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3.	Department	Food Service Management and Dietetics
4.	Name of the Research Guide	Dr. PL. Sridevi Sivakami
5.	Title of the Thesis / Dissertation	Physiochemical Analysis, In vivo Study of Natural Food Colours and Development of Food Colour Sensor
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Page count: 128  
Word count: 42,930  
Character count: 228,790  
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### INTRODUCTION

Foods that attract consumers of all age groups are being added with synthetic food colourants that are stable, cost efficient and harmful for human safety. These food colourants are used in more than the limitations prescribed by Food Safety and Standards Authority of India (FSSAI). Relevant alternatives for these synthetic food colourants are present in natural form. Thus, in this study the natural form of colourants are explored for bringing in a solution for the greatest uprising demand for food colourants in the food industries.

A driving force of global dietary pattern has been characterised by transition of nutrition that has an increased manufacturing and marketing sectors relatively and collectively referred as food industry. Global food industrial system has a domineering impact over the transnational processors from small to large scale food producers, that continue to provide profit for products and brands that creates and facilitates aggressive marketing strategies to regulate the power of marketing globally to process packaged foods that are believed to aid in nutrition transition for the growing demand in present generations' health and safety (Gray et al., 2020).

Food industries involvement themselves in the provision of funding an employee as a part of research and there might be various reasons for a food based sector to get involved in the research based on nutrition. Eagerness for creative ideas, transfer of knowledge based research, to versatile in contribution of resources and research can all be different goals of a research based food industry. In consideration towards the health of public welfare, increased opportunities for marketing a product has increased harmful ways of popularizing harmful health benefits in establishment of nurturing relationship between research, credibility of the industry, industrial criticism and encouragement of increased dependence on food industry (Mozaffarian, 2017).

Industrial influence on agendas that preferably highlight the research subjects that are likely to benefit the core of an industry, rather than focusing on importance of public health (Fabbri et al., 2018); industrial influences on the methodology, results and impact of a food based researches that are favourable for industry and other factors for utilization of research for political purposes (McCambridge et al., 2018). Universal food processing sectors have gained their strategical

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