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| **TRANSCRIPT** | **INITIAL CODING** |
| A: Good morning. (smiling) | (Formal greeting) |
| B: Good morning. (smiling) | (Formal greeting) |
| A: Would you mind asking you your name? |  |
| B: Yes, myself B. |  |
| A: Okay, hello B. So, we are conducting a research on the dietary preferences that are prevalent among IIT ISM students. So in this regard, I will be asking you a few questions. These questions will be open-ended which means that you don't have to worry about the length of the answer. You will feel free to answer anything (pause) And the data will be confidential. So you don't have to worry that the data will be leaked. It will be used for the research purposes only (pause). During this process you are feel free to stop me or you can take a pause. | (Informing the objectives of the research.) |
| B: Oh, okay. |  |
| A: You're allowed to say whatever you feel like. (pause) And I will be recording our conversation. Hope you don't mind. | (Making the participant comfortable.) |
| B: Okay. |  |
| A: So to begin with tell me something about you. What is your background? How you came here? Everything about you. | (Asking about background of the participant.) |
| B: Only regarding in ISM journey or I have to tell everything about me? |  |
| A: Yeah, tell me about yourself. |  |
| B:Okay. In dietary purpose or in general. |  |
| A:In general. Just tell me about yourself. |  |
|  |  |
| B: So basically myself B. And I am from Howrah, West Bengal. So I'm a typically Bengali. And before that I would like to start about myself. I'm 26 years old currently. And if you say like dietary purpose, I will come this part later. And before that I will give you a brief about myself. Myself, B. My age is 26. And I have completed my schooling from Howrah. And after that I have completed my Bachelor's from Howrah itself from Vijayakishna Girls College. And I have completed in Zoology, Botany and chemistry. And after I have completed my Master's from Doon University. And after that I have been doing job in National Biodiversity Authority which is located at Tamil Nadu. From where I have posted in Bihar, Bihar State Biodiversity both. And in this purpose I have located several state. I have been visiting several space for inspection. So from that I have a little bit of experience in every state of our country. Then after doing two years of job I have cleared UGC NET and just come to IIT ISM for my further higher study in PhD. And in here, I have I have enrolled myself in environmental science engineering as I am completed my whole degree in environmental science. So this is in about my life throughout the journey in here. (pause) And apart from that in my family I have three sisters and I am the middle one. My elder sister she has already completed her Bachelor's and Master's and she got married and my little sister, she is or in class 10. And in my family, my father is an advocate and my mother she is a homemaker and we all reside in Howrah itself. So this is brief about myself. | Informing about her background.  Belonging to West Bengal.  Informing about educational background.  Having knowledge about the food culture of maximum states of India.  Informing about family background. |
| A: Okay, so you are here for how many months? |  |
| B: Only two months. | Informing about her ongoing timeframe in IIT ISM. |
| A: Okay, so in this two months you have faced a lot of things. So tell me what your typical day looks like what you do after waking up? |  |
| B: So it's not very sophisticated. I mean some day , I may woke up at seven someday eight. It depends upon the head the day looks like if I have classes in nine then I have to wake up at seven. If I don't have then I might sleep I mean from eight to eight thirty this is. And after that I just woke up and do some work and after that we just go for our breakfast in mess and then take a bath and sometime I used to study and sometime I just I do some household or that's it and this is my typical day and after that after coming from my classes I may go to lab for certain if I do have something to do or sometimes I just go to lab for studying and yeah I may come back the hostel after seven thirty this is my typical day looks like and after I having my I had my dinner and then I go back to sleep this is my typical day looks like not too sophisticated is general. | Describing a typical day which includes breakfast, lunch and dinner. |
| A: Okay definitely. So as you're a PhD scholar as you have mentioned so it's very difficult to you know manage everything so in this like busy schedule how do you manage to have food and you know how you prefer your diet and how the whole part of eating is going on. |  |
| B: So basically diet I would say here, diet is not up to mark. I think there should be very little variety, they should add it but yeah after you asking me to give a preference like an improvement they would like to add on what I'm just asking you how you manage your studies with your foods like is there anything like skipping your means or how you keep up with everything as a human being. Okay so basically I don't do any experiment with breakfast because I don't have time so whatever they will give us in mess I used to it but mostly the thing is suppose we have a very hectic day in any like lunch and in the mess they have no protein no nothing like that is only very regular normal food so sometimes I used to skip lunch and go outside eat for very nutritious food like if something is like fish or egg curry I used to eat from outside of food and suppose if something very delicious in our dinner or very I mean very good food in lunch suppose in their biryani or something fish then that time I used to skip other food you know no I wanted to eat from mess so I just go back to mess and I eat whatever they mess and then so basically if the food which determines whether I will coming back from my department and each from the mess or if it's not up to my god not good then I used to trying to skip my lunch and this is for lunch and when it comes to dinner suppose I'm very I have very hectic day I have back to that classes lab and after going back to for dinner if I source nothing is very good only the dal chawal or in normal very minimal food then I used to skip sometimes it's not regularly but sometimes I used to skip food and after night we just thought about okay just go for have pizza or something junk food so specifically the quality of mess food determines our mentality whether we should eat from mess or just give it to try from outside of mess, that's it. | Referring to the general patterns of food consumption.  Describing the process of coordinating studies and food intake.  Indicating the reliance on external food or junk food.  Highlighting the impact of mess food that leads to the exploration of alternative options. |
| A: Okay, so the point you're trying to make here is that the food over here has many things to do with your academic performance like they are interrelated, right? |  |
| B: Yes. | Accepting that food impacts academic performance. |
| A: Okay, as you have mentioned one point that when you go outside you crave for some egg curry and chicken, so you have mentioned two options which were non-veg, so may I ask you what is the influence that like you are preferring non-veg foods over veg foods? |  |
| B: It's because of where I'm from. It's the geographical location that determines our food habit so basically I am a Bengali so I born and brought up by eating fish, so it's our mentality. Whatever the cultural influence that dig up into my mind okay for good food we used to bear we used to go forum fish curry non-veg because for Bengali is like if anything veg we won't spend our money in veg food like it's our typical mentality but if you go to some other community for them it's very important to you know just go for veg food for us it's our culture which determines our food habit so specifically if you say that why you prefer non-veg over veg, it’s because of the cultural influence. But this is not specifically because I am from different culture, I have already visited in Uttarakhand where my is specifically add a veg food over there so it's all about the wherever you are you have to adopt with the culture if I'm from Uttarakhand, I’ve been two years in my Masters, specifically they used to give us veg food as the source of protein. They used to give us lots of dairy foods like paneer bhurji and sometimes different types of dal mostly gore chana, kabli chana, different types of daal. So, as the source of protein, there are daal but in our culture, we mostly take the animal protein, so it's the geographical location that determines everyone's food habit , so in Uttarakhand, I have to mostly eat the veg foods and I relied on protein source as a veg foods like paneers, grams and all types of dal, we had in our breakfast and lunch. So, this is something that the food habit depends upon the culture, I would say, and to answer the question that “what is the influence that you're choosing”, this is the culture, as I mentioned and if you say the “what is the influence in the study” , then suppose in our lunch, there is chicken one day which is very soulful good food. Then there will be the hormonal thing, the oxytcin would be released, they will intrigue us for good performance in academics. So, after having very good food, your mood will be uplifted and then you can concentrate on the study. Suppose , I had a very good lunch, after that I will think “ okay, I have eaten good , now I have to study”. So, your brain will direct you in a state that after having good food, I have to very good at studies, so your mood have been uplifted and afterwards whatever you will do, you will give very good performance, so as ancestors says in our childhood, good food makes a person to feel good, so this is something and I think it also affect your academics as well. | Highlighting the influence of geographical location on food habits.  Representing the process of cultural influences becoming ingrained in one's mindset.  Act of allocating financial resources towards specific food types.  Describing the process of food influencing academic performance.  Individual favoring of non-vegetarian food over vegetarian food.  Impact of food on psychological level and further emotional impact. |
| A: Alright. So to summarize your whole point, it's like as you're a Bengali your food preferences is inclined to non-veg and as you have been into many places for your geographical location you also prefer sometimes the dairy foods or paneer or something. Now, in one place you have mentioned that food is playing an important role in your academic performance like if you are having a good food oryou are having chicken then you have a pressure that ‘okay I have good food so I have to do good in study ‘. So, can you also tell me that if you are having some food which is not up to the mark or as you are non-vegetarian if your hostel mess is serving you veg foods then how it affects your mentality over the day or how is your performance in that day? |  |
| B : First of all, I would like to say that I'm not an anti of veg food. I do love veg food but the thing is that veg food has to be up to mark, suppose if you're having some paneer curry or paneer butter masala, it has to be up to the mark so that I feel like okay this is something very soulful. It's all about the nutritious point that if I'm eating paneer and if it gives me the energy what I require to study, this is the main thing. If you say in the point of view that why I'm liking non-vegetarian food, this is not about the protein point of view, sometimes it gives us energy to do more work and sometimes if you rely on the veg source if it provides us good amount of energy which important to channelize the work . So, it's depends upon the energy and nutritious point of view. Suppose, one day I will go and see nothing that much good and veg section just only rice and daal, then it would impact my studies, I will lose my motivation. But if I am having soulful and good food , I will have so much energy which I can contribute to next work. So, it depends upon the quality of food, the energy which determines whether a person could work for a long a time or not, after having the food. | Emphasizing the necessity of high-quality preparation in vegetarian dishes.  Focusing on the nutritional value of vegetarian food, particularly its energy-providing capacity for studying.  Acknowledging that non-vegetarian food can provide energy for increased work output.  Describing the loss of motivation due to inadequate vegetarian food.  Asserting the quality of food as a determinant of sustained work capacity. |
| A: In one point you have mentioned that even though you are eating the veg food, the quality matters like, it should be up to the mark. In this regard, as you are staying in IIT ISM hostel for last two months, would you like to share something about the quality and variety of food that is available in your mess and canteen and like the not Indian foods or South Indian ,whatever you want to shae. |  |
| B: So, basically as our India has 28 states and 8 U.T. ,the culture is very diverse the people as you can see, there are Telugu, Tamil, Kannada, Rajasthani , Sindhis and also people from Manipur, Meghalaya, people from each state are coming to IIT ISM. So, it's very important for them that they should keep their menu accordingly. As our country is sovereign, socially, democratically, public country and so it has to be very diverse because we all are coming from very different region and it's like every single state has the different food preference and food choices. So, in this regard I would suggest that they should provide different mess , there has to be two to three mess, as I've seen in different IITs that multiple mess are there. So, if someone is preferring North Indian food , they have North Indian culture mess , and for South Indian people, they have South Indian mess. So, there has to be uniformity. What I have observed in IIT ISM that there's only one kind of food option is available in morning either South Indian or North Indian. The food culture they have, some people have to adjust, if I talk about some Rajasthani friends, they are very unhappy with the food culture. They couldn't even digest the food because in their food culture they don't eat rice . As the hostel mess follows eastern culture, UP Bihar culture and Bengal culture, they predominantly rely on the rice and the curry and where you can see the western region they are predominantly on the chapattis, rotis and dal. They couldn't even eat the food, they mostly rely on the outside food which is in their custom. So, it's very important to keep that in mind and also there needs to be different types, at least four regions’ food culture has to be there like West, East, South and North. At least people don't go and eat because if we are already having 37,000 and if we are spending at least 10,000 per month in the food, then it will be a serious issue while saving money. Few people mostly rely on the outside food but economically, it's not sustainable because if people are relying on the outside food, it's not right for them. It's very difficult for them to sustain in this campus. So, before coming to this ISM, I have seen so many people who couldn't even retain or sustain here just because of their food habit because of the North Indian food are very different, as I've been from North India, this Curry Chawal and Rajma Chawal which gives us so much protein but there’s lack in here. So, people have very less options, so it's very difficult to go to search , they had to have lots of options but in here there's only source of protein only source of food is for paneer. But except paneer, there is so many veg option out there like Rajma Chawal, I think most North Indian loves Rajma Chawal, Curry Chawal, Siddhi Curry. If you go to the South India, there are so many food options like Mundi, Upam , and specially to note, South Indian food doesn't mean only Idli sambar and Dosa, people have the misconception about the South Indian food. There are so many options. So, I think there has to be very dedicated mess for community, at least not for communities but for different regions, like western , eastern, South Indian and the central. So, it has to be four mess individually needed here as I can see other IITs have so why don't IIT ISM have it. So, it has to be clear. | Acknowledging the cultural diversity of India as per regional food preferences and variations.  Highlighting the influx of students from diverse linguistic and cultural backgrounds.  Advocating the implementation of a mess menu that reflects sovereign nature of the nation.    Proposing the establishment of multiple mess facilities to cater regional culinary tradition.    Documenting the dissatisfaction of students from specific regions (e.g., Rajasthani) with the current food offerings.  Identifying the regional dominance of rice-based meals in the mess, reflecting Eastern Indian culinary habits.    Reporting students' reliance on external food sources due to a lack of culturally appropriate options.  Emphasizing the economic burden of relying on external food sources for students.  Articulating concerns regarding the financial sustainability of external food reliance.  Suggesting the diversification of vegetarian protein options beyond paneer, including Rajma Chawal and other regionally specific dishes.  Challenging the misconception that South Indian cuisine is limited to Idli, sambar, and dosa, by pointing out the numerous other food options.  Urging the establishment of dedicated mess facilities for Western, Eastern, South Indian, and Central Indian regional cuisines. |
| A: Okay, all right. To summarize your whole point , you have a demand for multiple mess over here as also you have mentioned that you need some diverse options because there are people who are coming from diverse backgrounds. As you have mentioned, in one point that the Rajasthani people over here ,they are not very much satisfied to have the food because they do not predominantly rely upon the rice so as you have seen so what are the alternate options people are you know going for if they're dissatisfied with the hostel meals? What are the services they avail or what they do? What do you think or in other days when you are dissatisfied what do you do mostly? |  |
| B: I'm from West Bengal so it's very near to the ISM. So, the food culture is a little bit inclined to West Bengal as we have food choices like little bit spicy as we, I mean, prefer little bit spicy and all. But, suppose if we go to other region, they some of the Rajasthani some people do love spicy food and some people don’t like that. If you can see, all the time, in the mess food, they always carry aachar or the green Chili, so it depends upon the spice tolerance and food. Some of the morning , they should keep a flexible making while deciding menu. As you have asked, what you do, I don't need to do anything because ISM is very inclined to with Bengali culture food so for me it's not difficult but other people, they already faced a lot of challenges . As you can see, the South Indian people and South India has five states and there are people who considered equally but having the different food choices. Whenever they used to go to outside, they ordered regional foods, so it's important for them to keep such regional food in the mess. I have seen people from South, they order so much from Swiggy or zomato being a prey of their business strategy. In this regard, they are also flourishing their business around the ISM , as you can see . 12 o'clock at night, I have seen so many Swiggy and Zomato delivery boys are coming which indicates that people more rely on the outside food than the mess food so I think there has to be 24\*7 service has to go on and you can see now, it is mostly IITs have like that , as you can see, I don't know what it says in other language, you know, the ready-made food that at least for mostly PhD scholars. They are like a night owl because they all are studying at night, so there has to be dedicated food service in our IIT ISM Campus and importantly in Rosaline hostel or girls. I've seen that there's no dedicated food stall in Rosaline or Ruby at night time. We sometimes have such cravings, I mean, during exam time, mostly people who are studying for the 3 a.m. or 4 a.m., for them, there has to be very specific food stalls so that they can fulfill their eating. Also, as I have mentioned that's a lot of Zomato and Swiggy delivery boys coming and at the night of 12 a.m. 1 a.m. just to fulfill their craving. So, it's very important for the administrative council to think about these services and make more food stalls or food related businesses in the campus of IITs rather than just go out or ordering through Swiggy or Zomato because it takes so much money, so I think they should think about this. | Dissatisfaction of students due to the inclination over a specific food culture in mess  Highlighting the challenges faced by students from other regions, particularly South India.  Reliance on external food options due to inflexibility of mess menu.  Recognizing the flourishing of external food businesses catering to IIT ISM students.  Suggesting the implementation of 24/7 food services and dedicated food services within the IIT ISM campus.  Discouraging reliance on external food delivery services due to cost.  Urging the administrative council to consider establishing on-campus food businesses.  Emphasizing the need for specific food stalls to fulfill late-night eating needs. |
| A: Okay. To summarize your whole point, as firstly being a Bengali and secondly as the whole my system is too much inclined to Bengali food culture, you are not that much dissatisfied with the food but there are people who are ordering via Zomato or Swiggy. You have a demand to have more food stalls so that your money is not going in the food delivery app. So, from there I want to ask you one question that you have mentioned before that you are getting stipend or something. Other than that what is the source of your pocket money or there is no other source because you are already getting your stipend? |  |
| B: No, there is no other source. | Informing that she bears her food expenses from stipend amount. |
| A: So, how you divide your stipend, like how much portion you dedicatedly give to the food related things? |  |
| B: I think, nowadays GPay and phone pay, these are at one side good but once it is also a curse because you don't have monthly checkpoint that how much you’re spending for Swiggy or Zomato but if you just go to your transaction section at the end of your month and when you see so much money dedicatedly going to the food section, you will realize, oh my god has spent more than four to five thousand just to eat outside of the food. So basically what I have mentioned the transaction is mostly seven to eight thousand dedicatedly in a month just for food ordering. | Representing the action of allocating a significant amount of money to food purchases.  Informing about the frequently used online money transaction apps to order foods. |
| A: Okay, so you have mentioned that there are people who are ordering from Zomato and Swiggy at night and they are, you know, satisfying their hunger, so can you tell me more about how social media or what is the role of social media or the ads they play to shape your dietary decisions? |  |
| B: Yes, it's very important because mostly what I have faced like suppose at night I'm studying and suddenly just and I'm just scrolling Instagram or any social media, suddenly some discount notification pops up like if you order from this website, you can avail 80% off or 100 rupees off or 20% discounts. Discount and ads something which triggers us to order more. This is also a business strategy from them. Even if you already full, have your diet you , you won't need to order something but if your diet is not satisfied then you can easily get triggered by those ads and wanted to order from outside. So, I would say, in this regard, yes, social media becomes a determining factor for us to order from outside. | Describing inadequate diet can trigger to order externally available foods.  Stating how social media and advertisements become a determining factor while ordering foods. |
| A: Okay, so social media is one thing, but would you like to mention what are other factors that affect your daily food decisions for example, social media makes you to order something at night, so are there any different factors like academic influence or anything? |  |
| B: So, obviously because suppose, after a class bunch of people or the friends will convince you to go for a tea , so the surrounding environment is a determining factor while deciding food habits. After a class, we are very stressed up and just decide to go for it, you can see in our campus, after the class, there are tea stalls and they're flourished because of all the students because if you can see , the 80% population of our classes go to the tea shop after class to have tea or food. This is the impact of the social surrounding and if you're with your friends, you have to go because , you know, you're with a bunch of people or friends are going out, how could you say no to them, so yeah it's like okay. | Peers influencing food choices.  Expressing the feeling of being overwhelmed after class, affecting food choices.  Showing the effect of social environment on food habits. |
| A: So, for you the surrounding is very much important factor. Okay, all right, so where you were talking about stress and stress busters and as you are in PhD, the stress level, I can assume is very high. So, are you inclined to smoking or taking alcohol as stress buster. |  |
| B: As I don't smoke or drink because I am most in spiritual and I’m also dikshit from Ramakrishna mission, so it's my guru or my family, they do not have any linkage with smoking or drinking or alcoholism. So, I used to keep away from all this thing but the surrounding people, those who are with me, after very hectic day, they used to smoke or they might be having something, you know, like smoking because I have seen so many people, they can't smoke in the campus but outside. You can see, so many people just go outside only to have smoke. So, yeah, for them maybe they're determining factor. There are so many people who might say “ no I don't drink and smoke” but they do but this is not like something they would directly say. | Consumption of cigarettes and alcoholic beverages in IIT ISM campus.  Informing her disinterest in smoking and drinking due to spiritual leaning.  Implied act of not telling the truth regarding consumption habits. |
| A: I see, okay, all right. So, you have mentioned that you have been into many places during your UG and PG and you are here in PhD or in Jharkhand. So, over the period of time, can you recall any significant event or phase or something happened to you that altered your food choices like at one point of time you used to eat something but now, you know, left it or something like you added something in your diet? |  |
| B: Yeah, I remember when I was in my doing my PG from Uttarakhand, they dedicatedly gave us veg mess. There is no option of non- veg but the thing is that in the veg food mess, there was so nutritious food. They not only took care about the protein factor but also took care of vitamin needs and everything. They took care about all the small details from every single point of view. They provided us such a great of combination of foods that I left nonveg for six months because I never crave for nonveg because there already had the protein and they're providing so much nutritious value to my diet that I didn't crave for nonveg food. So, I think this is very important, yeah so, I left non-veg for six months, I can clearly recall and I don't crave for chicken, that's it. | Describing the prior act of abstaining from non-vegetarian food due to nutrition rich veg foods. |
| A: Okay, so, leaving non-veg plays a significant role in your dietary preference one point of your time but what is this scenario right now like you are here for two months and you are talking about non-veg so much, so can I assume that the situation or atmosphere over there that make you to choose veg over non-veg but the situation over here in Jharkhand, you are choosing non-veg. So, how the shift happened like why you are not craving for a veg over here why it's non-veg? |  |
| B: As I have already mentioned that the nutrition value and the surroundings matter because when I'm in Jharkhand which is already a nonveg dominated place, so the surrounding matters.  Suppose if I'm in a situation, where there are predominantly the veg foods with good nutritious quality are available, so in there I might be shifted to veg because the quality of food they are giving in the veg section is very good so I might shift it to the veg and here the quality of non-veg section is very good so yeah I just choose as this. So, it depends upon the locality, mentality and the surrounding because the cook is someone who determines us whether we should shift to veg or non-veg that's it. | Describing the role of surroundings and external factors while selecting food.  Representing the influence of the cook's offerings on food choices. |
| A: So, as we are talking about veg and non-veg foods for some time, so can you tell me about junk food culture over here like the stalls in the campus and how people are craving for junk food over mess food ,you want to share some instances? |  |
| B: Yes because as you can see that we have almost 90% population of IIT ISM who belong to the teenagers group, right. So, how would you expect that they will be shifted to some spiritual growth and they will leave all the love for the food ? You can't expect them as they are youngster they want something which crave in their mind , they just need soulful food. That's why, they, if you've seen the Dominos section, the section is a full of youngsters, so people choose junk food as the need for the stress busters, social gathering or to hangout. Because these teenagers, they're more inclined to, you know, just having chit chat or having fun. So, for them they just do want to spend some good quality of time with their friends as they say after class, “chal khane chalte hai” , “chal momo khane chalte hai”, “chowmin khane chalte hai”. This is nothing but they just want to socialize, want to have some space where you can gather and have fun so for that they rely on the junk food places, just to gather, just to hang around, that's it. | Anticipating certain behaviors or outcomes of teenager students in IIT ISM.  Indicating the influence of peers.  Selecting junk food for various social and emotional needs.  Describing the role of junk food on students.  Describing the dependence on junk food establishments for social interaction. |
| A: Okay, so the point you're trying to make is that junk food culture is emerging due to the teenage people and also they want to socialize, they want to hang around things like that. Okay, so you have seen the junk food culture, as you are saying you have seen mess food and you have been into many places so after joining this place after staying here for two months, have your dietary preferences changed over the period of time of this two months like have you changed make any changes? |  |
| B: Not like that because two months time is very less for a change. It’s not like a randomly overnight that change can happen but it may slowly can be occur but not now, I won't conclude or give any judgment in this question because food habit took time to change, it's not kind of you know, the one I change everything no it's not possible so, I would say, it may take time to change or it may take time to resist. | Informing no change in food habit due to short span of staying in campus. |
| A: Okay, if I may ask, do you have any certain food allergies? |  |
| B: I don't have and I think I'm blessed. | Informing about no existing allergies. |
| A: Definitely, you are. So, as of now we have talked about so many things like you've been into many places before you came here, what are the influences how social media plays a role to develop junk food culture, IIT ISM mess food and everything. So, now I want to reflect I want you to reflect upon a very important question over here and now we are going towards the conclusion, so my question to you is that when I say health and food, what comes to your mind because we are analyzing all these things from a very long time, from half an hour, now I would like to hear from you, what do you mean by health and food specifically by these two terms. I want you to reflect upon and what is the like health concern, what do you mean by that and what is the fitness, fitness goals that people should have and what are your thoughts about it. |  |
| B: I think, it is a very critical analytic question you have asked because food preference is something serious. We are living in a very social media hyped world, so whatever you have seen, it might not be true because if you ask my opinion, I would say, for me it was like, what give me happiness, I will choose and sometimes, yes, this is two theory, I would say, sometimes if I eat huge amount of junk food, I feel guilt that “oh my god, I think I'm gaining so much weight, I shouldn't have eaten that” and after sometimes I feel, “choro yaar, life hi toh hai, kya ho jaayega”. I mean, whatever, so there's a mood which defines us , what we'll do, suppose I eat so much food and that day I feel like I shouldn't have eaten , there sometimes I will do party one day, so sometimes, I do feel like “no I have to be very health conscious, I shouldn't I have gone” sometimes I will wake up early, I will go for walk, it’s because we have to very fragile in our mind, we couldn't stick to one point. So it depends upon the mood, it depends upon the mentality when and what I'm doing. It also depends upon the environment, suppose I have an exam, then particularly, I'm more inclined to junk food and if I don't have exam, I would think like I have to get up early in morning , have to start yoga, I would be inclined to fitness, so it all depends on my mood and secondly you have asked the question how health and the food are interrelated, now coming to this point, the food for me, like something which suppose if you're eating healthy food or good food, after that your mind won't be distracted to other things but if you're not filled up, if you're not eating good food, your mind will diverted and you would think, let's eat something, let's order something, let's do something. So, this is something which distracts us from the studying. So, it's important to take nourishment which will fulfill you. So, good food sometimes means healthy food, sometimes good food means junk food, so it depends on how you seeing the whole perspective and what gives you energy to do work. | Describing the state of existing in a social media-influenced world.  Highlighting the influence of mood, mentality, and environment.  Describing the action of consuming food, both healthy and unhealthy.  Referring to the emotional state of before and after consuming unhealthy food.  Indicating the influence of various factors on food choices and behaviors. |
| A: What do you mean by health like what are your major health concerns? |  |
| B: The health is very important because now it is so much pollution that environment is a concern. So health, I would say, you have to, if you're healthy, I mean, if you're in a state where you can you know just go for a workout. So, I would say, you know, beside of your eating, whatever you will eat, you have to be very physically active. Being active doesn't mean that you have to go every day for gym or yoga but sometimes, I think, after lunch or after dinner it's very important to at least walk for 30 to 40 minutes, this is something because if you're eating in one side. See, I can't answer, you know, very sophisticatedly, okay, I have to do this then have to do yoga after that, I'm not a kind of a girl that when you have to be very perfect in the life, no, we all are human, we make mistakes and we do have so much going on in our life also, we can't stick to the one thing. So, eating healthy is good sometimes, it's very good to have some cheat days in your diet, like in some days, I will eat bunch of junk food and after that for to care of our health, we should at least daily keep certain time especially for physical health for running and yoga. I'm a yoga person, I do yoga but nowadays I'm more inclined to running or walking, so yeah, I think I prefer walking and this is something which interrelated me to balance between health and food in my life, that's it. | Representing the action of maintaining a dedicated time for physical activity.  Establishing a connection between health and food.  Representing the process of balancing between healthy and unhealthy habits. |
| A: So, the balance between food and health is very much important and as you are talking about yoga and running, so can I assume that you have certain fitness goals in your mind after coming to IIT ISM? |  |
| B: Yes ,like I just, you know, track my daily walking and I have the smart-watch which is very accessible for you. I would prefer and walk for 30 to 40 minutes which almost make you feel good, if you have seen your watch and seeing “okay, I have walked at least 40 minutes, I have achieved my target”. So, this is something which gives your oxytocin which gives you the fulfilling feel that ‘okay, I have completed the target.’ | Describing the action of monitoring daily physical activity.  Indicating a sense of fulfillment after the accomplishment of a predetermined goal. |
| A: Alright. So, we had an extensive talk about health, food, junk food culture, hostel mess food of IIT and yeah, your answers were very much lengthy and it's it would help me to reflect upon every aspect and the objectives of my research. I would like to thank you for being my participant and patient enough to answer all the questions. | Concluding and thanking |
| B: Yes, yes, I hope that you had enjoyed. I don't know whatever I said but yes this is my personal opinion. It's very raw as I just keep it as I am. I don't want to be such a influencer type as I'm not. So, I hope that we enjoyed. | Stating individual authenticity with responses. |
| A: Yeah, I have enjoyed the whole process and thank you for giving such honest answers, such raw answers and thank you so much for contributing to my survey or data collection. Thank you so much and with this I would like to end this interview and our conversation. | (Concluding and thanking) |
| B: Okay, thank you so much, thank you for having me as a participant, thank you. |  |
| A. Alright. |  |