Centre: Bhubaneswar.

Good afternoon ladies. I am <name of moderator> and have come from <name of marketing research company>, which conducts various types of research works. We need to know so many things from the people like you. Basically we collect some information on a product or a topic by discussing with the people. We might get more information from you if you could feel free to express your views more and more so as to enable us getting more information. Now we are doing a research in Bhubaneswar on different types of "FOODS" and "TAKEING HABITS". Today's discussion might take about two hours of your time.

As it will be very difficult to note all your valuable responses, if you permit, we will have an audio and video recording of the discussion in order to correctly record all your responses. Pease share your responses freely without thinking it might be wrong or right. Whichever you like to share, please feel free doing it.This recording will be kept confidential and will not be disclosed anywhere outside. Moderator: Do you all agree to record our discussion?

Respondents: Yes.

Moderator: Whatever is being recorded is for our official analysis, once our analysis is completed, this recording will be deleted. I have given my introduction and now you all please tell me something about you.

Moderator: What is your name, Madam?

Respondent1: <name of respondent 1>.

Moderator: What is your age?

Respondent1: 34 years.

Moderator: Who all are there in your family?

Respondent1: Two daughters. One is 10 years old and another is 12 years old. One is studying in 5^{th} standard and another is studying in 7^{th} standard.

Moderator: What does your husband do?

Respondent1: He owns a saree shop.

Moderator: How do you spend your leisure time?

Respondent1: Usually in that time, I do some tailoring jobs and watch T.V.

Moderator: What do you like the most to do?

Respondent1: I watch TV programs.

Moderator: Which programs do you like the most to watch in TV?

Respondent: I like to watch cooking programs and all new things which have come to the market. I watch all these in different channels.

Moderator: What is your name?

Respondent2: <name of respondent 2>.

Moderator: What is your age?

Respondent2: 34 years.

Moderator: What do you do?

Respondent2: I am a house wife.

Moderator: Who all are there in your family?

Respondent2: I live with my husband and a son.

Moderator: What does your husband do?

Respondent2: He has a shop of shoes.

Moderator: How old is your son?

Respondent2: He is studying in 8th standard and is of 12 years old.

Moderator: What do you do in your leisure time?

Respondent2: I read newspapers in the morning.

Moderator: Which newspapers do you read?

Respondent2: Prameya and Samaj, I read these two newspapers regularly. After reading newspapers, I do household works and do some tailoring works.

Moderator: Do you stitch your own or do for outsiders also?

Respondent2: I dotailoring for others also. I have learnt tailoring and do outside stitching and earn some money from there.

Moderator: Which thing do you like the most to do?

Respondent2: I like cooking, household works. As I am alone I have to do all the things of my own.

Moderator: Do you look after your son's studies or send him for tuition?

Respondent2: I send him to a private tutor as well as look after him myself at home.

Moderator: What is your name, Madam?

Respondent3: <name of respondent 3>.

Moderator: What is your age?

Respondent3: I am 39 plus.

Moderator: What do you do?

Respondent3: I am a house wife.

Moderator: Who all are there in your family?

Respondent3:We have a joint family. There are my in-laws, my husband, his elder brother and his family and our son live in the family. We cook in one place only.

Moderator: What does your husband do?

Respondent3: He has a shop of computers.

Moderator: What does your son do?

Respondent3: He is only of two and half years now.

Moderator: What do you do in your leisure time?

Respondent3: I sit and discuss with my elder sister in-law and mother in-law like what to cook and how we can make it tasty and all.

Moderator:What do you like the most?

Respondent3: Cooking, help in the studies of the children.

Moderator: Do you conduct private tuitions?

Respondent3: No, I look after our own children at home.

Moderator: What is your name?

Respondent4: <name of respondent 4>.

Moderator: What is your age?

Respondent4: I am 34 plus.

Moderator: Who all are there in your family?

Respondent4: I live with my husband, son and mother in-law.

Moderator: What does your husband do?

Respondent4: He is working in ICICI bank. He is in clerical post.

Moderator: How old is your son?

Respondent4: He is ten years old. He is studying in 5^{th} standard.

Moderator: What do you do?

Respondent4: Household works and watching T.V.

Moderator: What do you like the most?

Respondent4: I like to watch TV. I like to watch food channels and prepare new dishes as made there.

Moderator: What is your name?

Respondent5: <name of respondent 5>.

Moderator:What is your age?

Respondent5: 37 years

Moderator: Who all are there in your family?

Respondent5: Two sons, one daughter and my husband.

Moderator:What does your husband do?

Respondent5: He is a driver.

Moderator: What do you do?

Respondent5: I am a housewife.

Moderator: What do your sons do?

Respondent5: They are painters.

And my daughter is 17 years old. She is studying in +2.

Moderator: Which things do you like the most?

Respondent5: I like to offer Namaaj five times in a day, reading Quran and watching T.V.

Moderator: Do you read newspapers?

Respondent5: No.

Moderator: What is your name?

Respondent6: <name of respondent 6>.

Moderator: What is your age?

Respondent6: 42 years

Moderator: Who all are in your family?

Respondent6:I live with my husband here now. I have only one daughter and she is already married.

Moderator:What does your husband do?

Respondent6: He is a wall color painter.

Moderator: What do you do?

Respondent6: Household works, watching TV.

Moderator: Which things do you like the most?

Respondent6: Cooking.

Moderator: Which program do you watch in TV?

Respondent6: I like to watch News in OTV and Kanak TV.

Moderator: What is your name?

Respondent7: <name of respondent 7>.

Moderator: What is your age?

Respondent7: 40 yrs.

Moderator: Who all are there in your family?

Respondent7:I live with my husband and our only son.

Moderator: What does your husband do?

Respondent7: He is a tailor.

Moderator: What do you do?

Respondent7: I am also doing tailoring at home.

Moderator: What is the age of your son?

Respondent7: 24 yrs.

Moderator: What does your son do?

Respondent7: He is working in a LP gas company.

Moderator: What do you do in your leisure time?

Respondent7: I am also doing tailoring work at home; offering Namaaj five times, if I have no work then I watch TV or gossip with others.

Moderator: What is your name?

Respondent8: <name of respondent 8>.

Moderator: What is your age?

Respondent8: 38 yrs.

Moderator: Who are there in your family?

Respondent8: My husband and daughter.

Moderator: How old is your daughter?

Respondent8: 6 yrs. She is in KG-1.

Moderator: What does your husband do?

Respondent8: He is a salesman in the Den hospital.

Moderator: What do you do?

Respondent8: I am doing all the household works and tailoring work.

Moderator: Which things do you like the most?

Respondent8: Preparing yummy dishes and watching TV is my likeness.

Moderator:could you please tell me what comes to your minds if talked about "FOOD"?

Respondent:Yummydishes something like snacks items.

Respondent:Chicken pakoda.

Respondent: Biryani.

Respondent: Maggi and Pasta.

Respondent: Pan cake of palms.

Moderator: What is your feeling when we say "FOOD"?

Respondents:Taste.

Respondent: Sometimes plain rice and dalma, sometimes chicken, sometimes kichidi.

Respondent: Always prepare good food items and take.

Respondent: Upma, sewain, kheer.

Respondent: Pickles and spinach.

Moderator: What will be your mood when we say the word "FOOD"?

Respondents:How we can prepare tasty food items and take as well as give others to take.

Respondent: To prepare different recipes and give others to take.

Respondent: To prepare different dishes and give others to take, if others praise us after takeing the food then we can know that our hard work has earn rewards.

Moderator: Which types of people come in mind when you think about "FOOD"?

Respondents: Children and husband come to mind first. We need to prepare the food as per our children wish so that they can relish them.

We feel very good if some person takes the food and praise us for our food.

If I do some experiment then I ask them a number of times about how it is. If my husband tells me that it is very tasty and good, then I feel very happy.

Moderator: If we associate "FOODS" with different occasions, then which one comes to your mind?

Respondents:Marriage ceremony, thread ceremony, birthday, festivals, EID, Bakri Eid, Prophet Mohammed's birth day etc.

Respondent: In the month of Ramzan, we prepare different dishes throughout the month by keeping fasting.

Respondent: Dussehra, Janmastami, Rajo, Mahastami.

Moderator: Who does the cooking at home?

Respondents:We do cooking ourselves.

Respondent: I along with three elder sister in-laws and mother in-law cook the food at home.

Respondent: I cook all the days, except the Sundays because I don't cook mutton and chicken hence my husband cooks on Sundays.

Moderator:Who suggests the menu?

Respondents:My husband tells about what curry to be prepared and my daughter tells about what Tiffin item to be made.

Respondent: My son is small, I prepare as per his wish. My husband does not interfere at all.

Respondent: My elder sister in-law tells us what has to be prepared.

Respondent: My husband, daughter and son tell what to be prepared.

Respondent: I prepare as per my wish and all take that.

Respondent: My husband decides what has to be prepared.

Respondent: As per my child's interest everything is prepared in our house.

Moderator: What is your child's interest?

Respondents:Grams, paneer (cheese), mushrooms and masala kassa (spiced veg).

Respondent: My daughter is 6 years old and she likesyummy itemslike chat, Maggie etc. I prepare those at my home and give her to take. There is no such specific demand of my husband.

Moderator: What all food items you prepare on different occasions? When do you start cooking in the morning?

Respondent: I start cooking by 7 A.M.

Moderator: What all do you cook?

Respondent:Pasta, Maggie, Chowmin, sewain, flattened rice, upma andsemolina etc.

Moderator: What do you cook most of the times?

Respondent: Pasta, Maggie and Chowmin.

Moderator: At what time do you start cooking at your home?

Respondent: By 7 A.M we start cooking.

Moderator: What all do you cook?

Respondent: Mostly we cook salty things like Idlis, pan cakes, Vada, Chowmin, tea and biscuits.

Moderator: What do you cook most of the time?

Respondent: I make Pan Cakes and Idlis. In mustard oil by putting chopped onions, we prepare Pan Cakes; this dish is liked by all of us at home.

Moderator: At what time do you start cooking?

Respondent: By 6 A.M, I start making tea. My mother in-law will have tea at 6 A.M and by 7 A.M, we start preparing breakfast. I prepare Chowmin and Yippee for our Niece and Nephew, elder brother in-law takes Roti (breads), hence I prepare breads for him. I have a son who is small now, for him I prepare sweetsemolina. Sometimes we prepare Vadas and Pudis. My husband likes to takeghee fried breads and fried potatoes or potato kassa. Sometimes children bring patties from outside and take.

Moderator: What is cooked most of the times?

Respondent: Yippee, Chowmin and Pudis.

Moderator: At what time do you start cooking at your home?

Respondent: At 7 A.M first tea is prepared then breakfast is made. We make upma, Idlis, sambar, Pan Cakes, bread sandwiches, Dosa, potato kassa, semolina, sewain, halwa, upma of flattened rice or semolina etc. for breakfast.

Moderator: Do you prepare different items for different people or same items are being consumed by everybody?

Respondent: All of us take those which are prepared.

Moderator: What is cooked most of the time at your home?

Respondent: Sandwiches, Pan Cakes, sambar and upma etc. Most of the times sandwichesare prepared as those could be made easily and immediately. Chowmin and Maggie we make in evening times.

Moderator: Do you prepare the same breakfast everyday or different items?

Respondent: No, we make different stuffs in our breakfast.

Respondent: My son likes salads the most hence I prepare salads regularly.

Moderator: At what time do you start cooking?

Respondent: At 7 A.M

Moderator: What all do you cook?

Respondent: Potato paratha, veg fry, roti, upma, sewain, lachha and halwa etc.

Moderator: What is cooked most of the times?

Respondent: Paratha and veg fries. Whatever is made at home is taken by all of us. Sometime we make Pudis, Pan Cakes and Ghughni.

Moderator: At what time do you start cooking?

Respondent: By 7 to 7:30 A.M we start cooking.All of us take tea first and biscuits. Then we prepare breakfast like upma of semolina, lachha, roti, egg fry.

Moderator: What do you cook most of the time?

Respondent: We take Paratha (fried breads) and eggs. Sometimes sewain and lachha are also prepared.

Moderator: At what time do you start?

Respondent: At 7 A.M, we have tea along with biscuits and at 8 am take breakfast.

Moderator: What do you make most of the times?

Respondent: Most of the times, I make roti and veg fry for breakfast. My husband and son take roti and veg fry but I take rice by 10 A.M positively.

Moderator: At what time do you start cooking?

Respondent: By 7:30 A.M I start cooking like yippee, Maggi, Chowmin. My husband likes Pan Cakes and potato kassa the most. Sometimes we make roti,

upma, paratha etc. My husband likes sweet dishes and daughter likes salty things.

Moderator: What do you make most of the time?

Respondent: Most of the time yippee, roti, Maggi, paratha and veg fry.

Moderator: Do you all take anything in between breakfast and lunch?

Respondents: No.

Moderator: Do you all make tea at home?

Respondents: Yes.

Moderator: What do you all take along with tea?

Respondent: Biscuit, bread, Pudis or paratha.

Respondent: We have tea along with rusk.

Respondent: We like to have tea only.

Respondent: We like to have tea along with biscuits.

Respondent: We like to have tea along with biscuits or sliced breads or cakes.And then we take breakfast.

Respondent: We take tea and biscuits first and after that breakfast.

Respondent: If I take tea then till 12 noon nothing is required for me.

Respondent: We like to have tea along with chips or biscuits. We bring chips from outside.

Moderator: What all do you prepare for lunch and by what time do you start it?

Respondent: We start by 7 A.M and complete all the cooking by 9 A.M. For lunch we prepare rice, dal, veg fry, soya vadas, grams, mushrooms and mixed veg curry.

Moderator: How do you make Santhula (non-spicy boiled veg-curry)

Respondent: We put all the vegetables, boil it and make a curry. All of us take the same thing, which is prepared.

Moderator: What all do you prepare for lunch and at what time do you start it?

Respondent: By 7:30 A.M I start cooking rice, dal, fry, spinach, mix veg curry and rai etc. On Wednesdays and Fridays, I cook either fish or mutton.

Moderator: Which spinach do you make?

Respondents: All types of spinaches we make. We make pumpkin flower paste sometimes. This is prepared with rice batter.

I prepare the same with besan (flour of un-fried grams) but preparing the same but with rice batter it is much tastier.

Moderator: What all do you prepare for lunch and at what time do you start it?

Respondent: I prepare rice, dal, spiced potato paste, spinach, salad and veg fry. My husband and I like potato and parwal (snake gourd) fry or masala curry the most. My son likes okra chip, it is prepared with besan and cornflower. Sometimes we bring Prasad from Temple, on that day I make khichdi for my son.

Moderator: What all do you prepare for lunch and at what time do you start it?

Respondent: I start cooking by 7 and by 9 A.M everything is completed. By 12:30 PMwetake our lunch. In lunch we have rice, dal, mix veg, snake gourd korma, pakoda curry, dalma, moong kichidi, okra sour, tomato sauce, snake gourd fry, spinach pumpkin and okra mixed rai. On Thursdays we make paneer, mushrooms, veg fry, bitter gourd chips, salad etc. On Wednesday and Friday we cook fish, mutton or eggs.

Moderator: What all items do you make from fish?

Respondent: Fish besar (fish with mustard paste), fish fry, small fish besar and prawn curry etc.

In chicken, we make chicken-chilli, chicken kassa, and chicken curry. In mutton, we make mutton curry and mutton kassa. With eggs, we make boiled-eggs which is very much liked by my son, egg curry, egg pouch, egg fry.

Moderator: What is cooked most of the time?

Respondent: Veg curry, veg fry, spinach fry, bitter gourd and pickles.

Moderator: What all do you prepare for lunch and at what time do you start it?

Respondent: By 7:30 we start and complete cooking by 9:30 A.M. We make rice, dal, dalma, mix veg, local beans rai, paneer, chilly paneer, pan paneer, paneer rai etc. On Sundays, we make either egg, fish, chicken or mutton.

Moderator: What all do you make with egg?

Respondent: Egg fry, boiled egg, egg curry and eggspice kassa.

With chicken we make chicken curry, chilli chicken, Mughlai chicken. I don't take chicken hence I make egg or fish for myself. Although we make non-veg items but we have to make some veg items also because my mother in-law does is a vegetarian.

With paneer I make chilli paneer, pan paneer, paneer butter masala and paneer tikki etc. I normally watch the food channel and prepare the dishes.

I surfinternet see food programs and prepare those items. Somedays I prepare veg biryani, chicken biryani, pulawo, fried rice, khichdi along with coconut and moong dal, rai(mustard paste), mix veg, dalma, potato paneer masala along with coconut and cashew, chholey bhaturey (gram item), Pudis etc. My son likes to take chholey bhaturey. I prepare it for tiffin and give him to take. I prepare momos with paneer for breakfast. I also prepare paneer rolls in the evening time.

Moderator:You please tell what all do you prepare for lunch, madam?

Respondents: We start cooking from 7 am and complete it by 9:30 am because children will go to work. We prepare paratha and veg fry for breakfast, rice and dal and non-veg for lunch. Except Monday and Thursday, rest all the days we prepare non-veg like fish, egg, mutton etc. On Thursday we prepare Dalma, spinach, Dillenia spaciosa (a kind of sour fruit) chutney and chips etc. We prepare egg-tadka, pea curry (ghugni), mix veg,curd-fish, brinjal and curd sour, chicken kassa, small fish sour, chicken biryani, mutton biryani, kichadi along with all the vegetables in it, pullawo, papad, chicken curry and salad. We take mutton biryani the most. it is our main food item. Whatever is prepared is takeen by all of our family members.

We start cooking for lunch by 9 to 9:30 A.M after having breakfast. I prepare Rice, dalma and some vegetables. Most of the times I prepare fish and egg, my husband like to take egg the most, for him I prepare egg fry or egg fry. If I want to take then I prepare egg curry or put dry mango pieces in the curry and take.

Moderator: How do you prepare dry mango pieces with egg?

Respondent: At first I fry all the ingredients with oil (onion, turmeric, ginger-garlicpaste, chilli powder, spices then break the egg and put in it and boil for some time and at last put the dry mango in it. I like to take this dish the most.

I prepare fish curry, curd fish, fish fry. Most of the time we have egg and fish and on Sundays sometimes I prepare veg pullawo, biryani or kichadi or veg biryani. We take vegetables most of the times. Mutton and chicken we don't takein our home.

Mostly we take fish along with rice and dal.

Moderator: At what time do you start cooking for lunch?

Respondent: I start cooking for lunch at 10 A.M. For lunch we make rice, dal, veg fry and sour.

Moderator: What all veg fry do you make?

Respondent: Cauliflower fry, lady's finger fry, bitter gourd fry. And in sours, I make mango sour, curd and brinjal, okra and curd. After that I make dalma, fish, egg and chicken.

Moderator: What all do you make with fish?

Respondent:With small fishes, I make spiced-fish, big fish fry, curd fish. We also make chicken biryani, mutton korma, tikki, spiced potato paste, dal, parwal curry, egg.

Moderator: What all do you make with egg?

Respondent: Boiled egg, omlates, egg fry, egg curry and poach etc.

Moderator: What all items do you make the most?

Respondent: Fish is made most of the times. We cannot take chicken regularly.

Whatever is cooked is takeen by all of us at home.

Moderator: At what time do you start cooking for lunch?

Respondent:I start by 10:30 A.M. In veg we make rice, dal and vegfry. We make beans fry, okra fry. We make potato items, drumstick with mustard paste, dalma, paneer, mushrooms. On Friday, Wednesday and Sundays we make non-veg like fish, chicken and mutton. Most of the time we make fish items, small fish we don't bring because I don't take it. We make fish curry, fish fry, and fish kassa.

Moderator: And what do you make with chicken?

Respondent: Chicken curry and chilli chicken.

In mutton we make mutton kassa and mutton curry. My daughter does not take mutton hence for her, I make fish item. We check out the days and prepare non-veg. On Thursdays we take only veg items like kichidi, spinach, sour, mix veg curry etc. all the items are cooked in local ghee on that day.

Moderator: Do you make anything in the evening time?

Respondents: We make sewain, semolina kheer and tea.

Moderator: What all do you take along with tea?

Respondents: Pav-bhaji (item prepared from bread, vegetables and spices) and sandwiches

Moderator: Who takes sewain and semolinain your house?

Respondent: All in our family take it.

Moderator: Do all in your family take Pav-bhaji?

Respondents: Yes all in our family take that.

Moderator: What do you have along with tea at home?

Respondent: At 3:30 PMwetake biscuits along with tea. At around 5 P.M, we make either pakoda, brinjal fry or sewain or upma and all of us take them.

Moderator: What do you have along with tea?

Respondent: At 5 PMwe take biscuits along with tea and in tiffin we make yippee or Maggie or flattened rice-fry and taken by all in our house. My mother in-law takes tea along with fried flattened rice.

Moderator: What do you prepare for tiffin most of the times?

Respondent: Most of the times, we make yippee.

Moderator: When do you take tea in the evening and what do you take along with it?

Respondent: At 5:30 pm, I alone take tea at home. When my son comes back, I make momos, Maggie, Chowmin, paneer roll, bread roll, Dosa, pan cakes, sandwiches, paneer pakoda, vadas, plain pakoda, flattened ricefry etc. and whatever is prepared, is taken by all of us.

Moderator: When do you drink tea in the evening and what do you take along with it?

Respondent: We take tea along with biscuits at 5 pm and by 7 pm, we make Maggie, Egg Chowmin, fried rice with mixtures or flattened rice fry.

Moderator: How do you prepare Jhal Mudhi (fried rice with chilli)?

Respondent: We mix chilli, coriander leaves, mixture, grated-onions, boiled potato pieces, lemon and cucumber in fried rice and prepare it.

Moderator: What do you make most of the time?

Respondents: Egg roll, potato pakoda, Chowmin etc.

Respondent: In every house we have Mudhi (fried rice). I prepare Mudhi mixed with curry and take it.

Respondent: I drink tea along with Mudhi.

Respondent: I drink milk along with Mudhi.

Respondent: I takeMudhi along with Amul milk powder sugar and water.

Moderator: At what time do you make tea and what do you take along with it?

Respondent: My husband comes home at 8 P.M. Sometimes I takeMudhi, Seo (made of dough), mixture andVada. At 7 PMI take tea. Sometimes I fry flattened rice along with oil and sugar and then put some grated coconuts in it and take it.

Moderator: At what time do you make tea and what do you take along with it?

Respondent: At first, I prepare tea and take then again second time I take tea along with biscuits. Sometimes I take chicken pakoda, egg chops, salad, flattened ricefry orMudhi, cocoanut and sugar mixed etc.

Moderator: At what time do you prepare tea and what do you take along with it?

Respondent: At 5:30 PMI take tea along with Seo. And for my daughter, I make sewain or yippee or Maggie. My husband comes at 8:30 PMandtakes whatever is present at home like sewain, yippee or Maggie..

Moderator: What do you make in dinner?

Respondent: I start preparing dinner by 7:30 pm and by 9:30 pm, we take our dinner. We take Roti and curry in dinner. In curry we make peas,grams, cauliflower, cabbage, mixed veg curry and sometimes we make kichidi and take. Whatever is cooked is taken by all of us.

Respondent: I start cooking dinner at 8 P.M. We make rice for 3 days and roti for 4 days. We make paratha, Pan Cakes etc. On Wednesday we make non-veg and hence we take rice on that day. And in veg items we make vegetable curry, mix veg curry and mostly we make masala curries of paneer, cabbage or cauliflower. And on fasting days, we take roti, mix veg curry and dalma. In winter season, we make khichdi and for my son most of the times, I prepare pan cakes and upma.

Respondent: I make roti, paratha, Pudis, idlis, pan cakes, grams, pea with paneer, mix veg curry, dalma, potato kassa, potatodam, pan cakes, sambar, sour orpotato parwal fry. Most of the times, we take roti, paratha, roll. Whatever is cooked we all take the same. I give milk and roti to my son.

Respondent: I make roti, biryani, Pullawo for dinner because in the day, I don't get that much of time hence I make these things for dinner. We also make grams, potato paratha, sweet paratha, mix veg curry, gram dal curry, dalma, paneer roll etc. Mostly we make roti. On Sankarantis, Tuesdays, Wednesdays,roti is compulsory. Other days we make roti, rice and take it. For my mother in-law everyday roti is made in the dinner. If we cook fish at night then rice is made and along with rice roti or paratha is also made. Whatever is cooked is taken by all of us.

Respondent: For dinner we make rice, kichidi, egg fry, egg curry, curd and cucumber salad or fish and sometimes dal, cauliflower kassa etc. Whatever is cooked is taken by all of us.

Respondent: We make rice, kichidi in the dinner. In our house no one likes to take roti at night. We also make dal, egg curry, fish, chicken, mix veg curry. My

husband likes to take egg fry and I like to take boiled eggs. Whatever I cook is taken by all of us at home.

Respondent: We make rice, fish, dal, buddi chutney, chicken, egg, veg curry, dalma etc. And during winter season, sometimes we make roti in our house. Whatever is cooked is taken by all.

Moderator: What is cooked mostly at home?

Respondent: Rice, dal, fish, fry, curry etc.

Moderator: What is made in fry?

Respondent: Potato fry, okra fry, brinjal fry, cauliflower fry etc. And sometimes we make spiced potato-paste, spiced brinjal-paste or tomato chutney.

Moderator: And Madam, what all you cook for dinner at your home?

Respondent: Potato paratha, sugar paratha is made regularly for my daughter. For us we make rice, roti, paneer, soya curry. Fish and mutton is compulsorily made on holidays along with rice. My daughter likes to takepan cakes hence sometimes I make it for her. My husband and Itake roti, rice and curries. Most of the times, my husband likes to take rice.

Moderator: What curry do you make along with roti?

Respondent: Mix veg curry, paneer, grams, masala curry, gram dal curry, soya kassa etc. My daughter takes only potato paratha and sugar parathas. My husband likes to take coconut vadas hence sometimes I make it.

Moderator: Now tell me do you anytime order breakfast from outside?

Respondents: Yes, we do it sometimes.

Respondent: Sundays is totally holiday for us. We order Pudis, Vada, curry etc. from outside.

Moderator: Do you prepare the same breakfast every day?

Respondents: No, we make different items every day.

Moderator: Who finalizes the menu?

Respondents: My husband, children and sometimes we all decide what to cook. If I fell ill, then take bread and milk.

Moderator: Do you change your food habits as per season?

Respondents: Yes.

Respondent: In winter season,I make cauliflower pakoda, cabbage pakoda, and capsicum pakoda, and cauliflower-chilli, paneer along with onion and capsicum tikka.

Respondent: I mix beans, besan, cauliflower, cabbage, potato and make pakoda. With this pakoda we can make curry also.

Respondent:I mix carrot, tomato, onion, cauliflower, green peas and make a special curry.

Respondent: I mix pea, cauliflower, onion, besan and make pakoda. In winter season, we get fresh vegetables hence I make different curries.

Respondent: We don't bring any oil fried food stuff from outside, we make in our home only. We make potato pakoda, cauliflower pakoda, chilli pakoda etc.

Moderator: What all do you have in summer season?

Respondents: Water rice is usually taken in summer season. We like to take water rice along with fried fish. We don't like to takehot rice in summer season, it is good to have water rice in summer season.

Respondent: We like to take water rice and potato fry or potato chutney. We like to take water rice along with pakoda.

Respondent: We like to have water rice along with mixture and ground nut chutney.

Respondent: In winter season, I forgot to tell you one thing which is radish; I prepare radish pan cakes which are prepared by grinding radishes and mix besan in it and then fry it. I don't take but my family members like the most to take it.

Respondent: I also like to have palak lentils, methi in winter season. We mix both of these and prepare puri. In winter season we get fresh vegetables and it is very tasty also.

Respondent: In summer season, we don't like to take anything, it is better to have water rice only in this season.

Moderator: So in summer season one is water rice and what more do you all like to have?

Respondents:We like to take grinded Badi, fish fry, lady's finger fry, brinjal fry etc. In summer, we like to have only fried items.

Respondent: We like to have spiced potato paste. In less oil if we make potato and brinjalfry then it would be very tastier.

Respondent:We like to have pakoda, by putting some spices inside bitter gourd,brinjal and okra also are prepared it which are very tastier.

Respondent: We like to have curd and salad.

Moderator: What all do you put in salad?

Respondents: We put grated cucumbers, onions, tomatoes and carrots in the salad.

Respondent: If we make fry of drumstick and brinjal, then it tastes good to take. We like to have spiced brinjal paste. We like to have local foods in summer season.

Moderator: What all do you like to have in rainy season?

Respondents: Pakoda, mixture, flattened rice mixture and all fried things.

Respondent: I like to have finger chips, bingo, cauliflower pakoda, cabbage pakoda and fried things.

Respondent: We like to have onion pakoda. It is prepared by gram dal. We have to soak the dal for some time and then half grind it and mix chopped onions and then fry it. We like to have this in rainy season the most.

Respondent: In rainy season we like to have pan cakes of potato and coconut. We can also prepare rolls of this Potato and coconut mix.

Respondent: In rainy season we like to have onion pakoda or besan brinjal pakoda.

Respondent: We like to have Kakra, a sweet pan cake by putting coconut and semolina.

Respondent: We like to have chicken pakoda in rainy season.

Moderator: Do you make any fruit juice for younger children at home?

Respondents: Yes, we make pomegranate juice, mango juice, apple juice, pine apple juice, grape juice etc. This is mostly done in summer season for the children.

Respondent: We also prepare lassie (thinned curd with water) and cold coffee.

Moderator: Do you make any traditional foods for old age people at your home, like for your mother in-law or father in-law?

Respondents: Yes, when my father in-law was here with us at that time he always use to have black tea along with ginger.

Respondent: We make stuffed roti (first we boil water and mix flour in it and then make roti). We prepare Modak, a type of sweet pan cake by putting stuffing of moong dal (green gram) or coconut. These all things are liked by elderly persons at home.

Moderator: What all do you make for a children who are 3 to 5 years old?

Respondents:Boiled food, grinded wheat and grams (Sattu powder), mix vegetables curry, milk, roti, junior Horlicks, bourn vita etc.

Respondent: We prepare Seo at home and give children to take. In evening time we give pomegranate to take. We give themplain mixture to take.

Moderator: What all do you give to take for children who are of 5 to 12 years of age?

Respondents: They like to have fast foods, they ask for chicken roll, chicken pakoda, egg roll etc. They ask to make momos and dhokla (a kind of small sized pan cake).

Respondent: I don't have small children at home.

Respondent: I too don't have small children at home.

Respondent: Our children ask to make the food at home, they take that only. Usually they ask to make pasta.

Respondent: We make items without sugar for children also because there are diabetics patients in our home.

Moderator: Are there any diabetics or high B.P. patients in your house?

Respondents: My mother in-law has high B.P., we prepare all items in less oil for her. Normally she takes all the things.

Respondent: My mother in-law has high B.P and kidney problem, we put less salt for her to take, give less water to drink,we don't give herspicy foods but boiled food is given to her.

Moderator: If someone is ill at your home then what all do you make and give to take?

Respondents: We give them roti, mix veg curry boiled and non-spicy (santula), soup,fry, bread, milk etc.

Respondent: We make stuffed roti and give them to take.

Moderator: Do you all make any special items when some guests come at home?

Respondents: First we offer them some snacks and tea.If they come then prepare some dish and serve them to take, we can't give them mix veg, rice or roti. Atleast we give them egg item to take if nothing is present at home.

If they come to 10 to 20 minutes then we give them some snacks like mixture, biscuits, cold drinks etc. If any guests come to stay for some time or some days then we prepare some special dishes and serve them.

Moderator: Sometimes you change the items or food that you take regularly, why?

Respondents: If some Puja is there like Durga puja then during that time we make many types of pan cakes like Modak, Kakra etc. We prepare khichdi, dalma and all. During puja time we make different food items and pan cakesin our houses.

Moderator: And for what other reasons do you change your regular food?

Respondents: As per season we change our food stuff.

Respondent: We change because of taste. We change due to the interest of children also.

Respondent: The vegetables that we get in each season, if we take those during that time then it tastes good. It is also good for our health to take the vegetables that comes in each season.

Moderator: Like you all said that if some guests come then you change the food, why?

Respondents: We change in order to treat them well.

Respondent: We make some different things like chicken or egg, papad, chips and all.

Respondent: We cook some vegetables, chicken kassa, chilli chicken, salad. We make little different if any guests come home. Some extra items are added along with our regular items.

Moderator:Who selects the menu that will be made on particular occasions like on Pujas and all?

Respondents: We make the selection of our own. Our husbands' give us the money and we decide what all have to be made.

Moderator: On festival like Eid who takes the decision about what to be made and all?

Respondents: We prepare chicken biryani and other items. We make the decision of our own.

Moderator: Do you order food from outside sometimes on some occasions?

Respondents: No, we make the food at our home only.

Respondent: We sometimes order the food from outside like on Sundays but not on occasions.

Moderator: What all do you order from outside?

Respondent: Biryani, Roll, chilly chicken etc, we definitely go out on Sundays and bring something from outside or take outside and come home.

Respondent: We bring plain roll, Chowmin, pakoda.

Respondent: We bring Dosa, roll, Chowmin etc. from outside.

Moderator: What all do you take outside?

Respondents:We take chat, Pao bhaji (fried sliced bread with veg and spices), puchkas, pizza and burger. We usually go outside on Sundays or on any holidays.

Moderator: Who demands for Pizza, burger, rolls the more?

Respondents: Children and our husbands' like to take all these things.

Respondent: Children and I like to take these things.

Moderator: And what all do you take outside when you go out on holidays?

Respondents: Whenever we go out for roaming we definitely take ice creams.

Respondent: We take chat, gupchup, pizza, burger, chicken pakoda, sandwich, roll, Naan, tadka etc.

Moderator: What all you prepare the most for breakfast, tell me about 3 to 5 items that you prepare the most?

Respondents:We change but usually prepare upma of semolina and flattened rice, pan cakes, Sewain, roti, paratha, vegfry. These are the things that we prepare the most for breakfast.

Moderator: From where do you bring the grocery items for home?

Respondents: From the market.

Moderator: Who brings the grocery in your home?

Respondents: I bring them myself.

Respondent: I too bring groceries myself.

Respondent: I go along with my husband and bring the groceries.

Respondent: Sometimes I bring them myself. Sometimes I go with my husband and bring or I ask him the things to bring from the market.

Moderator: Who brings the dry food items to your houses?

Respondents: We prepare the list of all the things and go along with our husbands' and bring all which we need.

Respondent: We bring all the things along with the grocery.

Moderator: Who take the decision of what dry foods to bring like cashews and ground nuts etc.?

Respondents: We take the decision about what all items have to be bought.

Respondent: I too take the decision of my own.

Respondent: I take the decision about what all items have to be bought.

Moderator: From where do you all bring them?

Respondents: We bring themeither from the market or from the malls.

Respondent: We bring grocery from nearby shop Maha kali. We have a Reliance fresh nearby to our house; we bring it from there also.

Moderator: You said that you bring it from mall, why do you bring from mall?

Respondent: Because we will get good things from there.

Moderator: Do you bring regularly from mall and which mall?

Respondent: Yes, we bring regularly from the Reliance Fresh Mall.

Moderator: What is the difference in Reliance Fresh and a normal grocery shop?

Respondents: Usually we get good things in the malls hence we bring it. In other shops all the things will be laying open which might not be ofgood quality. We get discounts from the mall; we have a reliance card also.

Respondent: We too bring it from the mall, I prepare the list like nuts, biscuits and all then my husband brings it from Reliance fresh or we go together and bring those.

Respondent: We bring flour, sugar, dal, and all from Maha Kali and other things like cashews from Reliance fresh. We get cashew also in Maha kali shop. We get all the things except ghee and oil in Maha kali shop.

Moderator: Why do you prefer to bring from Maha kali shop?

Respondents: Because we get fresh and good items there.

Respondent: I have been giving sattu (grinded grams and wheats) to my daughter from the age of six from Maha kali shop. I too bring things from there.

Respondent: We get Mandia powder of good quality(Raagi) from there. You don't get Raagi anywhere else.

Moderator: Madam, from where do you bring your grocery items?

Respondent: I bring it from nearby shops as well as from Reliance fresh also.

Moderator: Why do you bring from nearby shop instead of Reliance fresh or other malls?

Respondent: We bring heavy items like rice packet, dal, sugar and all from nearby shops. One of our relatives has a grocery shop hence bring it from there. I bring dry fruits, biscuits, butter, chips, cosmetics products etc. from Reliance fresh.

Respondent: We get different varieties in Reliance fresh hence we bring it from there. If we go to shops then we have to ask them like Garnier cream then it is possible that he may give us some different cream. But in Reliance fresh we choose it by ourselves and bring it.

Respondent: We bring our grocery from wholesalersin every week. We bring from there because it is nearby to our house.

Respondent: We too bring it from wholesale shop because we are getting it little cheaper as compared to malls.

We bring it from Rupali and Big Bazaar. We are getting offers in Big Bazaar hence we bring it. We bring soaps, detergents like surf mostly from Big Bazaar. We bring dal, rice, sugar, TURMERIC, chilli powder and other grocery items from Big Bazaar because we get some offers there.

I bring grocery from Reliance fresh or from the market. Most of the times I bring from Reliance fresh because I bring baby powder, baby soap for my baby. I bring cream, shampoo, and perfume for myself. Some grocery items I bring from there and some I bring from the market.

Moderator: Why do you prefer to bring from Reliance fresh?

Respondent: It is nearby to my home hence it is easy for us to go and bring it as well as there are offers.

Moderator: Do you all bring monthly ration or weekly?

Respondents: We bring monthly ration.

Respondent: I bring it on weekly basis.

Respondent: I bring it on monthly basis.

Respondent: I too bring ration for a month.

Moderator: Do you shop online?

Respondent:I do online shopping for dry fruits and cosmetics.

Respondent: I do online shopping for makeup items.

Moderator: Have you ever ordered grocery items online?

Respondents: No.

Moderator: Why?

Respondents: We know that we can order it online but have never tried it.

Respondent: There is always a fear that whether it will be of good quality or not. It is not sure whether we can get the same quantity ordered or it will be less than it.

Respondent: It is better to visualize in our eyes and bring the grocery items from the shops.

Moderator: Whenyou go to purchase the grocery items then what all you have in mind that a grocery item should have?

Respondents: We prepare the list and take along with us.

Respondent: It should have good taste, good quality and besides, the price should be less.

Respondent: It should not be duplicate item. Like now-a-days you are getting something mixed in Khas-khas (poppy seeds) etc. We have to keep all these things in mind and purchase it. In soya bean badis they are mixing some wooden powder (saw dust), we have to check all these things.

Moderator: So what all you keep in mind when you go to purchase grocery from the market?

Respondents:We look for the best things, discounts, and moderate prices in good packaging.

Moderator: Why you look for packaging?

Respondents: If we buy loose grocery items, then there will be insects and other impurities. It is good to bring all the things which are packed.

Respondent: We bring all the things in packets like Ruchi and Bharat Masala. We bring oil in packets, cumin, turmeric, semolina packet etc.

Moderator: How do you come to know which item have what nutrition?

Respondents: It will be mentioned on the packet as written on the packet of oil.

Respondent: We bring Nutrella biscuits and it is mentioned there also about nutrition.

Respondent: We like to read all the things and then purchase it.

Respondent: Rishta mustard oil is good to consume. It is written double hiran on the packet. We know that it is good because when we put it to fry something then our eyes will burn.

Respondent: We look at the packaging and read all the things which are present then bring it. Like milk there is 3 to 4 types of milk which is coming to market, we look at the packaging and check the date and bring it.

Moderator: How do you come to know that a particular thing is good for health?

Respondents: We will read all the things and bring it. Like in electrical materials you should have ISI mark in the same way we look for grade mark, logo, what all ingredients are present and how much quantity of it is present. We look the manufacturing date and expiry date also.

Respondent: What all ingredients are mixed and in what quantity it is present like how much cholesterol, fats, vitamins, proteins, carbohydrates, low calorie etc. and all these things are mentioned on the packets. Hence we read all the things and bring allthe products.

Moderator: What do you understand by easily available?

Respondents: It means we can get the things easily from any of the nearby shops and within our budget.

Moderator: If any item is far off to your place like 2 kms away from your home then what will you do?

Respondents: We will not bring from there.

Respondent: We need items to be easily available and in lesser price with good quality.

Moderator: Do you all keep the price in mind?

Respondents: Yes. We should get products of good quality and it should be within our budget.

Respondent: There should not be any side effects of it.

Moderator: Whenever you go to purchase anything, do you keep the advertisement in mind?

Respondents: Yes. We watch the TVads in mind and purchase it.

Respondent: We watch ads of oil, ghee, flour etc.

Moderator: Apart from TV, where all do you see the advertisements?

Respondents: In newspapers.

Advertisements are pasted in hoardings; whenever I go to purchase I watch all those and purchase it.

Respondent: Our neighbors also tell us sometimes like this oil is good and all.

Moderator: Do you all keep in mind about promotions like someone has come and show you demo about it?

Respondents: Yes we look at it like before using soap, cream or surf, we always like to have a demo of it. If we don't have any side effects then we like to buy and use it.

Moderator: Do you look at discounts in promotional offers?

Respondents: Yes we look at the discount but the product should also be good in quality.

Respondent: We should look the expiry date and purchase things because there are some things whose expiry date is over then they are giving offers. We should always keep in mind about the expiry date and purchase things.

Moderator: Do you keep in mind like which thing to bring so that we can cook it easily?

Respondents: Yes like we are getting ginger-garlic paste readymade, if we could also get cumin and coriander pastes then it would be even better.

Respondent: If we would have got mustard paste then it would have been good.

Moderator: You can get mustard paste in the market now.

Respondent: I have not bought it till now.

Respondent: Yes, they are putting vinegar in that paste so that it will last longer.

Moderator: Do you keep in mind about the smell?

Respondents: Yes.

Moderator: Why?

Respondents: If smell is good then it will taste good.

Moderator: Have you ever faced any financial problem in purchasing any grocery item? Like suppose your monthly grocery budget is Rs 3000 or Rs 5000 but due to some problem your grocery budget is reduced?

Respondents: In that case we bring little lesser quantity like instead of 500 grams we bring 250 grams and adjust with that.

Respondent: We bring little lesser quantity like suppose we were bringing 5 packets of oil then we may bring 4 packets and adjust in that month.

Respondent: As per the budget we reduce all the things and bring it.

Moderator: What all do you think are important to be present in the food that you take?

Respondents: It should be nutritious, contain vitamins, proteins, with low calorie and low cholesterol.

Moderator: How can you know that it is a good food?

Respondents: It should be tastier to take, good in look with good smell and decoration should be good.

Moderator: How can you know that it is good for health or not?

Respondents: Suppose we bring a dal packet then we look at the ingredients in it and bring it.

Respondent: First we will look at the manufacturing date and expiry date. We look at the quantity of protein, carbohydrate, calcium, vitamin, energy etc.

Moderator: How do you come to know that it will give you energy?

Respondents: It will be written in the chart about what all the ingredients present in it. We can know it by reading it.

Respondent: It is after taking and using, we can know that it has energy or not.

Moderator: By looking at what do you come to know that it is good for health?

Respondents: If we put good quality things and prepare with good sunflower oil or olive oil and all then we know that it is good for our health.

Respondent: There should not be more spices or oils and it should not have been fried more then we can know that it is good for our health.

Moderator: By looking at what do you come to know that a food will make your stomach full?

Respondents: If it is tasty then we will feel our stomach full.

Respondent: If children tell us that we have prepared good food.

Respondent: If we like something then we would like to take more, then our stomach will automatically get filled.

Moderator: What should be present so that you can know that the smell is good?

Respondents: While preparing the food we get the smell of it. If the smell is good then we can know that the food will taste good.

Moderator: How will you know about the texture is good or not?

Respondents: If we taste it then only we can know whether it is good in texture or not.

Moderator: Do you all like to take healthy foods or health conscious food?

Respondents: Yes.

Moderator: Why?

Respondents: Because now-a-days we are falling prey of several diseases like high B.P, diabetes, cholesterol etc.

Moderator: Is there any difference in food that you were having earlier and now?

Respondents: Yes.

Moderator: What were your food habits 5 to 7 years back and what are your food habits now?

Respondents: Earlier we used to get good vegetables but today they are using more pesticides growing vegetables, they are putting colors having chemicals and displaying in the markets. In everything they are using chemicals now-a-days.

Moderator: So what are you doing for that?

Respondents: We are looking at the quality and buying. They are giving colors in several vegetables like tomatoes, snake gourds, bitter gourd etc. and selling to the people in the market. But, we should look the quality and buy them so that we may cook and serve our children.

Moderator: Are you adding oats, olive oil and other useful things now?

Respondents: Yes, oats have fibers hence we buy and cook it. We can prepare oats with spices as well as we can prepare stuffs like kheer and have it.

We addflour with fine flour (maida0 and prepare some food items, so that there will be less chance of problem of gastritis. We are preparing cakes of flour. We also bring breads of flour.

Moderator: Why are you bringing breads of flour?

Respondents: Because we are health conscious, we want to stay healthy. We know that fine flour (maida) is bad for health and flour of wheat is good for

health. Hence we like to purchase things made of flour. We bring brown bread, flour noodles and flour cakes and all.

Moderator: What all are you doing so that you will remain fit as well as your family members?

Respondents: We are bringing good quality oils, spices etc. and using those.

We are using branded things in our houses.

We are buying fresh vegetables and cooking.

We are doing morning walksand doing yoga etc.

We are using less oil, less spices and green vegetables.

Moderator: Thank you very much ladies for your participation in the discussion and for sparing your valuable time.

********** (rkd)