014 (% /5 years)</b>
Canned Meat and Meat Products (gms./person).	0.2	0.242	21.05
Canned Fish / Seafood (gms./person).	n/a	0.100	n/a

Canned Vegetables (gms./person).	0.3	0.317	5.56
Chips /Crisps (gms./person).	5.6	9.958	77.82
Extruded Snacks (gms./person).	5.6	7.568	35.15
Nuts (gms./person).	1.655	2.577	55.74
Butter (gms./person).	39.1	50.607	29.43
Cakes (gms./person).	41.5	57.179	37.78
Bread (gms./person).	1,355.6	1656.543	22.20
Breakfast Cereals (gms./person).	2.2	3.382	53.73
Baby Food (gms./person).	12.4	14.634	18.02
Biscuits (gms./person).	351.1	439.999	25.32
Chocolate Confectionery (gms./person).	19.3	25.939	34.40
Dried Food (gms./person).	283.5	407.871	43.87
Frozen Food (gms./person).	12.4	20.461	65.01

Ice Cream (ml./person).	29.8	47.546	59.55
Noodles (gms./person).	20.0	20.086	0.43
Oils (gms./person).	575.5	620.159	7.76
Other Sweet and Savoury Snacks (gms./person).	17.1	23.266	36.06
Other Fats (gms./person).	477.7	523.464	9.58
Pasta (gms./person).	0.4	0.705	76.30
Sugar Confectionery (gms./person).	58.3	78.145	34.04
Sauces, Dressings and Condiments (gms./person).	64.1	93.214	45.42
Soup (gms./person).	1.0	1.425	42.45
Spreads (gms./person).	14.0	15.672	11.94
Sweet and Savoury Snacks (gms./person).	29.9	43.277	44.74
Yoghurt (gms./person).	1.4	1.933	38.07

## **INVESTMENT IN FOOD INDUSTRY TO SHOOT UP BY 42.5%**

Investment opportunities in the Indian food industry are set to shoot up by a huge 42.5% now to US\$ 181 billion in 2015 and to US\$ 318 billion by 2020, a FICCI-E&Y study on India's food industry has said. The study Flavors of Incredible India Opportunities in the Food Industry has noted that the food industry accounts for a big 30% of the consumer's wallet.

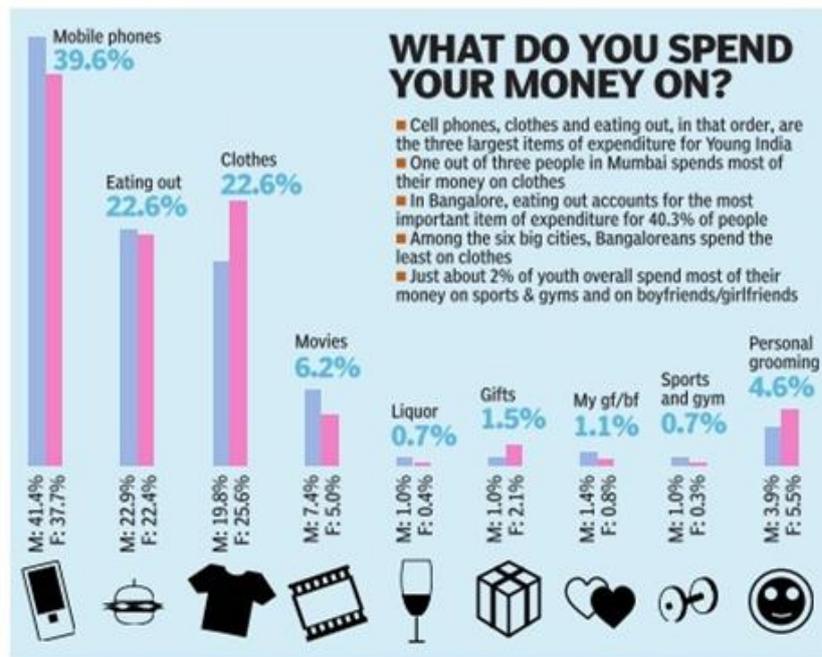
In fact, 70% of the current food spend by the Indian consumer is on agro produce, the study says. Two thirds of this is spent on primary and secondary processed products. Among agro products, Fruits and Vegetables (F&V) is the largest consumption category and accounts for over 50% of the total consumption. Milk, milk products, meat and meat products account for the remaining 30% spend and have been growing at a faster rate as compared to agro products.

## **FOOD INDUSTRY TO REACH \$258 BN BY FY15**

The country's food industry-size is expected to reach USD 258 billion by FY 15 from the current level of USD 181 billion.

India is one of the world's largest producers as well as consumer of food products, with the sector playing an important role in contributing to the development of the economy.

"The food processing industry in India is one of the largest in terms of production, consumption, export and growth prospects. The food industry is expected to reach USD 258 billion by FY 15 and USD 318 billion by FY 20 from the current level of USD 181 billion," Ficci Food Processing Committee Chairman, Shrijeet Mishra, said at a 'Food world India 2009' conference here today. Domestically, the spending on food and food products amounts to 21 per cent of India's GDP and constitutes the largest portion of the Indian consumer's spending-more than a 31 per cent share of wallet. As much as 70 per cent of the current food



In this above chart it is shown that what do people spend their money on and when it comes to eating out and spending their money on food that accounts for about 22.6% which is a much higher in comparison to other things like spending on movies, groceries, gifts, personal grooming etc.

## INDIAN FOOD INDUSTRY

### Introduction

The Indian food industry is poised for huge growth, increasing its contribution in world food trade every year. In India, the food sector has emerged as a high-profit sector on the back of the scope it offers for value addition, particularly with the food processing industry getting recognized as a high-priority area.

Accounting for about 32 per cent of the country’s total food market, the food processing industry is one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. The total food production in India is likely to double in the next 10 years with the country’s domestic food market estimated to reach US\$ 258 billion by 2015.

The role of the Indian government has been instrumental in the growth and development of the industry. The government through the Ministry of Food Processing Industries (MoFPI) is making all efforts to encourage investments in the sector. It has approved proposals for joint

ventures (JV), foreign collaboration; industrial licences and 100 per cent export oriented units.

With a huge agriculture sector, abundant livestock, and cost competitiveness; India is fast emerging as a sourcing hub of processed food. India's food processing sector covers fruit and vegetables; spices; meat and poultry; milk and milk products, beverages, fisheries, plantation, grain processing and other consumer product groups such as confectionery, chocolates and cocoa products, soya-based products, mineral water, high protein foods etc.

The Indian food services industry is estimated to be nearly worth Rs 75,000 crore (US\$ 13.79 billion) and is growing at a healthy compound annual growth rate (CAGR) of 17 per cent, according to a Franchise India report released at the Indian Restaurant Congress.

The Indian food services industry is anticipated to grow at a CAGR of around 12 per cent during 2012-2015, as per a RNCOS research report titled, 'Indian Food Services Market Forecast to 2015'.

Moreover, India's market for organic food consumption has also been recognised as one with the largest potential worldwide, as per RNCOS research report titled, 'Indian Organic Food Market Analysis'. The report further highlighted that the sector will grow at a CAGR of 18 per cent during 2012-2015

#### Key Players

- Nestle India Ltd has acquired 26 per cent stake in Indocon Agro and Allied Activities Pvt Ltd, which is engaged in milk collection business in western India
- Indonesian food products company, Inbisco, plans to produce 20,000 tonnes of food products in the initial phase from its Sanand plant in Gujarat. It also plans to roll out products from January 2014
- Your Foods, the fledgling spin-off from Priya Biscuits, is looking at exporting its range to the US, Australia, New Zealand, West Asia and East African markets. The biscuit market in India is estimated to be Rs 10,000 crore (US\$ 1.84 billion) and the company is also gearing up to aggressively tap the medium and premium segment within the country over the next couple of years.

- Twinings India, a subsidiary of the UK-based Associated British Foods, is gearing up to bring malted drink brand Ovaltine to India. The tea major has earmarked Rs 50 crore (US\$ 9.19 million) as investment for this fiscal and expects to make its top-line grow five times in the next three years
- ITC will invest Rs 1,000 crore (US\$ 184 million) in food and consumer goods sector in India in the next two to three years
- McCain Foods India Pvt Ltd, a wholly-owned subsidiary of the Canadian major McCain Foods, will invest another US\$ 69 million at its potato processing plant in Mehsana, Gujarat

## **FOOD PROCESSING INDUSTRY**

- India's food processing sector ranks fifth in the world in exports, production and consumption.
- Major parts of the food processing sector are milled grain, sugar, edible oils, beverages and dairy products.
- The contribution of the food processing industry to the gross domestic product at 2004-05 prices in 2012-13 amounts to INR 845.22 Billion. India's food processing industry has grown annually at 8.4% for the last 5 years, 2012-15.
- The value addition of the food processing sector as a share of GDP manufacturing was 11.8% in 2014-15.
- Investment in registered food processing sector had grown by 22.15% at the end of 2015.
- The number of registered processing factories has increased from 35,838 in 2010-11 to 36,881 in 2013-14, marking a growth rate of 2.9%, and in 2014 – 15 the growth rate of 5.9%.
- The industry is also one of the largest employment creators, with growth in direct employment in the organised food processing sector standing 9.05% between 2010-11 and 2014-15.
- Food is the biggest expense for an urban Indian household. About 42.01% of the total consumption expenditure of households was spent on food in 2014-15.
- The total household expenditure on the purchase of food items in 2014-15 was INR 17 Trillion. An average household in India spent NR 46,117 on food.

The Indian food processing industry accounts for 32 per cent of India's total food market. The industry is estimated to be worth US\$ 121 billion, it is one of the largest industries in India, and is ranked fifth in terms of production, consumption and exports.

The fruits and vegetables export from India in April-December 2014 was recorded for Rs 39.02 billion (US\$ 781.14 million). Of the total exports, fresh grapes was recorded to Rs 8.11 billion (US\$ 200.72 million), while walnuts were Rs 4.34 billion (US\$ 69.76 million) and fresh mangoes stood at Rs 5.01 billion (US\$ 90.99 million).

The Ministry of Food Processing receives a number of proposals from private industries for establishing food processing industries in the country. The total amount released by the Ministry under the aforesaid scheme during 2012-13 (as on February 15, 2013) is worth Rs 145.74 crores (US\$ 26.81 million) in 2014-15(53.62 million).

The food processing industries attracted foreign direct investments (FDI) worth US\$ 2017.20 million between April 2000 to December 2015, according to the latest data published by Department of Industrial Policy and Promotion (DIPP).

## **Beverages**

The ready-to-drink tea and coffee market in India is expected to touch Rs 2,640 crore (US\$ 440.61 million) in next four years, according to estimates arrived at the World Tea and Coffee Expo 2015.

In India, the branded tea segment is valued at Rs 6,000 crore (US\$ 1.10 billion) on back of growing affluence of Indian consumers. India is the world's largest consumer, second largest producer and fourth largest exporter of tea and accounts for nearly 30 per cent of global output, as per an industry report.

Hatsun Agro Product Ltd plans to set up a 250,000 litre a day milk processing plant in south Tamil Nadu. The company will invest about Rs 50 crore (US\$ 9.19 million) in the plant to come up in Tirunelveli.

## **GOVERNMENT INITIATIVES**

In order to promote food processing industries, increase level of processing and exploit the potential of domestic and international market for processed food products, Vision

Document-2015 was prepared by the Ministry, which envisaged trebling the size of investment in the processed food sector by increasing the level of processing of perishables from 6 per cent to 20 per cent, value addition from 20 per cent to 35 per cent and share in global food trade from 1.5 per cent to 3 per cent by 2015. To achieve these targets, an investment of Rs 100,000 crore (US\$ 16 billion) is required by the year 2015.

Some of the major initiatives taken by the Government of India to improve the food processing sector in India are as follows:

- Ms Harsimrat Kaur Badal, Union Minister for Food Processing Industries, Government of India has inaugurated the first of its kind Rs 136 crore (US\$ 21.76 million) mega international food park at Dabwala Kalan, Punjab.
- Ministry of Food Processing Industries has a scheme for human resource development (HRD) in the food processing sector. The HRD scheme is being implemented through State Governments under the National Mission on Food Processing. The scheme has the following four components:
  - Creation of infrastructure facilities for degree/diploma courses in food processing sector
  - Entrepreneurship Development Programme (EDP)
  - Food Processing Training Centres (FPTC)
  - Training at recognised institutions at State/National level
- The Food Safety and Standards Authority of India (FSSAI) under the Ministry of Health and Family Welfare has issued the Food Safety and Standards (Food Product Standards and Food Additives) Regulations, 2011 and the Food Safety and Standards (Contaminants, Toxins and Residues) Regulations, 2011 which prescribe the quality and safety standards, respectively for food products.
- The Ministry of Food Processing Industries has taken some new initiatives to develop the food processing sector which will also help to enhance the incomes of farmers and export of agro and processed foods among others. The government has also approved the setting up of five numbers of Mega Food Parks in the states of Bihar, Maharashtra, Himachal Pradesh and Chattisgarh.
- The Indian Institute of Packaging (IIP) has planned to offer a packaging solution to the famed Tirupati 'Laddu' to enhance its shelf life. They have also planned to install

automatic vacuum packaging system for the packaging of 'Laddu' with higher shelf life.

#### Road Ahead

Further, the adoption of food safety and quality assurance mechanisms such as Total Quality Management (TQM) including ISO 9000, ISO 22000, Hazard Analysis and Critical Control Points (HACCP), Good Manufacturing Practices (GMP) and Good Hygienic Practices (GHP) by food processing industry enable adherence to stringent quality and hygiene norms and thereby protect consumer health, prepare the industry to face global competition, enhance product acceptance by overseas buyers and keep the industry technologically abreast of international best practices.

The allocation of Rs 2,000 crore (US\$ 319.98 million) as a separate National Bank for Agriculture and Rural Development (NABARD) fund for food processing industries during the Union Budget 2014–15 is all set to give a big boost to this sector in India.

#### IV CONCLUSION

Following are the conclusions that seem to be justified on the basis of findings and data arrived on the basis of this study: Cuisines of India have been contributing significantly to the tourism industry, through their attractive and excellent tourist facilities. Food is an important part of the tourism industry and India has got variety of mouth-watering dishes which attracts the tourists. Food is an important part of tourism industry which comprises 25% of the total tourist expenditures. Over 1<sup>3</sup><sup>RD</sup> of the tourist spending is devoted to the food. However still the efforts of Indian govt. are not remarkable. However it is expected to serve domestic and international tourists in a better way in near future. Finally I would like to say that Indian cuisines include a lot of mouth – watering dishes and in upcoming time, it will definitely serve the best services.

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