



# RAV

## Ayurveda Ahaar





**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.



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## 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)

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With an 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 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

We are delighted to announce the introduction of two **new flavours of Poshak Cookies – Cumin (Jeera) & Carom (Ajwain).**



### Key Ingredients:

- Godhuma ( Wheat )
- Nali ( Bajra/ Pearl Millet)
- Shobhanjan Patra
- Ajwain (Carom Seeds)
- Jeera (Cumin Seeds)
- Guda
- Gau Dugdha

Cumin Seeds (Jeera)



Carom Seeds (Ajwain)



### Nutritional benefits of ingredients used:

1. Wheat provides nourishment, strength, vital for life, and aphrodisiac in Ayurveda (Charaka Samhita Sutra 27).
2. Bajra is said to be balya (strength promoting) & having its role in bleeding disorders, worm infestation, dysuria (Priya Nighantu).
3. 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.
4. 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.
5. Jeera & Ajwain are traditional spices have long been valued in Ayurveda for their therapeutic benefits. Ajwain is well known for stimulating digestion, improving appetite, and relieving discomfort related to indigestion, while Jeera is recognized for its ability to enhance metabolism, support nutrient absorption, and provide natural antioxidants. By blending these age-old ingredients into Poshak Cookies, RAV aims to make nutrition not only wholesome but also appetizing, thereby promoting appetite, better digestion, and overall wellness for children, lactating mothers, and families alike.

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## A.N.I.E. BREAD

### ‘Ayurvedic Nutritious Ingredients Enriched’ Bread

“ANIE” bread which stands for ‘Ayurvedic Nutritious Ingredients Enriched’ Bread. ANIE bread is a tastier and healthier alternative to traditional Maida /Atta bread.

#### Key Ingredients:

1. Godhuma (Gehun/ Wheat)
2. Mudga (Moong Dal/ Green gram)
3. Ajamoda (Ajwain/ Carrom Seeds)
4. Jeeraka (Jeera/ Cumin Seeds)
5. Pumpkin Seeds (White Sitaphal)
6. Watermelon seeds (Tarbuja)
7. Muskmelon Seeds (Kharbuja)



#### Nutritional benefits of ingredients used

- Wheat provides nourishment, and strength, vital for life in nature as per Ayurveda classics.
- Moong dal is easy to digest, promotes physical strength and growth, good for eyes, and improves skin complexion.
- Pumpkin seeds relieve constipation, improve eyesight, exhibits anti-fungal and antiviral properties also.
- Watermelon seeds have cooling nature and are a rich source of unsaturated fatty acids. Musk melon seeds are antitussive, antipyretic, anthelminthic and also promote digestion.
- Ajwain (Carrom seeds) is digestive in nature, promotes appetite, and reduces bloating.
- Jeeraka (Cumin Seeds) acts as an appetizer, carminative, blood purifier, anti-spasmodic and anti -fungal.



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## **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.

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## JITAYU TEA

This tea is enriched with great flavors, boosts body metabolism, and helps in weight loss.

### Key Ingredients:

1. Ela [Elleteria cardomum]- cardomum
2. Dalchini [ Cinnamomum zeylanicum]- Cinnamon
3. Saunf [shatpushpa]- [Foeniculum vulgare]- fennel seeds
4. Ajjwain/ Yavani [Tachyspermum ammi]- carom seeds
5. Gandhatrin [Lemongrass]- Cymbopogon citratus
6. Sonth [Dry ginger]- Zingiber officinale
7. Lemon JUICE and zest – Citrus limon

**\*Served with honey**



### Nutritional benefits of ingredients used:

- Cardamom enhances flavor, soothes throat, is a great appetizer and improves digestion.
- Cinnamon regulates blood sugar level, improves blood circulation and lowers cholesterol.
- Fennel seeds improve appetite, keeps digestive system healthy.
- Carom seeds helps to improve respiratory discomfort, promotes weight loss, aids digestion and detoxification.
- Lemongrass is a great anti-oxidant, anti-inflammatory, lowers blood cholesterol, controls blood sugar level, anxiolytic in nature.
- Dry ginger/ sonth balances vata dosha, helps in all colicky pains, aphrodisiac in nature and ayurvedic appetizer.
- Lemon is great skin-cardio tonic, increases body metabolism and weight loss. Lemon zest provides great aroma and flavor to the drink.
- Honey promotes tissue regeneration and rejuvenation; great mucus expectorant and lipolytic thus aids weightloss.

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## ENNPY - QUENCHY DRINK

**Quenches your thirst instantly and naturally**

This recipe is conceptualized to highlight the importance of season based consumption. It is a modification of the traditional 'panakam' preparation. This Sharat ritu based drink aims to quench the thirst naturally and alleviate the Pitta dosha. It can be an alternative to packaged juices and aerated drinks.

### Key Ingredients:

1. Guḍa (गुड़ / Jaggery)
2. Yaṣṭimadhu cūrṇa (मुलेठी / Licorice)
3. Śuṇṭhī cūrṇa (सोंठ / Dry ginger powder)
4. Marica cūrṇa (काली मिर्च / Pepper Powder)
5. Elā cūrṇa (इलायची / Cardamom Powder)
6. Karpūra (कपूर / Edible Camphor)
7. Jambīra svarasa (नींबू / Lemon)



### Nutritional benefits of ingredients used:

- Guḍa (Jaggery) - It is classically a derivative of sugarcane, whose benefits vary based on variety and method used for preparation of molasses. It is sweet, imparts strength, relieves thirst and alleviates pitta, vata dosha.
- Yaṣṭimadhu cūrṇa (Licorice) - It is sweet, cooling in nature, imparts strength, enhances complexion, vision and voice, promotes hair growth and alleviates pitta dosha.
- Śuṇṭhī cūrṇa (Dry ginger powder) - It enhances taste buds, promotes digestion, easy to digest, destroys the toxins, alleviates kapha, vata dosha.
- Marica cūrṇa (Pepper Powder) - It is an excellent adjuvant which promotes digestion, alleviates tridoshas.
- Elā cūrṇa (Cardamom powder) - It is carminative, eases digestion, quenches thirst and alleviates tridosha.
- Karpūra (कपूर / Edible Camphor) - It enhances the taste and vision, alleviates thirst, pitta and kapha dosha.
- Jambīra svarasa (नींबू / Lemon) - It enhances taste, promotes digestion, relieves thirst, alleviates tridoshas.

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## FULL MOON CHOCOLATES

People of all ages love chocolate, and indulging on occasion and in moderation with this healthy, homemade, whole-food version is a great compromise!

### Key Ingredients:

1. Raw cacao powder
2. Butter
3. Kharjur (dates)
4. Salted peanuts
5. Ginger powder
6. Cinnamon Powder
7. Cardamom powder
8. Pink Himalayan salt
9. Vanilla extract



### Nutritional benefits of ingredients used:

- Cinnamon is used as a spice and flavouring agent; it is also added due to its mouth refreshing effects and ability to remove bad breath. Cinnamon is a coagulant and prevents bleeding. Cinnamon also increases the blood circulation in the uterus and advances tissue regeneration.
- Elā cūrṇa (Cardamom powder) - It is carmative, eases digestion, quenches thirst and alleviates tridosha
- Salt helps to enhance flavor and also regulates brain and cellular functions and electrolyte balance in the body.
- Śuṇṭhī cūrṇa (Dry ginger powder) - It enhances taste buds, promotes digestion, easy to digest, destroys the toxins, alleviates kapha, vata dosha.

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## A.G. KETCHUP

A.G. Ketchup is a blend of taste with the power of beetroot offering healthy and digestive pick over conventional ketchup for growing children and females.

### Key Ingredients:

1. Tamatar (Tomato)
2. Chakundar (Beetroot)
3. Khajur (Dates)
4. Imli (Tamarind)
5. Lehsun (Garlic)
6. Dalchini (Cinnamon)
7. Lavang (Clove)
8. Krishna Marich (Black pepper)
9. Shwet Marich (White pepper)
10. Lavana (Salt)
11. Vinegar
12. Guda (Jaggery)



### Nutritional benefits of ingredients used:

- Tomatoes offer protection for brain, heart, and gut health. The fruit, which some people classify as a vegetable, contains antioxidants, potassium, and vitamin C.
- Beetroot being rich in vitamin and minerals, plays a key role in growth, development, bone formation, nutrient metabolism, brain function and heart health.
- Dates support Healthy Bowel Movements, Provide Antioxidants, Boost Brain Health, Provide Wholesome Nutrition During Pregnancy, May Lower Cancer Risk, Inhibit Microbial Growth, Help Manage Diabetes, Reduce Inflammation.
- Tamarind has antioxidant and anti-inflammatory properties. It protect against diseases such as heart disease, cancer, and diabetes.
- Garlic possesses antioxidant, anti-inflammatory, antibiotic and anticarcinogenic properties, support bone health, reduce the likelihood of memory problems, and aid in weight management through its lipid lowering property.



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**Nutritional benefits of ingredients used:**

- Cinnamon is used as a spice and flavouring agent; it is also added due to its mouth refreshing effects and ability to remove bad breath. Cinnamon is a coagulant and prevents bleeding. Cinnamon also increases the blood circulation in the uterus and advances tissue regeneration.
- Clove helps to manage various digestive disorders including loose motion, flatulence, nausea and dyspepsia. It is used for alleviating infections in the kidney's digestive disorders, impotence, have nausea, hernia and various skin problems like ringworm and certain other fungal infections. Clove oil has antioxidant property that controls the growth of free radicals' response for cellular damage.
- Black pepper can help improve digestion, increase bio-availability, improve bone health and wound healing.
- White pepper possesses anti-inflammatory properties, causes reductions in blood sugar and cholesterol.
- Salt helps to enhance flavor and also regulates brain and cellular functions and electrolyte balance in the body.
- Vinegar aids in weight loss, reducing cholesterol, lowering blood sugar levels, improving the symptoms of diabetes.
- Jaggery helps in digestion, detox the liver and blood, treat lung and bronchial infections, relieve constipation, increase energy levels, relieve stress, treat premenstrual syndrome, have antioxidant and anticarcinogenic properties.



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

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