iJRASET
International Journal For Research in Applied Science and Engineering Technology

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 14 **Issue:** II **Month of publication:** February 2026

DOI: https://doi.org/10.22214/ijraset.2026.77730

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue II Feb 2026- Available at www.ijraset.com

A Study on Medicine Less Food Value Added Product from Coimbatore City

Ms. Dharshini M[1], Mr. S. Shajitha Banu[2]
[1]*II M. Com IB PG & Research Department of International Business, Sri Ramakrishna College of Arts & Science, Coimbatore*
[2]*M.COM., M.Phil., Assistant Professor, PG & Research, Department of International Business, Sri Ramakrishna College of Arts & Science, Coimbatore, Tamil Nadu, India*

Abstract: ***This study analysis the medicine-less, value-added food products sourced from Coimbatore city, emphasizing naturally derived, chemical-free innovations that enhance nutritional value without synthetic pharmaceuticals or additives. Focusing on local resources like organic grains, fruits, and traditional ingredients, the research analyzes production processes, market dynamics, and consumer perceptions in the region, revealing opportunities in health-focused items such as fortified probiotic foods, spirulina-based supplements, and modernized traditional snacks that promote wellness through inherent bioactive compounds. Findings highlight Coimbatore's potential as a hub for affordable, pesticide-free products amid rising demand for clean-label alternatives, while addressing challenges like pricing and awareness to boost adoption and economic viability for small-scale producers.***

Keywords: The Medicine less food, Value added Products, Probiotic, Modernized, Nutritional Value, Herbal Products, Agro-Based, Coimbatore Availability.

I. INTRODUCTION

In recent years, the global food industry has witnessed a paradigm shift towards value-added products that prioritize natural health benefits, sustainability, and minimal processing, driven by increasing consumer awareness of wellness, chronic disease prevention, and the adverse effects of synthetic chemicals in everyday diets. Coimbatore city, renowned as the "Manchester of South India,"
Emerges as a vibrant epicenter for medicine-less value-added food products, harnessing its fertile agrarian base and innovative MSME ecosystem to craft nutrient-dense offerings from local bounty like millets, moringa, and bananas without synthetic medicaments or preservatives. A bustling industrial and agricultural hub in Tamil Nadu, India, stands at the forefront of this transformation, leveraging its rich biodiversity, traditional knowledge systems, and entrepreneurial ecosystem to pioneer "medicine-less" food value-added products innovations that enhance nutritional profiles using purely natural ingredients without pharmaceuticals, preservatives, or artificial additives. These products, ranging from fortified millets and herbal-infused snacks to probiotic-enriched beverages and organic superfood blends derived from local staples like ragi, moringa, and banana, address critical public health challenges such as malnutrition, lifestyle diseases, and immunity deficits, while aligning with India's national agendas like the Millet Mission and Atmanirbhar Bharat for self-reliant agro-processing.

II. OBJECTIVES

1) To study how much the public knows about the medicinal properties of local ingredients.
2) To study the social impact of shifting from a pharmaceutical-dependent lifestyle to a preventive nutritional lifestyle, specifically regarding the management of "Coimbatore's common ailments" like diabetes and other issues.
3) The study targets urban consumers across different age groups (Youth, Middle-aged, and Senior Citizens) to understand how health concerns vary with age.

III. RESEARCH METHODOGY

1) Data is collected through Primary Method and Secondary Method
2) In Primary data, it is done through questionnaire. Primary data are raw data which is not subject to any processing or manipulation. It is collected fleshly and is original in character.
3) Secondary data collection is done through newspaper, internet and journals book, surveys, experiments internal records. Second data are those which is been already gathered and can be accessed by anyone.

©IJRASET: All Rights are Reserved

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue II Feb 2026- Available at www.ijraset.com

IV. REVIEW OF LITERATURE

1) Dr. B. Dayakar Rao (2025) - Model Millets Value Chain

(NABARD), detailing how processing millets into convenience foods (flakes, pasta) retains low-glycemic properties, making them a primary dietary intervention for India's diabetes epidemic. By collaborating with institutions like the Indian Institute of Millets Research (IIMR), NABARD demonstrates that modern processing techniques like cold extrusion and parboiling do not degrade the grain's health benefits; instead, they preserve Slowly Digestible Starch (SDS) and Resistant Starch, maintaining a low Glycemic Index (typically < 55).

2) Kaushik, Upadhyaya, & Sharma (2025) - Ayurveda Aahar Regulations

"Ayurveda Aahara" is defined as medicinal food intended for preventive health, general well-being, and dietary management (Pathya). Central to this distinction is a definitive schedule of 439 botanicals, such as Ashwagandha, Brahmi, and Guggulu, which are permitted as ingredients in food formulations. These regulations ensure that Ayurveda Aahara products are formulated strictly according to authoritative Ayurvedic texts, carry a mandatory "AYURVEDA AAHARA" logo, and are labeled "ONLY FOR DIETARY USE" to prevent the misrepresentation of medicinal foods as pharmaceutical drugs.

3) Sharma (2010) - From treatment to Prevention

Colleagues linked the emergence of functional foods in India to urbanization, lifestyle changes and increasing awareness of diet–disease relationships, arguing that consumers were gradually shifting “from treatment to prevention” through everyday foods rather than drugs.

4) Kannan Vignesh (2024) - Exploring Sustenance: Cereal-Legume Combinations

"Exploring Sustenance: CerealLegume Combinations," identifies the optimal blending ratios of grains and pulses to create "complete proteins." They conclude that plant-based meat analogues produced via high-moisture extrusion can match the sensory and nutritional quality of animal protein without the associated cholesterol risks.

V. PROFILE

The technical heart of the study explores the transformation of raw agricultural commodities specifically millets like Ragi (finger millet), Samai (little millet), and Kuthiraivali (barnyard millet), along with botanical powerhouses like Moringa oleifera into high-value consumer goods. In the Coimbatore context, value addition is defined through a multi-stage process that includes cleaning, grading, dehulling, and, most importantly, bio-fortification. The study highlights how local agri-preneurs, often working in collaboration with the Tamil Nadu Agricultural University (TNAU) utilize fermentation to unlock the nutritional potential of these grains. For instance, the sprouting of millets is shown to significantly reduce phytic acid an anti-nutrient that inhibits mineral absorption thereby increasing the bioavailability of iron, calcium, and zinc.

This scientific intervention turns a standard grain into a "medicine-less" tool for combating anemia and bone density loss, common issues among the city’s working women and elderly. Furthermore, the research examines the rise of "cold-pressed" or Chekku oils in the local market, documenting a shift away from chemically refined oils toward fats that retain natural tocopherols and polyphenols, which act as internal antioxidants, reducing systemic inflammation without the need for supplementary pills.

A. Biological & Ingredient Risks

The prevailing myth that "natural is always safe" poses a severe biological risk, as botanical and bioactive ingredients can trigger dangerous physiological responses when not scientifically regulated. A primary concern is the prevalence of synergistic or antagonistic interactions; for instance, high doses of adaptogens like ashwagandha or potent extracts like moringa can interfere with the metabolic pathways of allopathic drugs, either magnifying their toxicity or neutralizing their efficacy.

B. The Trust-Price Paradox In Coimbatore

In Coimbatore’s evolving food landscape, the "Trust-Price Paradox" creates a formidable economic barrier where high consumer awareness does not necessarily translate into sustained market growth. While nearly 40% of the city’s population recognizes organic standards, a deeper "Trust Deficit" persists because only a small fraction (approx. 14%) possesses the technical literacy to distinguish authentic certifications (like Jaivik Bharat or USDA Organic) from deceptive "natural" branding.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

C. Hazardous Food-Drug Interactions

The clinical landscape in Coimbatore is increasingly complicated by the hidden dangers of hazardous food-drug interactions, where bioactive "medicine-less" ingredients clash with essential allopathic treatments. This "silent" risk is particularly pronounced with popular value-added products (VAPs) like high-dose moringa or concentrated millet-based supplements, which contain compounds that can alter the pharmacokinetics of chronic medications.

D. Top 5 States Medicine Less Food Value Added Product In India

1) Tamil Nadu

Coimbatore is the hub for Millet VAPs, Moringa extracts, and Cold-pressed oils. Strong R&D support from TNAU.

2) Karnataka

Leader in Ragi (Finger Millet) value addition and Bengaluru-based health-tech startups focusing on personalized nutrition

3) Maharashtra

Largest producer of functional Sorghum (Jowar) products and home to major organic clusters in Pune and Nashik.

4) Rajasthan

Global leader in Pearl Millet (Bajra); pivoting toward high-value snacks and traditional immunity boosters like Amla.

5) Gujarat

Strong industrial base for Nutraceuticals and specialized dairy-based functional foods (probiotic blends).

E. Major Verities Of Medicine Less Foods & Value Added Products Millet-Based Functional Varieties

1) Diabetic-Friendly Mixes: Kodo Millet (Varagu) and Little Millet (Samai) are processed into "Ready-to-Cook" rice substitutes or specialized porridge mixes that help regulate insulin.

F. Moringa (Drumstick) Derived Products

Coimbatore is a global leader in Moringa value addition. These products act as "natural multivitamins."

1) Soup Powders: Dehydrated moringa leaves are blended with spices to create instant soups that support immunity and joint health.

G. Traditional Herbal-Infused Foods

In Coimbatore, many value-added products incorporate medicinal herbs directly into daily snacks and meals.

1) Balloon Vine (Mudakkathan) Products: Used specifically for joint pain and arthritis.

2) Varieties include Mudakkathan Idli batter, soup powders, and dry leaf powders.

H. Healthy Snacks & Nutri-Bites

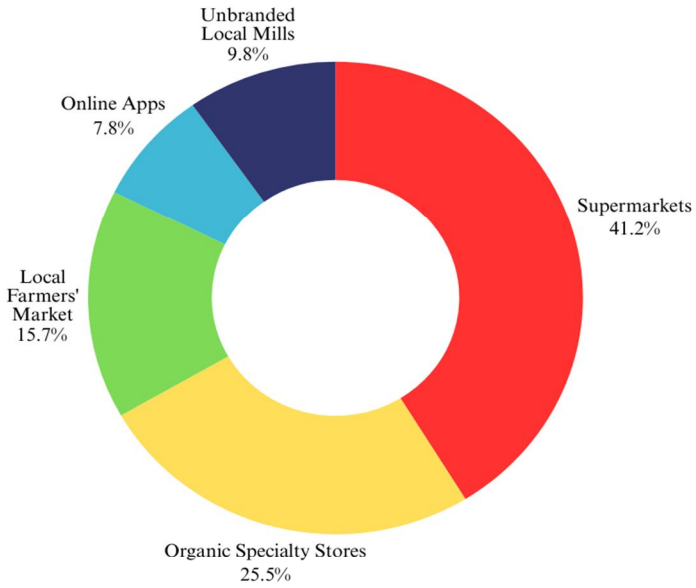
1) Vacuum-Fried Vegetable Chips: Vacuum-Fried Vegetable Chips: Retains nutrients of okra, sweet potato, and garlic without the carcinogenic risks of deep-frying.

2) Millet Cookies & Crackers: Flavoured with herbs like Vallarai (Gotu Kola) to enhance memory in children.

RESPONDANCE PURCHASE MODULE

S.NO	MODULE	PERCENTAGE
1	SUPERMARKETS	41.2 %
2	ORGANIC SPECIALTY STORES	25.5 %
3	LOCAL FARMERS' MARKET	15.7 %
4	ONLINE APPS	7.8 %
4	UNBRANDED LOCAL MILLS	9.8 %

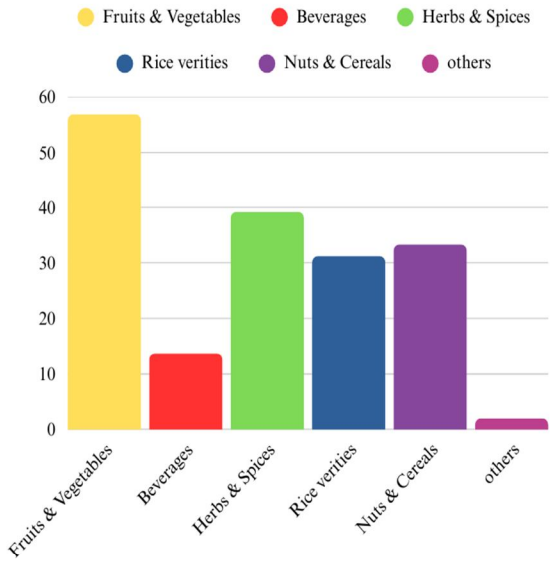
Source : Primary Data



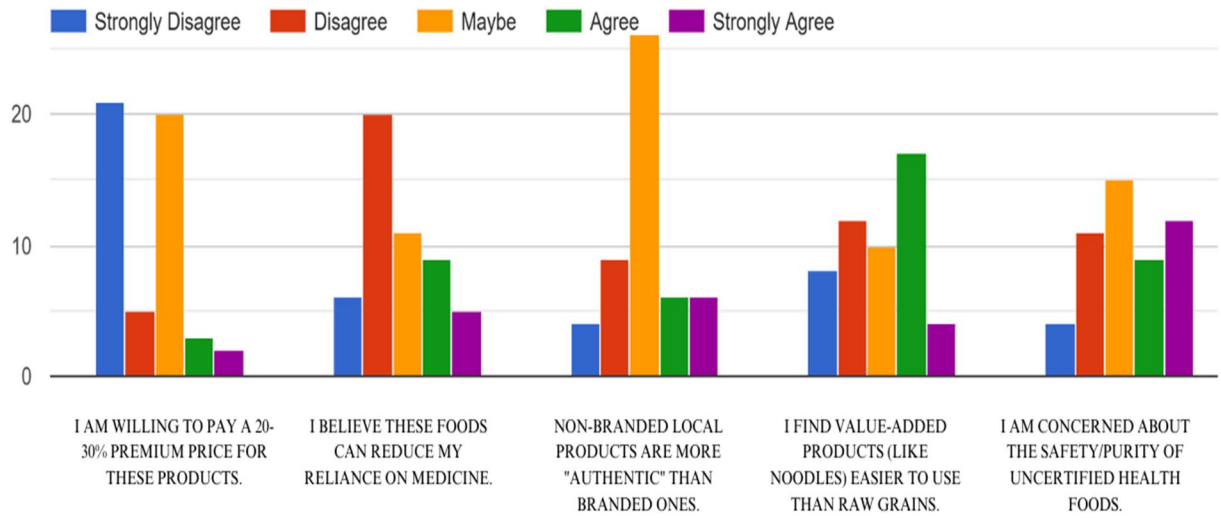
RESPONDANCE PREFERENCE ON MEDICINE LESS FOOD

S.NO	PREFERENCE	PERCENTAGE
1	FRUITS & VEGETABLES	56.9 %
2	BEVERAGES	13.7 %
3	HERBS & SPICES	39.2 %
4	RICE VERITIES	31.2 %
5	NUTS & CEREALS	33.3 %
6	OTHERS	2 %

Source : Primary Data



ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue II Feb 2026- Available at www.ijraset.com



VI. FINDINGS

1) The study reveals that a majority of the respondents belong to the 18–25 age group, indicating that young consumers show greater awareness and interest in medicine-less and value-added food products.
2) It is found that students form the largest group of respondents, followed by employed individuals, suggesting that educated and working populations are more inclined toward health-focused food choices.
3) Most of the respondents belong to nuclear families, reflecting changing family structures and independent decision-making in food consumption.
4) The income distribution shows that a majority of respondents fall under the ₹20,000–₹50,000 income group, indicating that middle-income consumers are the primary market for medicine-less food products.
5) The study finds that public awareness is high, with the majority of respondents being either very familiar or somewhat familiar with the medicinal properties of local ingredients such as millets, moringa, herbs, and traditional food items.
6) Information is mainly obtained through family and friends, followed by social media, indicating strong traditional knowledge transfer supported by modern communication channels.

VII. SUGGESTIONS

1) Even with high existing awareness, structured programs are essential. Government agencies and educational institutions should host workshops, food festivals, and campaigns that spotlight the specific medicinal benefits of local staples like millet, moringa, and traditional grains.
2) There is a clear shift toward using food to manage ailments like diabetes and hypertension. Healthcare professionals and nutritionists should collaborate with local food producers to recommend "medicine-less" food products, actively transitioning public health from pharmaceutical dependence to nutrition-based prevention.
3) Taste and texture issues discourage regular consumption. Product innovation focusing on flavor, convenience, and Ready-to-Eat (RTE) options can increase acceptance, especially among youth and working populations.
4) Taste and texture issues discourage regular consumption. Product innovation focusing on flavor, convenience, and Ready-to-Eat (RTE) options can increase acceptance, especially among youth and working populations.

©IJRASET: All Rights are Reserved

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue II Feb 2026- Available at www.ijraset.com

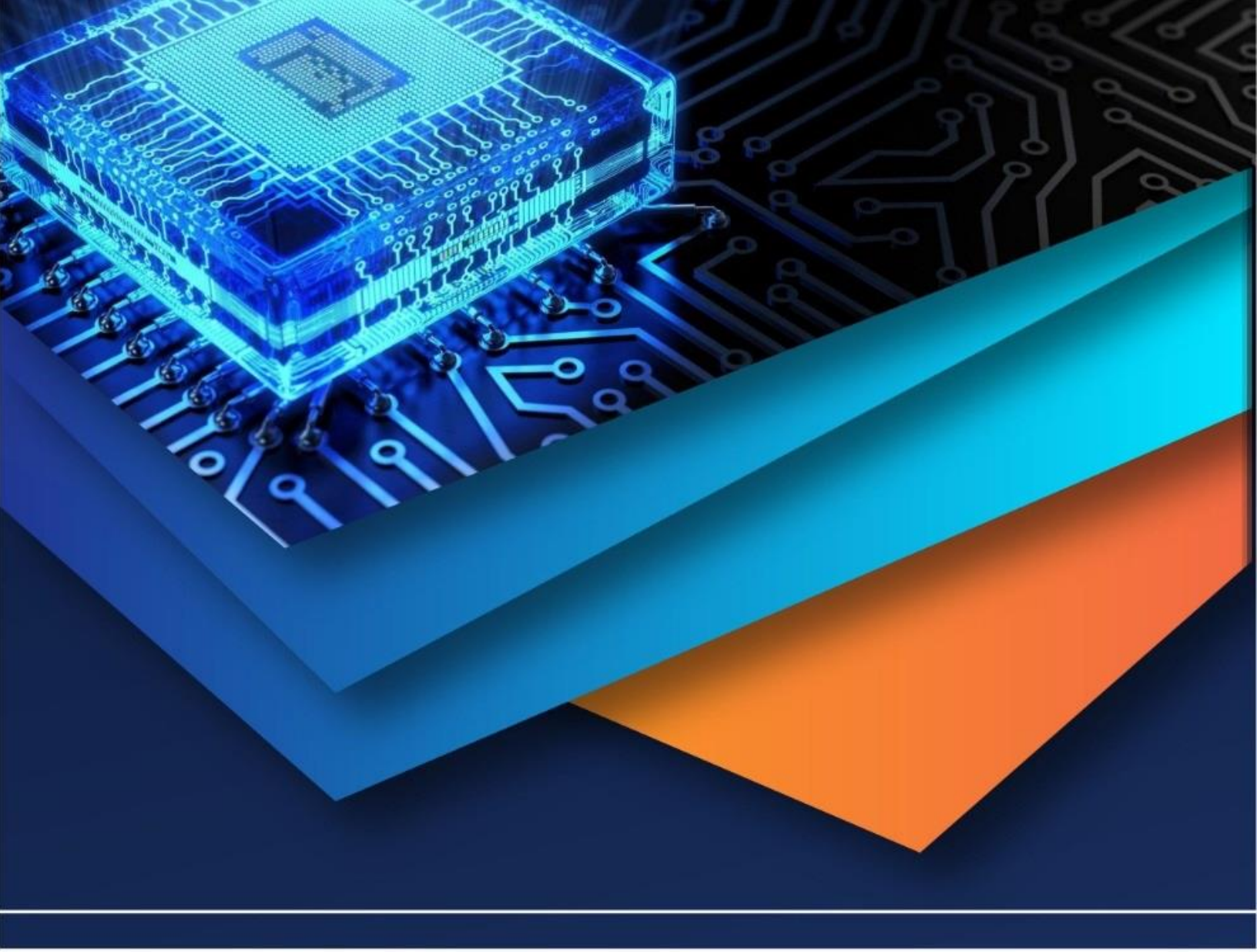
VIII. CONCLUSIONS

The present study concludes that urban consumers in Coimbatore possess a high level of awareness regarding the medicinal properties of local and traditional food ingredients. The findings clearly indicate a growing shift from a pharmaceutical-dependent lifestyle toward a preventive nutritional lifestyle, especially among youth and middle-aged consumers. Medicine-less and value-added food products are widely accepted for improving general immunity, managing weight, and supporting overall health. The frequent consumption pattern and willingness to pay a moderate premium reflect positive consumer perception and trust in these products. However, despite high awareness and positive attitude, the sector faces several challenges such as lack of availability, high prices, taste issues, limited shelf life, and absence of standardized nutritional labeling. These factors restrict frequent purchase and wider adoption.

BIBLIOGRAPHY

[1] https://www.ibef.org/
[2] https://www.nabard.org/Hindi/Default.aspx
[3] https://www.fpi.gov.in/
[4] https://www.statista.com/
[5] https://www.tradeportalofindia.org/
[6] https://www.agriwatch.com/
[7] https://www.ficci.in

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)