



CURRENT PANDEMIC STIMULUS SHOULD POWER SWITCH TO VEGAN DIET

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ABSTRACT:

The purpose of this paper is to highlight the reason for Vegan food in this frenzy environment in India amid the masses. The new form of eating healthy, staying fit and most importantly empowering oneself to proceed towards organic farming has become the recent way of daily eating habits. Plant-based eating has directed many towards a beneficial drive for conscious eating practices even though the intake of meat not be retiring soon. Hence, with the decline in various theories of the embarkment of the current pandemic, many have overcome the fear of plant-based eating in India and why vegan food captures the true essence of Vegetarianism in India's society. The growth of Vegan comestibles has affected many to alter their food practices and this has had an effect on the already existing Vegans in India, which will be prospected over in this paper found using a web-based questionnaire. This paper will explore the reasons for transitioning to Vegan food in India in the latter times as the primary form of sustenance as faced by the community.

INDEX TERMS: Veganism, Vegetarian, Plant-based, Coronavirus, Immunity, Boosters, Health, Non-vegetarian, Products.

1. INTRODUCTION:

Veganism: is the practice of living on fruits, nuts, vegetables, grain and other wholesome non-animal products (Donald Watson, 1945). As a nation, we need to reduce meat intake by 50% while at the same time increase the consumption of plant based foods by 100% to improve our health and to mitigate the effects of our diet on climate change. Plant Based Health Professionals (PBHP) is backing the global campaign 'No Meat May' to urge consumers to cut back on their meat and dairy intake and to raise awareness between major disease outbreaks and animal agriculture (Faye Brown, 2020). COVID-19 is the infectious disease caused by the most recently discovered coronavirus. This new virus and disease were unknown before the outbreak began in Wuhan, China, in December 2019. COVID-19 is now a pandemic affecting many countries globally (World Health Organization, 2020). The virus has brought the World's attention to the illegal wildlife trade, thought to be behind the Covid-19 (Faye Brown, 2020). The animal is not a machine which can be adjusted to a certain function and then boosted to give continuous and maximal production. Nature has wonderful powers of adjustment, but there is a limit to abuse, and all the more when that abuse of functions is concerned with the reproductive process, as in the case of the lactation process in cows and egg production in hens. Every biological organism has a load factor which is in ratio to the general health of the organisation and the balance must be determined between the health factor and production (Donald Watson, 1945). To prevent future virus outbreaks, a part of the solution may lie in moving towards a more plant-based diet. (Ankush Das & Kowthamraj VS, 2020).

2. OBJECTIVES:

1. Vegetarian and vegan food phrases are at times substituted for each other, and therefore this paper's secondary objective is to allure distinctly between the two.
2. This paper aims to apprehend the instigation of a vegan diet based on the pros and cons during the present scenario and what relevance and future lies ahead for the same in India.

3. RAISON D'ÊTRE:

Veganism is an extreme form of vegetarianism (Claire Suddath, 2008). From the late 19th century in India the word 'vegetarian' has become commonly attached to the traditional Hindu/Jain diet, which is 'with dairy' but 'without eggs'. Abhorrence of the cruel practices inherent in livestock, poultry and dairy farming is probably the single most common reason for the adoption of veganism, but many people are drawn to it for health, ecological, spiritual and other reasons (International Vegetarian Union, 1908). The vegan diet poses many risks, but the long-term health of vegetarians tends to be generally good and may be greater than that of equivalent omnivores for some diseases and medical conditions (Appleby, P. N. and Key, 2016). The word 'Vegetarian' was first formally used on September 30th of 1847 at Northwood Villa in Kent, England. The occasion being the inaugural meeting of The Vegetarian Society. The Vegetarian Society was a joint venture between Alcott House and the Bible Christian Church (BCC), from Salford, near Manchester. The BCC did use eggs and dairy products, so the Society's early definition of 'vegetarian' was "with or without eggs or dairy products", the choice was left to individual members (International Vegetarian Union, 1908).

4. VEGANISM IN INDIA:

Animal sacrifice, which had played an important part in religious rites in India from ancient times, was rejected by both Buddhism and Jainism as cruel and barbaric (Damien Keown, 2005). Major religions such as Hinduism and Buddhism have recommended a vegetarian way of life since their conception (Claus Leitzmann, 2014). The tradition of animal sacrifice is being substituted with vegetarian offerings to the Goddess in temples and households around Banaras in Northern India (Rodrigues, Hillary 2003). Vegetarian food has many divisions amongst itself. The vegetarian myth, that India is predominantly a vegetarian country, is false (Manisha Kairaly and Siddharth Rao, 2019). Therefore, one must not condone the statement that a pure, religious man must practise vegetarianism (Venerable K. Sri Dhamminda Maha Thera, 2001). While a typical Indian diet is predominantly vegan-friendly, there's always the odd ghee, cream or yoghurt that ends up in dishes without being explicitly stated in the ingredients list or menu (Joslyn Chittilapaly, 2019). While currently non-vegetarian (including egg) products are labelled with a red dot and vegetarian products labelled with a green dot, there has been a greater demand to label vegetarian products with a brown dot and vegan products with the green dot symbol to distinguish them further by indicating that they don't contain any animal ingredients or cruelty (Joslyn Chittilapaly, 2019). Vegan foodies are bound to take in extra effort and discipline themselves when it comes to their dietary habits. Vegan people in India do not attain animal protein but have various forms of obtaining nutritional sources to meet their daily food requirements. Abstinence from animal food and likewise from foods calculated to produce intemperance and impede the vigilance and true energies of the reasoning powers was inculcated (Thomas Taylor, 1818). Plant-based foods increase and help the intestinal flora, the intestinal "good" bacteria, and the overall gut microbiome health which makes up to 85% of the body's immune system (Margarita Restrepo, 2020). Vegan food in India is not only a stopover for many vegetarians but also the pillar for varietal vegans.

5. APPOSITE MOMENT IN INDIA:

On 30 January 2020 the outbreak of coronavirus Covid-19 was declared a public health emergency of international concern (World Health Organization, 2019). While there is no medicine for COVID-19 as of now, it will be good to take preventive measures which boost our immunity in these times (Ministry of AYUSH, 2020). By contrast, a substantial proportion of the Indian population (35%) are vegetarians (Key TJ, Appleby PN, and Rosell MS, 2006) (10- 62% for different regions) (Arnold F., Parasuraman S., Arokiasamy P., and Kothari M., 2009). The Ayurvedic concept appeared and developed between 2500 and 500 BC in India (V. Subhose, P. Srinivas, and A. Narayana, 2005). Ayurveda, being the science of life, propagates the gifts of nature in maintaining healthy and happy living. Ayurveda's extensive knowledge base on preventive care, derives from the concepts of "Dinacharya" - daily regimes and "Ritucharya" - seasonal regimes to maintain healthy life. It is a plant-based science (Ministry of AYUSH, 2020). During these resilient phases the defense mechanism is built by many on the basis of a vegan diet for both adults and children. At the onset of Coronavirus immunity boosters were developed for children and adults of all ages (Ministry of AYUSH, 2020). Adults who are pregnant or even prone to diseases such as; diabetes. It is recommended by the Ministry of AYUSH (Ministry of AYUSH, 2020) for diabetic prevention and health promotion: Avoid dairy products, Payas (rice cooked with milk), meat of aquatic animals, sugarcane products, fresh grains, fresh wine, products of jaggery, red meat, fatty oil, white salt, simple or refined sugars (white sugar, sweets, candy, cakes and pastries) (Central Council for Research Ayurvedic Sciences, 2020). Pregnant women are at higher risk for many infections because pregnancy suppresses the immune system. Some illnesses can impact the health of the fetus, but the risks of COVID-19 are not yet clear (University of California San Francisco, 2020). On the contrary, animal foods deplete the body from good bacteria, promote inflammation, and are the underlying cause of cardiovascular diseases, diabetes, hepatitis B, chronic obstructive pulmonary diseases, chronic kidney diseases, and cancer (Margarita Restrepo 2020). Even though it has been mentioned already, that: Coronavirus is an infection that spreads mainly from person-to-person and consumption of non-vegetarian food or eggs does not cause the infection. (K. Sree Kala Priyadharsini, Leslie Rani, M. P. Brundha, Lakshminarayanan Arivarasu, 2020). A survey was conducted through a web-based questionnaire and many respondents assured that their diets had changed mostly at the beginning of or during the ongoing of the coronavirus pandemic. There's also a massive increase in young people talking more about issues

like animal rights and sustainability and this has led to restaurants and supermarkets catering to this demand, offering more vegan options in food. Being a vegetarian is one option but being a vegan in these uncanny times imbibes the 'survival of the fittest' is yet to be proven. Keeping in mind these initiatives one notices the Vegan gourmand's voyage to commence in the immediate span.

6. POWER STIMULATION TO VEGAN FOOD:

Another disease outbreak was inevitable if we do not move towards a plant-based diet (Dr. Shireen Kassam, 2020). The influence of the Pandemic has involved Indians into believing that Vegan food is the way out to prevent the spread of the Coronavirus. India is a multi-faceted gastronomical warehouse. False rumours are causing losses across the value chain of poultry, meat and fish production, threatening the livelihoods of more than 10 crore small farmers and affecting the nutrition of consumers as well (Giriraj Singh, 2020). For years many of us accepted, as lacto-vegetarians that the flesh food industry and the dairy produce industry were related and that in some ways they subsided one another (Vegan News, 1944). We accepted, therefore, that the case on ethical grounds for the disuse of these foods was exceptionally strong, and we hoped that sooner or later a crisis in our conscience would set us free (Vegan News, 1944). The need to prove that it is possible to thrive without dairy produce is, of course, far too important for any lacto-vegetarian to ignore (Vegan News, 1944). The Food Safety and Standards Authority of India (FSSAI) constituted a task force to look into guidelines/provisions for vegan foods in the country. The Satvik Vegan Society (formerly Indian Vegan Society) founded by Shankar Narayan, 2004 in Karnataka is promoting vegan food. The society has been organising vegan festivals, putting up stalls at exhibitions, holding vegan talks, taking out school visits, and bringing about awareness among people about a lifestyle said to be good for their health. Vegan food is the optimum course as viewed in the survey as many people have switched their diets from eating meat in its various forms to no-tolerance of dairy products and ultimately turning Vegan.

In the survey conducted by us it was clear that most of the young people were health enthusiasts, who had changed their diets during or at the beginning of Coronavirus and many were ready to consider to change their diets mostly due to healthy living but did know moderately about Veganism as a whole but agreed that it did reduce cardio-vascular diseases and also agreed on Vegan products being more expensive than non-vegetarian products, even though they did not know the efficacies of a Vegan diet.

The unquestionable cruelty associated with the production of dairy-product has made it clear that Veganism or lacto-vegetarianism is but a half-way house between flesh-eating and a truly humane, civilised diet, and we think, therefore that during our life on earth we should try to evolve sufficiently to make the 'full journey' (The Vegan News, 1944).

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