



Jammu delicacies: A study of food culture in Jammu and social media

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Abstract

Jammu not only reminds people of being city of temples, culture and craft but also gives us a good impression of cuisines. Cuisines of Jammu region had attended world class fame, but lacks behind in providing a world class ambience for the public. Here in Jammu, the cuisine especially of old Jammu has a unique identity and individuality reflecting the richness and royalty of the past. This paper analyses the present scenario of famous food of Jammu region. Also, how much the cuisines of Jammu are popularised by social media. The work done in the paper is a way towards solving the issue of losing the identity with respect to cuisine heritage. Relocating, or proposing the famous cuisine of Duggar especially for the tourist might also solve the major issues. This will not only give advantage to the locals but will also make the tourism sector grow in Jammu. The paper is to upraise the beauty of cuisines for the people so that it does not forget its honour. This research strategy includes qualitative research and will analyse the traditional method which is used in making the Dogri food, grasp the meaning of the originality and will gain a thorough understanding of the cuisines using Qualitative approach.

Keywords: Delicacy, food, infrastructure, culinary skills, culture

Introduction

India is a country which has wide variety of regional and traditional cuisines native to the Indian subcontinent and Indian culture is one of the oldest known cultures of humanity. While, it is very tough to serve the special and huge ethnic inheritance of India. There are many countries more developed and smaller in size with good infrastructure, but India is known for its cultural heritage and diversity. In any place where you proceed in India, we find different cultures. There are ample opportunities for us to see and to witness different cultures which is not possible in one lifetime. There are memorials, past, continuing folklores, livelihood cities and crossroads, artistic works, tunes, food, mother tongue, outfits and many more from Kashmir to Kanyakumari, we are a huge country, with so much variety. There is something waiting everywhere. Culture travels with trade. But how do we protect our own culture -- our architecture, town planning, food, costumes and furniture design? It is becoming one prototype. Culture and inheritance plays a special part in my eating routine as the nourishment that I have learned till date and eating and enjoying at the same time. Indian food is the first food I was introduced to and I really adore the food that my culture and heritage conveys. I am Indian so the favoured foods that are connected with my culture are not familiar to be very fit for an individual who tries to keep definite edibles. Indian food carries plenty of oil and ingredients of that creation and foods such as Puri, Butter Chicken, Tikka contains a lot of butter, which is pure fat, so Indian dishes are usually very fatty but there are many recipes that are much healthier versions of Indian dishes which are not very popular. The human body requires variety of food. A variety of foods and nutrients is needed for trillions of cells in the human body. Indian food comprises of variation of seasonings, where each herb has numerous fitness advantages. Variation of spices and herbs in our food is essential to remain fit. Indian food is also affected by many more countries. It is

familiar for its big variety of cuisines and its general use of herbs and spices. Cooking styles vary from region to region. Cereal, long grain rice and pulses with chickpea (Bengal gram) are essential ingredients of the Indian food. Indian recipes are based on ingredients whose flavours don't overlap as it has a unique taste whoever tries it for the first time. Flavour is a sensory impression the brain registers when our chemical sensors (taste and smell) interact with substances. Reality is basically low in fat, high in vegetables, fruit and tilt meat, an Indian food has many health advantages, high in wide variety of vegetables and fruits, such as spinach and mango, high in variation of spices and herbs, alike ginger and coriander. India has a rich culinary heritage that has evolved over centuries. Traditional foods give an exquisite vision of India's rich cultural heritage. Traditional food style over the country is essentially formed on an integrated approach to food. Though, with quick urbanization, our eating styles are also timely shifting, and we scuttle the actual risk of losing our affluent nutritious inheritance, raised with the perception of centuries. Impartial like the culture, the food of the Indian landmass is also diverse. The delicious habits and nutrition styles change from one district to another. India has been occupied by a number of foreign capacities in different ages. In India, cooking is examined nearly as an art. Frequently specific delicious ways of a family is moved on from one peer group to another. Actual use and mix of the fragrant contains the main food of rice or bread, unlike combination of vegetables and meat. The meal is frequently rounded off with desserts. Chewing betel leaf (paan) with cardamom, aniseed, clove, etc is a traditional practice after eating an Indian meal.

On the basis of food and different eating habits, India can be divided into four definite regions of North, South, West and East. It has a large variation in cooking. It differs with the region, supplies of food, culture and the cooking habits of the regional people of those specific states or districts.

Historical significance of Jammu region

Jammu is the winter time capital of Jammu & Kashmir (J & K). Northwards to the south of the Pir Panjal Range lie the region of low-lying hills of the Shivalik known as the outer hills. Jammu division consists of the districts of Jammu, Doda, Kathua, Ramban, Reasi, Kishtwar, Poonch, Rajouri, Udhampur and Samba. There are different ethnic groups having different cultures, traditions, customs, language, values norms etc. The Hindus of Jammu are known as Dogras and among them Dogras are pre-dominant ethnic community who enjoy dominant status in Jammu region. People living in Duggar Desh whether they are born in high caste families or low cast families are known as Dogras and have common characteristics and common tongue which differentiates them from other ethnic groups in India.

"Mithi Jaye Dograin De Boli Te' Khand Mithe Log Dogre
"Sweet is the language and sweeter are the Dogras"—Anish Sharma

Jammu is known as the city of temples and the whole credit goes to Maharaja Ranjit Singh. He was bestowed the place as a Jagir on Gulab Singh. Gulab Singh belonged to the Jammu (Jamwaa family of Rajput) that ruled Jammu. In 1820, the princely state of Jammu and Kashmir came into being under Maharaja Gulab Singh, then Maharaja Ranbir Singh and then Pratap Singh then last ruler Maharaja Hari Singh who was an educationalist, a philosopher and social. Basically, the so called name Jammu is obtained from its ruler who initiated it. Raja Jambulochan established this city in 14th BC and called it Jambupur which then changed to Jammu. Jambu Lochan was the brother of Raja Bahu Lochan who built a fort, Bahu Fort, on the bank of river Tawi. Raja Jambu Lochan marked to construct his capital, Jambupura on this earth, on the right bank of the Tawi River missing his brother king Bahu's fort. Jambupura then came to be called as Jammu. The word Dogra or Duggar has been derived from Divgarta- the land of hollow of lakes- having the lakes in the Jammu region i.e. Mansar and Surinsar. On the contrary the ancient name of the country appears to be Durgara from which Dogra is derived through Prakrit Duggar.

Jammu city is famous for its temples and this city gained its name from the very honoured king's name i.e., Jambu Lochan but what else we know about them. The anthology that clarifies the past management of the state tells that when the 20th offspring (Sudarshan) of Lord Rama migrated from Ayodhya, he came along the way of river Ravi and got settled down in the area which is now known as Kathua. Slowly and steadily, he conquered the adjoining areas and started ruling over many towns. Later his rule was extended by his son, Vayu Shrava who stretched their rule to Ujh. Down the line, many successors including Parmetra, Puran Singh, Lakhan, Khaljoshan and Agnigarbh took the royal seat and protected it to rule over the entire Tawi region. Agnigarbh had 18 sons which made it possible in doing so. His eldest son was Bahu Lochan who took up the throne after his father's death. Bahu Lochan changed his capital and constructed Bahu Fort on the bank of river Tawi. Owing to his ambitious nature, he tried to spread out his rule to districts of Punjab following which he attacked Sialkot but he was defeated and killed in the battle. After Bahu Lochan's demise, his younger brother Jambu Lochan took up the crown and authority of continuing their rule. Jambu

Lochan in his retribution attacked the Sialkot rulers and apprehended most of the area up to the Sindh. A very popular tale narrates that once king saw a tiger and goat drinking water from the same pond, this sight amazed the king which made him to develop a new town (Jambupura) at the bank of river Tawi, the name kept changing with time, so in the beginning it was named as Jambupura, which later became Jamboo, then Jambu and at the end Jammu. So, the above compilation clearly indicates that the Jammunities belong to Lord Rama's clan which clearly describes the gentle, pleasant, delightful tone and trustworthy nature of the people of Jammu. As summer sets in, the Jammu and Kashmir government is all set to start functioning from Srinagar for the next six months. Though, the government was functioning from its winter time capital Jammu, as share of the pre-independence bi-annual 'Darbar Move' operation. Darbar Move is a century-old implementation in which the government functions for six months each in the two capitals, Srinagar and Jammu. The execution was basically begun in the late 19th century by Ranbir Singh, the Maharaja of Jammu and Kashmir, who used to move his capital between Srinagar in the summer time and Jammu in the winter time to escape extreme weather conditions in these places. I also dealt with many people who are residing in other states which don't even know the meaning of Darbar Move. After the abolition of Article 370 dated 5th August 2019, Darbar move is still going on. Indian citizens from other states were not allowed to purchase land or property in Jammu and Kashmir. At the same time, a reorganisation act was also passed, which would reconstitute the state into two union territories, Jammu and Kashmir and Ladakh and with effect from 31st October 2019, Jammu and Kashmir became the second largest (after Ladakh) and second most populous (after NCT Delhi) union territory of India.

Jammu cuisines and its significance

The kings like Gulab Singh, Ranbir Singh, Pratap Singh and Hari Singh ruled the state of Jammu and Kashmir and the Dogri food was popular since that time. Music plays a very important role since that time and while eating food at any time, music adds colour to the atmosphere while eating. The liberal use of spices like cinnamon, cardamom, cloves, etc adds warmth and comfort to every dish. Spices are very essential as food and as treatments. They bring out different original taste of cuisines and could be used to change the glance of cuisines to make it more alluring in colour. Some of them expand to different dishes and are very good origin of food mainly for manufacturing processed foods. Well known to be a country of spices, India makes use of spices to give a sprint of flavour and odour to their cuisines. Aside from turning the boring curries and mouth-watering food, few spices like turmeric has therapeutic value. Turmeric is immensely rich in antioxidants and adds flavour by adding a pinch of it. The most common food in Jammu is Rajma Chawal, Kaladi Kulchhe etc which are the staple food of its people.

Social media plays a very significant role in food as well because food is what animals and people eat to survive and in this contemporary world, we all are somehow addicted to social media and taking snaps of what we eat and posting them to social media applications such as Instagram, Facebook, Whatsapp, Snapchat etc. as a 24-hour story feature or photo uploads. It is a worldwide social

phenomenon that appears to be increasing day by day. Pizza, Burger and Momos, all have one thing in usual i.e. social media made them a hit. There are almost 208 million Instagram posts which have been hashtagged (#) "food" on this snap sharing application since it was established in 2010. This has forced restaurants, food producers and the trade market to be aware. Most of our social posts are full of hangouts tour dining showcasing lip- smacking food, recipes and stirring new elements. Social media is a natural home for foodies, whose most liked interest is on Instagram, where people spend most of their time searching for different foods and drinks. While many of us now use our Smartphone and prefer digital shopping with items to add in the cart or search for something new in the upcoming days, we also use these to find out new ingredients and recipes, plan accordingly what to eat now and motivate to try new things.

Conclusion

Food plays a very significant role in our life whether it is traditional one or the other, it is need for our body, mind and soul. Although the traditional recipes should not be forgotten by every generation as it shows the identity of people itself in terms of the culture as well as traditions. Organising lot of programmes like food festivals helps to promote the culture. The local cuisine gives us a vast perception into the basic culture as it helps us to know more about the cooking procedures, ingredients and also reflects the history of that particular region. Food has now been acknowledged as a major component of cultural heritage in which we are living.

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