

SWEETMEAT MANUFACTURING AND MARKETING STATUS AT NORTHERN BANGLADESH

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ABSTRACT

A total of 43 sweetmeat shops were enumerated at the union and upazila markets of Sirajgonj, Pabna, Natore and Rangpur districts in Bangladesh from March to April 2015 to explore the knowledge on sweetmeats manufacturing and marketing status. Most (88.40%) of the businessmen manufactured and sold sweetmeat and *Chomchom* (72.10%) was the highest sold sweetmeat. Most of the shopkeepers (95.30%) sold the sweetmeat in their own shops. Majority of consumers (95.30%) preferred dry sweetmeat and most of the buyers (72.10%) were medium scale customers. The highest amount of sweetmeat was sold at religious festivals (88.40%) and more profit came from *Rossogolla* (67.40%) and *Chomchom*. Sweetmeat business increased (79.10%) the social status of the businessmen and many of the manufacturers (58.10%) learnt the sweetmeat procuring process from experienced sweetmeat manufacturers in their neighborhood. Most of the shopkeepers (88.37%) stored sweetmeat for a period of 1 to 3 days and then they (81.40%) destroyed the surplus and unsold sweetmeat. From *chhana*, many kinds of sweetmeats like, *Rossogolla*, *Chomchom*, *Kalojam*, *Sandesh*, *Manda*, *Malaikari*, *Rajvog*, *Rossomalai*, *Danader*, *Katavog*, *Rosskodom* and *Amirti* were manufactured and marketed at shops of studied region. Peoples bought sweetmeat in different occasion in different purposes like, birthday celebration, marriage anniversary, traveling to relatives' house, family consumption, celebration good news and academic results of students. The study might provide with some information to take initiatives for standardization of Sweetmeat and to formulate new business plan encompassing Indigenous sweetmeat shopkeepers in the study area.

Keywords: Sweetmeat, Manufacturing, Marketing, Northern Bangladesh.

INTRODUCTION

The sweetmeat is very fame, delicious, wholesome and nutritious item in Bangladesh (Mannan *et al.*, 1994) and sweetmeats are used in all kinds of ceremony and festival (Chourasia, 1983). *Rossomalai* consists of mainly three components namely small ball which is made by the freshly prepared *Chhana*, sugar syrup where balls are put gently to heating, and *Malai* which is prepared from raw milk by boiled up to light brown color and it is being produced traditionally throughout the country. To produce high quality of *Rossomalai* in the country and there is no legal standard and standardization as well as no sanitary measures are adopted from the hygienic point of view (Islam *et al.*, 2003). Roy *et al.* (2002) a research work is carried out in some selected areas of Bangladesh, based on processing and marketing of sweetmeats. Based on uses, consumer preferences and marketing of milk products, there is no specific and systematic study in Mymensingh municipality (Ahmed *et al.*, 2016). Protein content of milk vita *Rossomalai* and collected *Rossomalai* from the three famous sweetmeat shops was 8.29 and 5.55-7.03%, respectively (Islam *et al.*, 2003). Various types of sweetmeats like-*Dahi*, *Rasogolla*, *Rasomalai*, *Malaikari*, *Chomchom*, *Kalojam*, *Peda*, *Chhanapolao*, *Rajvog*, *Kachhagolla*, *Rosokadam*, *Gursandesh* are being produced from milk and milk consumption pattern is assessed based on different milk products like fluid milk, sweetmeat, curd, buttermilk, butter, cheese, skim milk powder, whole milk powder and ghee etc (Ahmed *et al.*, 2016). Yasmin *et al.* (2005) showed that fat content of the products (60.2-62.2 g/kg) collected from different districts of Bangladesh was inferior to laboratory made *Rossomalai* (80.0 g/kg). Food

habit of common people is changing day by day and increases consumption pattern of milk products demand due to rapid growing of population as well as income. In Bangladesh, indigenous sweetmeats are delicious, wholesome, pleasant, nutritious, charming and very popular dairy products (Ahmed *et al.*, 2016). There is no specific and systematic study at the union and upazila markets of Sirajgonj, Pabna, Natore and Rangpur districts in Bangladesh based on uses, consumer preferences and marketing of sweetmeats. So, objective of this study was to get an idea about manufacturing and marketing status of sweetmeat in this study area.

METHODOLOGY

A total of 43 sweetmeat shops were enumerated at the union and upazila markets of Sirajgonj, Pabna, Natore and Rangpur districts in Bangladesh from March to April 2015 to explore knowledge on present business status of sweetmeat in the studied region. Data were collected by direct interviewing methods using a pre-prescribed questionnaire. Data like: use of wheat flour with *Chhana*, kinds of sweetmeat manufactured, marketing of sweetmeats, consumers' preferences and purposes of sweetmeat purchase were collected and stored and edited on MS Excel sheet for further processing. The design of the study was unbalanced factorial in nature, because observation number of different traits was unequal. Then those edited data were analyzed for having frequency and percentages using descriptive statistics menu under the Statistical Package for the Social Sciences version 14.0 (SPSS, 2005).

RESULTS

Sweetmeats manufacturing

During manufacturing sweetmeat from chhana many (65.10%) manufactures used wheat flour in a range of 50 to 100 grams per kg chhana. Many kinds of sweetmeats like, *Rossogolla*, *Chomchom*, *Kalojam*, *Sandesh*, *Manda*, *Malaikari*, *Rajvog*, *Rossomalai*, *Danader*, *Katavog*, *Rosskodom* and *Amirti* were manufacturing and marketing at shops of studied region.

Many consumers at enumerated region were used to buy mainly *Rossogolla*, *Chomchom* and *Kalojam* (Table 1).

Operation type

Most (88.40%) of the businessmen procured and sold sweetmeat and *Chomchom* (72.10%) was the highest sold sweetmeat. However, most of the shopkeepers (95.30%) sold the sweetmeat in their own shop. Majority of consumers (95.30%) preferred dry sweetmeat and most of the buyers (72.10%) were medium scale customers (Table 2).

Table 1. Use of wheat powder in sweetmeat with chhana and type of sweetmeat manufactured from chhana

Criteria	Opinion of sweetmeat businessmen	
Use of wheat flour with chhana	Yes	28 (65.10%)
	No	15 (34.90%)
Amount wheat powder in gram per kg chhana used	50 to 100	28 (100%)
Kinds of sweetmeats manufactured from chhana	<i>Rossogolla</i>	2 (4.70%)
	<i>Rossogolla</i> and <i>Chomchom</i>	4 (9.30%)
	<i>Rossogolla</i> , <i>Chomchom</i> and <i>Kalojam</i>	11 (25.60%)
	<i>Rossogolla</i> , <i>Chomchom</i> , <i>Kalojam</i> and <i>Sandesh</i>	10 (23.30%)
	<i>Rossogolla</i> , <i>Chomchom</i> , <i>Kalojam</i> , <i>Sandesh</i> , <i>Manda</i> , <i>Malaikari</i> , <i>Rajvog</i> , <i>Rossomalai</i> , <i>Danader</i> , <i>Katavog</i> , <i>Rosskodom</i> and <i>Amirti</i>	16 (37.20%)
Consumers preferences of sweetmeat	<i>Rossogolla</i>	5 (11.60%)
	<i>Chomchom</i>	11 (25.60%)
	<i>Rossogolla</i> and <i>Chomchom</i>	8 (18.60%)
	<i>Rossogolla</i> , <i>Chomchom</i> and <i>Kalojam</i>	16 (37.20%)
	<i>Rossomalai</i>	1(2.30%)
	<i>Sandesh</i>	2 (4.70%)

Table 2. Operation size and profitability

Criteria	Opinion of sweetmeat businessmen	
Highest amount of sweetmeat sold	<i>Rossogolla</i>	12 (27.90%)
	<i>Chomchom</i>	31 (72.10%)
Business operation type	Manufactures and sales at a time	38 (88.40%)
	Collection and sales at a time	1 (2.30%)
	Manufactures and collects for sale	4 (9.30%)
Sales type	Own shop	41 (95.30%)
	Own shop and supply to others shop	2 (4.70%)
Consumers preferences	Dry sweetmeat	41 (95.30%)
	Wet sweetmeat	2 (4.70%)
Customer type	Big amount buying customer	11 (25.60%)
	Medium amount buying customer	31(72.10)
	Small amount buying customer	1 (2.30)
Highest amount of sweetmeat were sold in	Religious festivals	38 (88.40%)
	Business renewal/halkhata	3 (7.00%)
	Relatives house travel	2 (4.70%)
More profit comes from	<i>Rossogolla</i>	29 (67.40%)
	<i>Chomchom</i>	10 (23.30%)
	<i>Kalojam</i>	1 (2.30%)
	<i>Sandesh</i>	1 (2.30%)
	<i>Rajvog</i>	1 (2.30%)
	<i>Rossomalai</i>	1 (2.30%)
Social status for sweetmeat business	Increase	43 (100%)
	Decrease	0
Comparative profit in sweetmeat business	Higher than grocery and departmental store	34 (79.10%)
	Lower than grocery and departmental store	9 (20.90%)
Sweetmeat business started	Self first	26 (60.50%)
	Family tradition	17 (39.50%)

Table 3. Technical knowledge of sweetmeat manufacturers and use of surplus and unsold sweetmeat

Criteria	Opinion of sweetmeat businessmen	
Learning by reading books	Yes	1(2.30%)
	No	42 (97.70%)
Learnt how to manufacture sweetmeat from chhana	Self education	9 (20.90%)
	Experienced maker	25 (58.10%)
	Family tradition	9 (20.90%)
Storage period in days	1-3	38 (88.37%)
	10-15	5 (11.60%)
Fate of surplus and unsold sweetmeat within limited storage period	Cull/destroy	35 (81.40%)
	Family consume	2 (4.70%)
	Distribute to others	1 (2.30%)
	Sale	2 (4.70%)
	Remake	3(7.00%)

However, the highest amount of sweetmeat was sold at religious festivals (88.40%) and more profit came from *Rossogolla* (67.40%) and *Chomchom*. Sweetmeat business increased (79.10%) the social status of the businessmen and the business was more profitable than grocery and departmental store business.

Technical knowhow status of manufacturers

Many of the manufacturers (58.10%) learnt the sweetmeat procuring process from experienced maker and nearly everyone (97.70%) did not read books of sweetmeat preparation methods. Most of the shopkeepers (88.37%) stored sweetmeat for a period of 1 to 3 days and then they (81.40%) destroyed the surplus and unsold sweetmeat.

However a few of manufactures (7.00%) used the unsold sweetmeat with new batch of sweetmeat (Table 3).

Purpose of sweetmeat bought

Peoples bought sweetmeat in different occasion in different purposes like, birthday celebration, marriage ceremony, traveling to relatives' house, family consumption, celebration good news and academic results of students.

Table 4. Purposes of buying of sweetmeat by the people

Peoples usually buy sweetmeat for following purposes:
• Birthday
• Marriage ceremony
• Relatives house traveling
• Family consumption
• Any good news
• Academic results of students
• Business renewal
• At sweetmeat shop to consume in a group or personally
• Breakfast
• Religious festival

For celebration of renewal of business operation, different religious festivals, during having breakfast and in the market place at shops peoples usually in groups or single bought sweetmeat to consume there (Table 4).

DISCUSSION

Sweetmeat manufacturing

Many kinds of sweetmeat like, *Rossogolla*, *Chomchom*, *Kalojam*, *Sandesh*, *Manda*, *Malaikari*, *Rajvog*, *Rossomalai*, *Danader*, *Katavog*, *Rosskodom* and *Amirti* were manufactured and marketed at shops of studied region. All of these sweetmeats were manufactured from *Chhana* and with *Chhana* many manufactures used wheat flour at the rate of 50 to 100g per kg *Chhana*. Interestingly it was reported that *Chhana* from goat milk had acidic flavor, though the same from cow milk and buffalo milk had acceptable flavour (Joshi et al., 1991).

Operation type

Majority of the businessmen manufactured as well as marketed sweetmeats and most of them sold the sweetmeat in their own shop. More profit came from *Rossogolla* and *Chomchom* but *Chomchom* was the highest sold sweetmeat. Majority of consumers preferred dry sweetmeat and most of the buyers were medium scale customers. Consumer's cultural background should be taken in consideration to study the factors that influence food choice (Overby et al., 2004; and Hoogland et al., 2005). However, the highest amounts of sweetmeat were sold at religious festivals. Similarly, Ahmed et al. (2016) reported that, many events like, Eid, Puja, SSC or HSC examination results enhanced milk products selling. However, the sweetmeat business increased the social dignity of the businessmen and this business was more profitable than grocery and departmental store business.

Technical knowhow status of manufactures

Many of the manufacturers learnt the sweetmeat procuring process from technician and nearly everyone did not read books of sweetmeat preparation methods. Most of the shopkeepers stored sweetmeat for a period of 1 to 3 days and they destroyed the surplus and unsold sweetmeat. The shelf life of market *Rossogolla*, *Rossomalai* and *Kalojam* were 3,5 and 4 days respectively (Das et al., 2010). However a few of manufactures used the unsold sweetmeat with new batch of sweetmeat.

Purpose of sweetmeat bought

Peoples bought sweetmeat in different occasion in different purposes like, birthday celebration, marriage anniversary, traveling to relatives' house, family consumption, celebration good news and academic results of students. Due to fluctuation of raw milk availability and their price, milk products prices were not remained same throughout the year in Mymensingh municipality. Milk products, especially *Rasogolla* and *Kaloram* sales amount might be increased in the events like Eid, Puja festivals and other educational activities results (Ahmed et al., 2016). For celebration of renewal of business operation, different religious festivals, during having breakfast and in the market place at shops peoples usually in groups or single bought sweetmeat to consume there. However, Islam and Basak (2013) reported that peoples were very much fond of *Chomchom*, *Rasogolla*, black berry and yogurt.

CONCLUSION

From *Chhana*, many kinds of sweetmeats like, *Rossogolla*, *Chomchom*, *Kaloram*, *Sandesh*, *Manda*, *Malaikari*, *Rajvog*, *Rossomalai*, *Danader*, *Katavog*, *Rosskodom* and *Amirti* were manufactured and marketed at shops of studied region. Majority of the businessmen manufactured as well as marketed sweetmeats, *Chomchom* was the best selling sweetmeat and this business increased their social dignity. Many of the manufacturers learnt the sweetmeat procuring process from technician and nearly everyone did not read books of sweetmeats preparation methods. Peoples bought sweetmeat in different occasion in different purposes like, birthday celebration, marriage anniversary, traveling to relatives' house, family consumption, celebration good news and academic results of students.

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