



सत्यमेव जयते
Ministry of AYUSH
Government of India



RAV

FOOD PRODUCT

BROCHURE





Rashtriya Ayurveda Vidyapeeth (National Academy of Ayurveda) Ministry of Ayush, Govt. of India



Introduction: Ayurveda has acknowledged the significance of diet and nutrition in health and disease. The entire world is witnessing unprecedented growth in the Ayurveda Food sector. There is a rise in demand for easy-to-cook and ready-to-serve food. With aim to promote Ayurveda healthy food and to meet the growing preferences for traditional foods have led to an increase in more innovative ways to meet consumer demands, Rashtriya Ayurveda Vidyapeeth (RAV) is striving to encourage healthy snacking among the young population through its innovative range of Ayurveda food products.

The rapidly changing globalization has resulted in tremendous changes in eating habits and eating choices of people. The preparation of food & beverages incorporating indigenous ingredients in the recipes and food items that are found in most kitchens and food aisles has resulted in the emergence of a newer category of food. Owing to this, the Ministry of Ayush (MoA) and FSSAI regulations has come up with new regulations under the 'Ayurveda Aahara' category. In accordance to the regulation, RAV has come up with variety of Ayurveda based-food products.

POSHAK COOKIES



Poshak Cookies : Provides Holistic nourishment and is helpful in promoting lactation , it is a rich source of calcium and promotes bone health , it is also a rich source of folic acid , and hence is helpful in anemia. This biscuit is hence an all round product to combat malnutrition and provide Children and lactating mothers good source of “ POSHAN”

Key Ingredients:

1. Godhuma (Wheat)
2. Nali (Bajra/ Pearl Millet)
3. Shobhanjan Patra
4. Tila (Sesame Seeds)
5. Guda
6. Gau Dugdha



Nutritional benefits of ingredients used:

- Wheat provides nourishment, strength, vital for life, and aphrodisiac in Ayurveda (Charaka Samhita Sutra 27).
- Bajra is said to be balya (strength promoting) & having its role in bleeding disorders, worm infestation, dysuria (Priya Nighantu).
- Shobhanjana Patra balances Kapha and Vata dosha (Bhavparaksh Nighantu). It promotes digestion, checks worm manifestation and is wholesome for body. It is rich in phytosterols and promotes lactation. It is rich in iron, calcium & mineral contents.
- Jaggery is said to nourish body by strengthening Dhatus viz. Rakta, Mamsa, Meda and Majja (Charak Samhita Sutra 27). It improves immunity, stimulates digestion & relieves constipation.
- Tila possess Medhya (promote intellect), Vajikara (Aphrodisiac), Chakshushya (good for vision) & Keshya (promotes hair growth) properties (Bhavparaksh Nighantu)

POSHAK COOKIES



POSHAK COOKIES

An Innovative Ayush Product

Marketed by:

RASHTRIYA AYURVEDA VIDYAPEETH (RAV)
(NATIONAL ACADEMY OF AYURVEDA)

An autonomous organization of Ministry of Ayush, Govt. of India

Dhanwantari Bhawan, Road No. 66, Punjabi Bagh (W),

New Delhi - 110026

Email: ravidyapeethdelhi@gmail.com

Phone 011 - 41681265

NUTRITIONAL FACTS

per 100gm of product (approx.)

| | | |
|----------------|--------|------|
| Energy | 507.46 | Kcal |
| Carbohydrate | 55.66 | g |
| Fat | 27.74 | g |
| Protein | 8.79 | g |
| Sodium | 750.48 | mg |
| Total Sugar | 22.87 | g |
| Dietary fibres | 11.92 | g |
| Potassium | 398.81 | g |
| Calcium | 430.27 | mg |

Ingredients:

Bajra (Pearl Millets), *Shobhanjan Patra* (Leaf of Moringa oleifera), *Til Beej* (Sesame seeds), *Godhum* (Wheat Flour), *Guda* (Jaggery), *Navneet* (Butter), Skimmed milk powder.

Uses:

Rich Source of protein, Calcium & Folic Acid.

Provides holistic nourishment to lactating mothers & malnourished children.

A complete compact Snack for all age groups.

Allergy Advice:

Contains Dairy & Gluten (wheat) based products.

Month of Mfg.: 07/2023

Best Before: 3 Months form the month of manufacture

NOT FOR SALE

A product of RAV



Manufactured by
Approved FSSAI Agency.

fssai

13321003000540



RASHTRIYA AYURVEDA VIDYAPEETH (NATIONAL ACADEMY OF AYURVEDA)

(An autonomous body under Ministry of Ayush, Govt. of India)

Dhanwantari Bhawan, Road No. 66, Punjabi Bagh (W), New Delhi - 110026