



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.

# S.U.M.I.T JAM

## - An Ayurvedic Memory Booster

**S.U.M.I.T Jam** improves the intellect and grasping power of the children and helps in promoting muscle strength, improves digestion, and nourishes the skin. It improves memory and cognitive functions and is helpful in the treatment of nervous system disorders in the geriatric population (elderly)

### Key Ingredients:

1. Kushmanda pulp (Petha/Ash Guard)
2. Peru (Amrud/ Guava pulp)
3. Trikatu powder
4. Brahmi (Indian pennywort) powder
5. Kumkum (Kesar/ Saffron)
6. Sita (Kuja Mishri/ Rock Sugar)



### Nutritional benefits of ingredients used:

- Kushmanda possess hemostatic properties (check bleeding), adaptogenic, aphrodisiac, nervine & brain tonic, neuroprotective, antitussive, cardiac tonic, cardioprotective, useful in manasaroga (Mental disorders), vibandha (Constipation), udarasula (Pain in abdomen), trishna (Polydipsia), daha (Burning sensation), dourbalya (weakness), hridvikara (heart disease), kshaya (emaciated), rajyakshma (tuberculosis), kasa (cough) , swasa (breathing difficulty/Asthma), amlapitta (hyperacidity), parinamasula (duodenal ulcer).
- Guava is anti-diabetic, laxative, reduces cholesterol level, fever, prevents gum infections & has anti-oxidant properties.
- Brahmi possess Medhya, Rasayan (Rejuvenator), Smritiprada, useful in kushtha (skin diseases), pandu (Anaemia), Shopha (Swellings), Jvara (Fever), Prameha (Diabetes mellitus) & Manasvikara (Mental disorders).
- Saffron possess Varnya (improves skin complexion and tone), Vrushya (aphrodisiac), improves immunity, relieve headache.
- Trikatu (combination of Ginger, black pepper and long pepper) acts as appetizer, useful in treatment of cough-cold & skin diseases also helps in reducing body fat.
- Sita is Chakshushya (good for vision), Dahahrut (decrease burning sensation) act as natural coolant. Useful in Jwara(fever), Chardi(Vomiting), Swasa (Breathing difficulty), Murcha(Fainting), dehydration, Kushtha(Skin disease) etc.



## **RASHTRIYA AYURVEDA VIDYAPEETH (NATIONAL ACADEMY OF AYURVEDA)**

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

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