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## A STUDY ON ALTERNATE DIET THERAPY (ADT) - A CONSUMPTION EXPERIENCE

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### ABSTRACT:

People are vexed leading a compromised life with numerous health issues like Obesity, Diabetes and Thyroid and Hypertension. Women have their own set of issues. Consciously or sub-consciously, people wanted to overcome these health issues and undo the wrongs. In this effort, people were on a look out for some remedy. Recently, quite a few Alternate Diet Plans have surfaced in the media, thanks to social media. Among them is the KETO diet, The Millet diet and Fruit and Vegetable diet.

Many people have been following these diets according to ones convenience and comfort levels. This has been spreading mainly by the word of mouth or through the social media. People implementing these diets could see the difference, in the form of weight loss, reduced medication and

increase in feel good factor. The results are so convincing that many of the respondents around 70 percent felt that In future, people will stop visiting doctors (except for emergencies) and start visiting Dieticians and Nutritionists for their health issues.

**KEYWORDS:** ADT, Diet Plan, Health Issues, Alternate Diets, KETO, Millets .

### INTRODUCTION:

Almost every other individual in this world is leading a compromised life with respect to the health. Health issues are self-created by the improper consumption of food on daily basis. Our dietary habits drastically changed from the late 1980's, when the culture of fast food came into existence. The fast food culture manifested our lives into what we call as 'compromised life'. Under this compromised life every other person is suffering from one of the other ailment like Hypertension, Diabetics, Acidity, Hormonal disorders like Thyroid,

PCOD's in women and mother of all ailments Obesity. Vexed with the above, many people are focusing towards a healthier diet or an Alternate Diet Therapy (ADT).

As part of the Alternate Diet Therapy, many diet practitioners have come out with their own customized plans. Dr.Eric Berg of United States and Mr. Veeramachaneni Ramakrishna Rao from Andhra Pradesh advocates the Keto diet. Biswaroop Roy Chowdhury vouches for Fresh Fruits as main diet. Dr.Khader Vali from Mysore advocates Millets like Kodo Millet, Little Millet, Barnyard Millet, Browntop Millet, and Foxtail Millet. All of the above diet practitioners claim to have cured and improved the life of hundreds of thousands of their patients. The claims can

however be debated specially by hard core medical practitioners for the obvious reasons.

The ketogenic diet ( KETO diet, for short) is a low-carb, high-fat diet that offers many health benefits. In fact, many studies show that this type of diet can help you lose weight and improve your health. The ketogenic diet is a very low-carb, high-fat diet that shares many similarities with the Atkins and low-carb diets. It involves drastically reducing carbohydrate intake and replacing it with fat. This reduction in carbs puts your body into

a metabolic state called ketosis.

When this happens, your body becomes incredibly efficient at burning fat for energy. It also turns fat into ketones in the liver, which can supply energy for the brain. Ketogenic diets can cause massive reductions in blood sugar and insulin levels. This, along with the increased ketones, has numerous health benefits.

Dr. Biswaroop Choudhary recommends plant based diet ie raw vegetables, fruits, cold pressed juices, sprouts, dry fruits for all present day prevalent diseases like diabetes, heart attacks, BP, cancer, obesity so on and so forth.

Dr. Khadar vali, who is called as millet man, was born and brought up in Podduturu of cuddapha district. After completion of his Phd, he got married to his classmate Usha. He was working with Dupont for 5 years. Dr. Khadar Vali found that most of the people in India are suffering from different types of diseases.

He found that main reason for their health problems are due to change in their food habits. Instead of eating traditional food, people in India started eating processed food. He also found that most of milk available in the market contains traces of Oxytosin and Estrogen enzymes. Due to this the people who are drinking this type of milk haven been suffering with different types of health problems.

Dr. Khadar Vali also found that, farmers in India have been cultivating Rice and Wheat by using large quantities of chemical fertilizers which are harmful to human health. These deadly fertilizers will spoil the soil and does not allow water to be observed into the earth. These fertilizers may also leads to the cancer. He also found that genetically modified seeds and plants will cause deadly diseases in the human beings.

Having seen all these, Dr. Khadar Vali left the job in America and returned to India. He settled in Mysore. He purchased 7 acres of dry land and started growing Millets. He found that Millets such as Foxtail, Kodo, Little, Barnyard and Browntop are very much nutritious and are able to help cure most of the diseases due to wrong diet. Dr. Khadar also named these 5 types of millets as "Siridhanyalu".

He started growing these millets in his farm. It was very difficult for him to get the seeds of these millets as very few places in India were growing these seeds. So he brought these seeds from different parts and started growing these millets in his barren land.

After that he moved to different parts of India trying to explain the benefits of millets. It was a difficult task for him as most of the people are reluctant to change to eat millets instead of rice and wheat. After seeing the benefits of eating millets, people slowly started eating millets.

Due to tremendous efforts by Dr. Khadar Vali, people in different parts of India now started eating these millets.

## REVIEW OF LITERATURE

1. In a study on "Flaxseed dietary supplement versus hormone replacement therapy in hypercholesterolemic menopausal women" conducted by Lemay, André & Dodin, Sylvie & Kadri, Nadine & Jacques, Hélène & Forest, Jean-Claude in 2002 and published in *Obstetrics and gynecology journal* it is found that Although 40 g of flaxseed is as effective as oral estrogen-progesterone to improve mild menopausal symptoms and to lower glucose and insulin levels, only hormone replacement therapy significantly improves cholesterol profile in hypercholesterolemic women and favorably modifies markers related to cardiovascular health.
2. In a study titled "The Efficacy of the Ketogenic Diet—1998: A Prospective Evaluation of Intervention in 150 Children" in the year 1998 by John M. Freeman, Eileen P. G. Vining, Diana J. Pillas, Paula L. Pyzik, Jane C. Casey, LCSW; and Millicent T. Kelly it was concluded that, The ketogenic diet should be considered as alternative therapy for children with difficult-to-control seizures. It is more effective than many of the new anticonvulsant medications and is well tolerated by children and families when it is effective.
3. In a study on "Vegetable and fruit intake after diagnosis and risk of prostate cancer progression" by Erin L. Richman, Peter R. Carroll and June M. Chan published in *International journal of cancer* in the year 2011 concluded that cruciferous vegetable consumption after diagnosis was strongly

associated with reduced risk of prostate cancer progression among men initially diagnosed with non-metastatic prostate cancer.

4. In a study titled “Nutritional and Health Benefits of Millets” by Rao, Benhur & Kandlakunta, Bhaskarachry & Christina, G.D. Arlene & Golla, Sudha & Tonapi, Vilas. In the year 2017, found that Small millets are highly nutritious and renders various health benefits. The nutritional facts of small millet are listed below. Helps control Blood sugar levels when consumed on regular basis. It showed lowered triglyceride levels, LDL/VLDL Cholesterol and increase in HDL Cholesterol. It is known for its Low Glycemic index- gradual increase in blood sugar after food intake when compared to rice. Ideal food for people suffering from Diabetes & Gastric problems. Reduces risk of Heart Attack. Helps in the development of Body Tissue & Energy Metabolism. Rich in Anti-oxidants.
5. In a study on “Comparative study of resistant starch from minor millets on intestinal responses, blood glucose, serum cholesterol and triglycerides in rats” published in Journal of The Science of Food and Agriculture, it is found that Rats fed with diet of treated starch from barnyard millet had shown to lower blood glucose, serum cholesterol and triglycerides compared with rice and other minor millets (Kumari and Thayumanavan, 1997).

**OBJECTIVES**

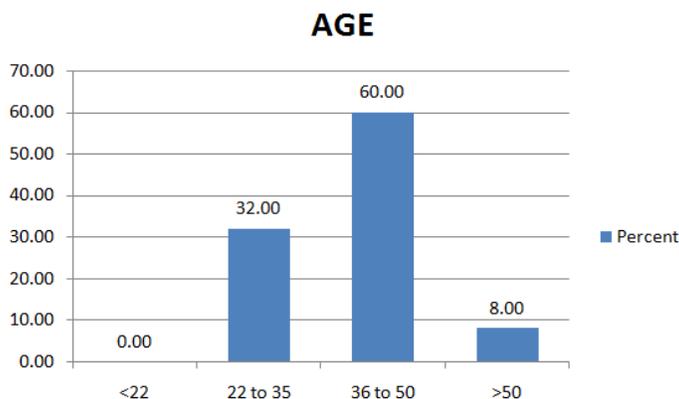
1. To study the dietary consumption pattern of the respondents.
2. To study the health issues of the respondents and its management.
3. To study the awareness and perception of Alternate Diet Therapy.
4. To study the effect of implementing the Alternate Diet Therapy.

**DATA ANALYSIS AND INTERPRETATION.**

Demographic factors are the most preferred criteria for market research – Age, Gender, Occupation, Qualifications etc., for the basis of segmentation.

AGE	Responses	Percent
<22	0	0.00
22 to 35	16	32.00
36 to 50	30	60.00
>50	4	8.00
TOTAL	50	100.00

Source: Questionnaire

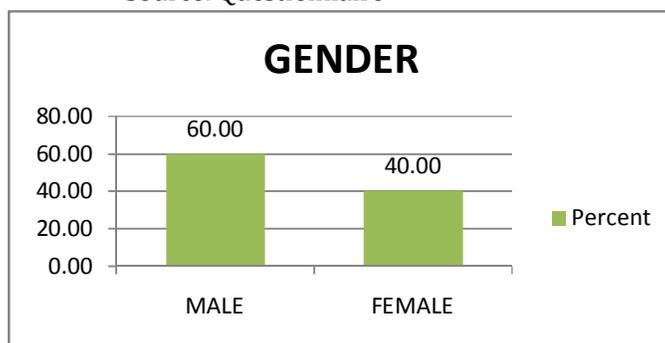


In the current study, around 60 percent of the respondents were between the age group 36 Years and 50 Years. The next significant group was from the age group 22 to 35 years constituting

around 32 percent. It is evident that most of the respondents were middle aged and as such were more conscious of their health.

GENDER	Response	Percent
MALE	30	60.00
FEMALE	20	40.00
TOTAL	50	100

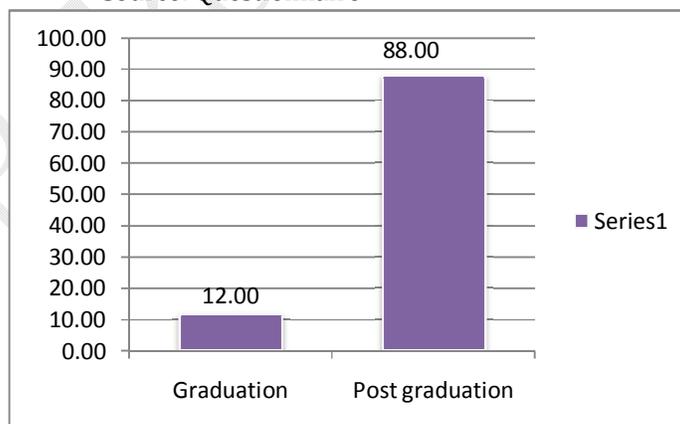
Source: Questionnaire



The current study constituted Males 60 percent and Females 40 percent

QUALIFICATION	Response	Percent
SSC or Less	0	0.00
Intermediate	0	0.00
Graduation	6	12.00
Post graduation	44	88.00
TOTAL	50	100

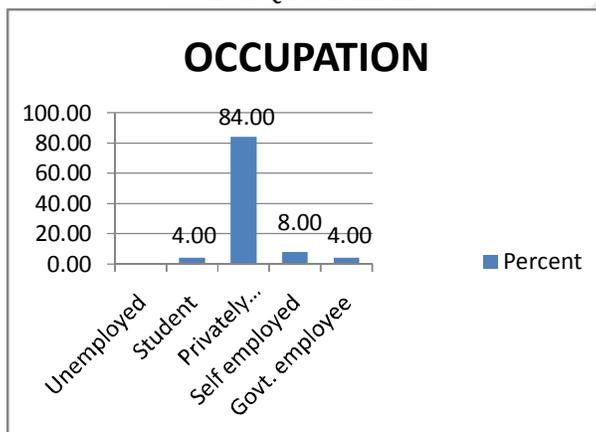
Source: Questionnaire



Around 88 percent of the respondents were postgraduates while the rest 12 percent were graduates. Here it is remarkable to note that majority of the respondents were well qualified and may be well informed.

OCCUPATION	Response	Percent
Unemployed	0	0.00
Student	2	4.00
Privately employed	42	84.00
Self employed	4	8.00
Govt. employee	2	4.00
TOTAL	50	100

Source: Questionnaire



An outstanding 84 percent of the respondents were private employees

INCOME	Response	Percent
< 10,000 / month	6	12.00
10,001 – 25,000 per month	12	24.00
25,001 – 50,000 per month	22	44.00
50,001 – 75,000 per month	8	16.00
> 75,000 per month	2	4.00
TOTAL	50	100

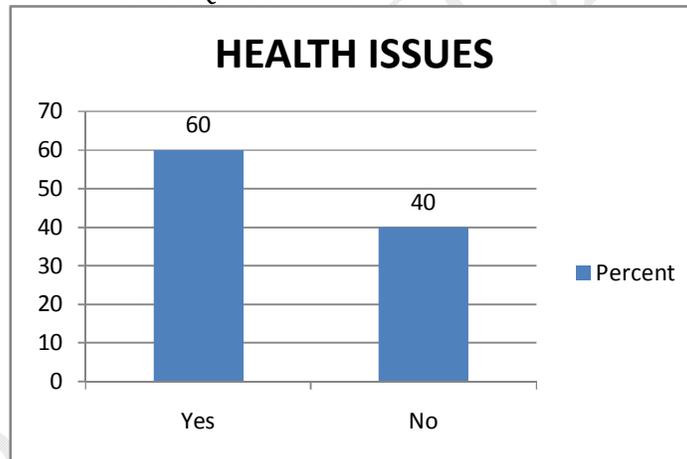
Source: Questionnaire



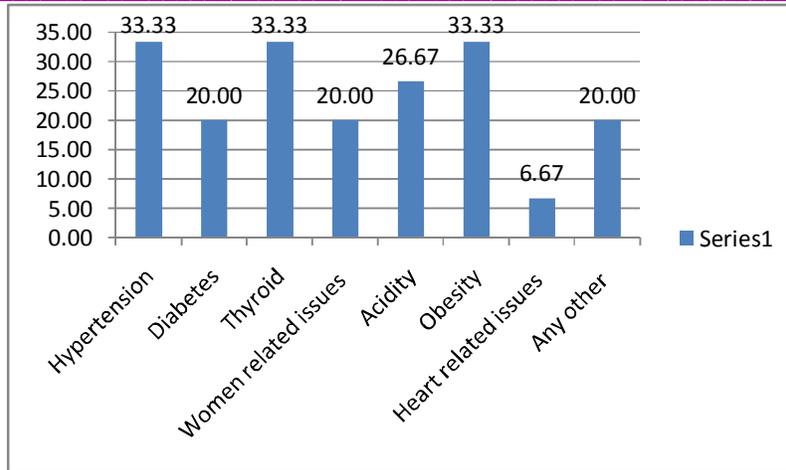
A majority of the respondents of the study had monthly income between Rs.25,000 to Rs.50,000 followed by 24 percent of respondents with monthly income of Rs.10,000 to Rs.25,000.

HEALTH ISSUES	Response	Percent
Yes	30	60
No	20	40

Source: Questionnaire



From the 50 respondents around 30 of them, i.e., 60 percent of the respondents had health issues, while the remaining 20 respondents i.e., 40 percent did not have any health issues.

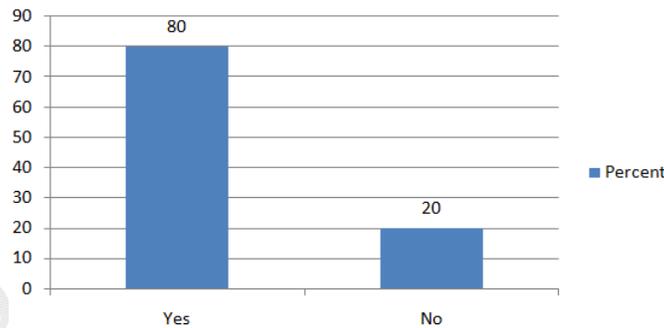


From the 30 respondents who had some or the other health issues around 33.33 percent of the respondents are suffering from health issues such as Hypertension, Thyroid and Obesity. Next 26.67 percent of the respondents are suffering from Acidity, while 20 Percent of the respondents are suffering from Diabetes, Women related Issues and Other issues like Asthma, Skin Allergy etc.

MEDICATION	Response	Percent
Yes	24	80
No	6	20

Source: Questionnaire

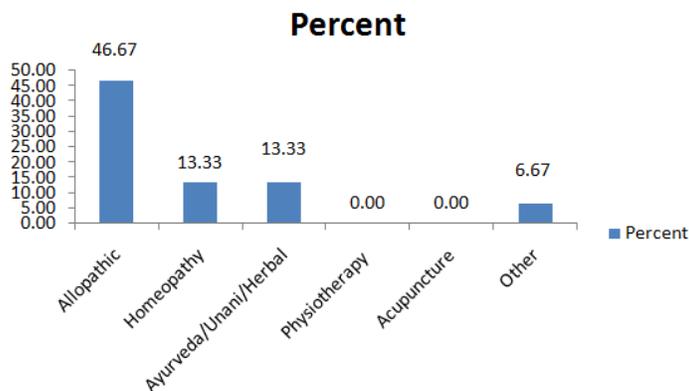
**MEDICATION**



From the 30 respondents who had some or the other health issues around 80 percent of them are taking medication and the remaining 20 percent inspite of their health issues do not take any medication.

Type of Medication	Response	Percent
Allopathic	14	46.67
Homeopathy	4	13.33
Ayurveda/Unani/Herbal	4	13.33
Physiotherapy	0	0.00
Acupuncture	0	0.00
Other	2	6.67
Total	24	100.00

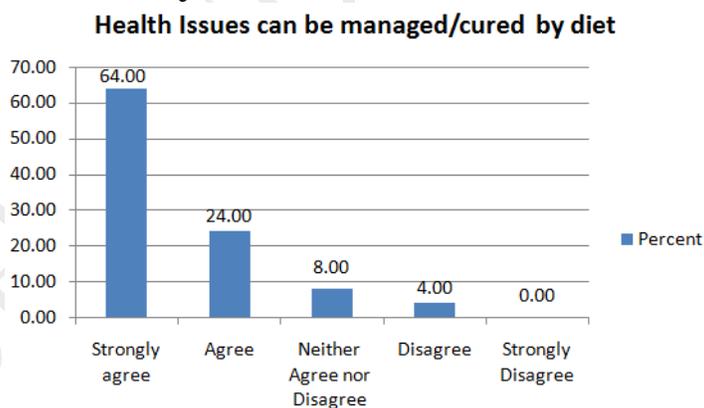
Source: Questionnaire



From the 24 respondents who are taking some kind of medication, 46.67 percent of them are taking allopathic medication while 13.33 percent of the respondents are on Homeopathy or Ayurveda/Unani/Herbal medication.

Health Issues can be managed/cured by diet	Response	Percent
Strongly agree	32	64.00
Agree	12	24.00
Neither Agree nor Disagree	4	8.00
Disagree	2	4.00
Strongly Disagree	0	0.00
total	50	100.00

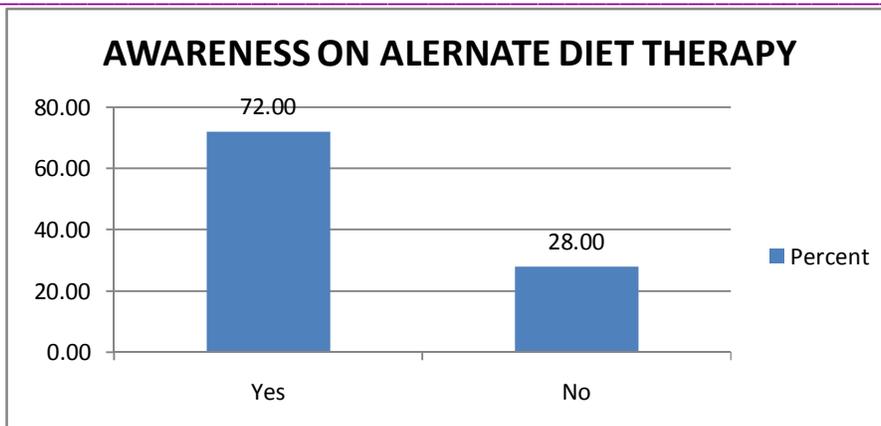
Source: Questionnaire



From the total sample of 50 respondents a whopping 64 percent strongly agree that health issues can be managed or cured by diet.

AWARENESS ON ALTERNATE DIET THERAPY	Response	Percent
Yes	36	72.00
No	14	28.00
Total	50	100.00

Source: Questionnaire

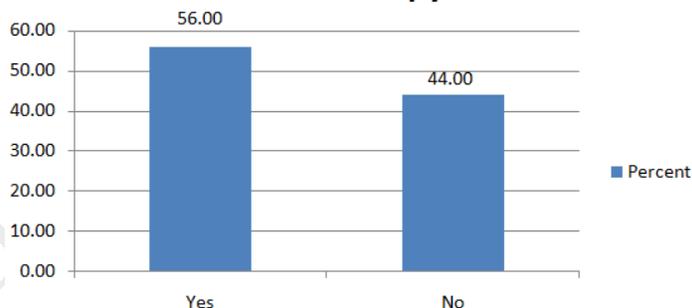


72 percent of the respondents of the study were aware of the alternate diets plans or therapy such as Millets (Chiru Dhanyalu), Fruits & vegetables, Keto Diet (consumption of high fat, moderate proteins and low carbohydrates) and a combination of Millets, Fruits & vegetables, Keto diet.

Tried/ Planning to try the Alternate Diet Therapy	Response	Percent
Yes	28	56.00
No	22	44.00
Total	50	100.00

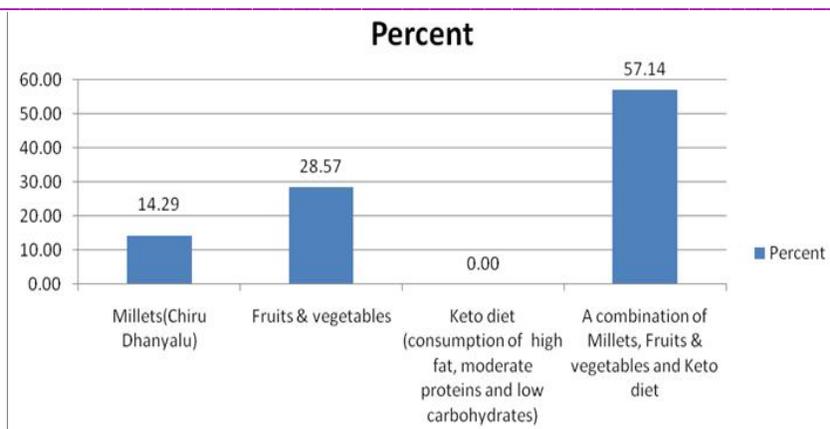
Source: Questionnaire

### Tried/ Planning to try the Alternate Diet Therapy



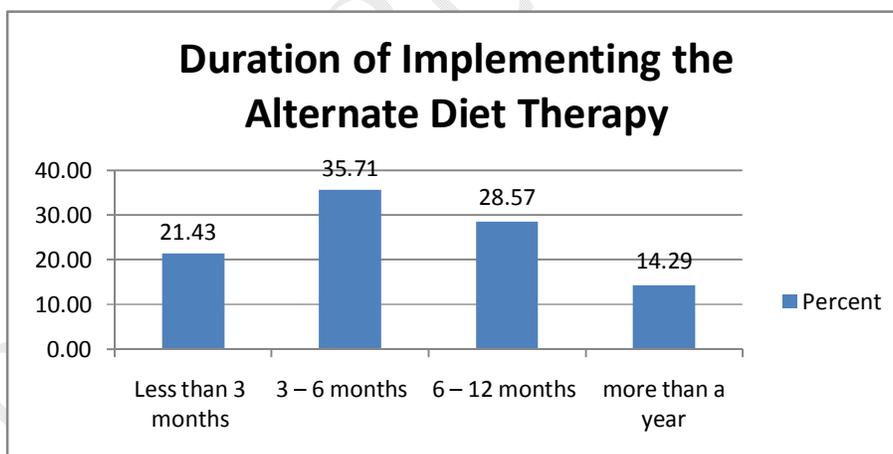
From the above figure, 56 percent of the respondents tried or planning to try the Alternate Diet Therapy

Alternate Diet Therapy being implemented	Response	Percent
Millets(Chiru Dhanyalu)	4	14.29
Fruits & vegetables	8	28.57
Keto diet (consumption of high fat, moderate proteins and low carbohydrates)		0.00
A combination of Millets, Fruits & vegetables and Keto diet	16	57.14
Total	28	100.00



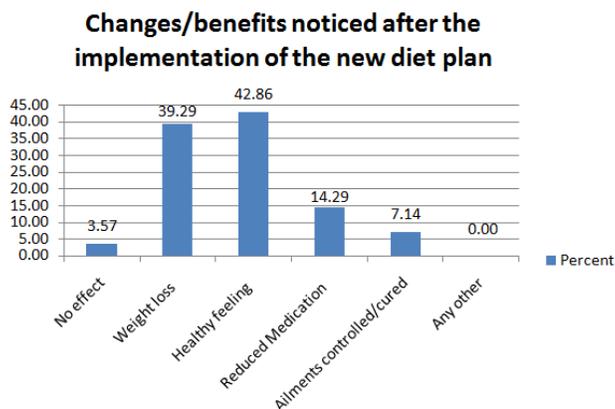
From the respondents already implementing the Alternate Diet Plan, 14.29 percent were using Millets 28.27 percent were using Fruits and Vegetables as diet. 57.14 percent were using both Millets and Fruits & vegetables as alternate diet.

Duration of Implementing the Alternate Diet Therapy	Response	Percent
Less than 3 months	6	21.43
3 – 6 months	10	35.71
6 – 12 months	8	28.57
more than a year	4	14.29
Total	28	100.00



35.71 percent of the respondents were implementing the Alternate Diet Plan since 3 – 6 months while 28.57 percent of the respondents have implemented the new diet since 6 – 12 months, 21.43 percent were using the new diet since less than 3 months and 14.29 percent have been using the Alternate Diet since more than a year.

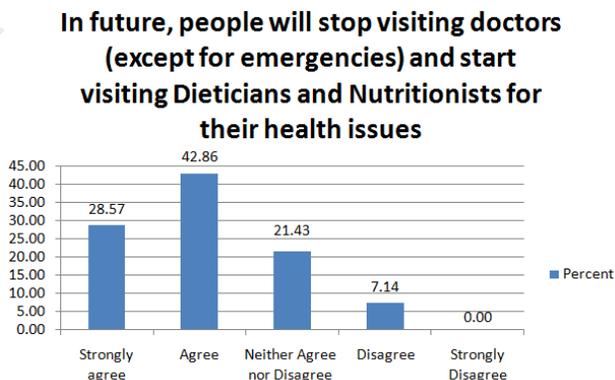
Changes/benefits did you noticed after the implementation of the new diet plan	Frequency	Percent
No effect	1	3.57
Weight loss	11	39.29
Healthy feeling	12	42.86
Reduced Medication	4	14.29
Ailments controlled/cured	2	7.14
Any other	0	0.00



After the implementation of the Alternate Diet Therapy, 42.86 percent of the respondents say that they had begun feeling healthy. 39.29 percent of the respondents said that they begun to lose weight and in 14.29 percent of the respondents medications were reduced. 3.57 percent of the respondents felt that there wasn't any change.

In future, people will stop visiting doctors (except for emergencies) and start visiting Dieticians and Nutritionists for their health issues	Response	Percent
Strongly agree	8	28.57
Agree	12	42.86
Neither Agree nor Disagree	6	21.43
Disagree	2	7.14
Strongly Disagree	0	0.00
Total	28	100.00

Source: Questionnaire



To a hypothetical question whether, In future, people will stop visiting doctors (except for emergencies) and start visiting Dietitians and Nutritionists for their health issues a emphatic 70 percent of the respondents either 'strongly agreed' or at least 'agreed' to the statement. Only a meager 7.14 percent respondent chose to differ and 'Disagree' on the statement.

### FINDINGS & CONCLUSIONS

As already discussed, people are vexed leading a compromised life with numerous health issues like Obesity, Diabetes and Thyroid and Hypertension. Women have their own set of issues. Consciously or sub-consciously, people wanted to overcome these health issues and undo the wrongs. In this effort, people were on a look out for some remedy. Recently, quite a few Alternate Diet Plans have surfaced in the media, thanks to social media. Among them is the KETO diet, The Millet diet and Fruit and Vegetable diet.

Many people have been following these diets according to ones convenience and comfort levels. This has been spreading mainly by the word of mouth or through the social media. People implementing these diets could see the difference, in the form of weight loss, reduced medication and increase in feel good factor. The results are so convincing that many of the respondents around 70 percent felt that In future, people will stop visiting doctors (except for emergencies) and start visiting Dietitians and Nutritionists for their health issues.

Though, this study was a preliminary study; further comprehensive studies are possible specifically on the KETO diet, The Millet Diet and on Fruit & Vegetable diet.

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