

Impact of Indian Festivals on Sweets

SANJIB KUMAR DEY

Senior Lecturer

Institute of Hotel Management

Tilyar Lake Rohtak – 124001

Mob- 8816077036

Email- sanjibdeyihmrohtak@gmail.com

Abstract: Indian prefers sweets in every occasion. Festival is a part of Indian culture. Whenever a festival arrives people feel like celebrating the festival with sweets. Togetherness in sharing sweets is common in Indian home. It is to emphasize that festivals promote sweet making or sweets sales in India. Festivals with season change the eagerness toward sweet consumption. Home made sweets are best as compare to commercially made sweets. It is incomplete to have a festival without sweets. Even on birth of newly born baby sweet conveys happiness.

Keywords: festivals, sweets, celebrations, Indian culture.

Introduction: India seems to be in a perpetual state of celebration. There is always some community celebrating a harvest, a special god's birthday or an auspicious date in the Hindu calendar. India's most favorite sweets are: Gulab Jamoon, Gajjar Ka Halwa, Sandesh, Modak, Shrikhand, Payasam, Kaju Ki Barfi, Shahi tukra, Phirni, Kulfi, Puran Puli. No Indian festival or celebration is complete without a plateful of mithai. Milkcake, Kalakand, Besan ki Barfi, Naryial Laddoo, Balushahi, Mysore pak, Ghevar.

But interest toward western sweets are increasing now like mousse cake, tiramisu, brownie etc. India has too many varieties of sweets state wise, each a person may not taste the entire item through in his life. Due to availability of ingredients or costlier cooks, Indian sweets are sold at very higher price. Western sweets are comparably easy to prepare those Indian sweets.

Degree of difficulties in Indian sweets is more. People have become health conscious toward calorie intake. Mothers have shortage of time, so they can effort to make Indian sweets at home on celebration only.

There are 100 recipes of western desserts and the secret of Indian still limited to mothers or sweets makers. There is no standard recipe for Indian sweets so it is difficult for new learner too. The mindset of Indian culture is they like to eat those sweets only which they have eating since childhood in their celebration.

Review of Literature: A new trend is noticed Indian ingredients are being substituted with western ingredients. Indian have mind –boggling range of sweets to satisfy their demand for sweets. Most of the sweets are sickly sweet and some of the mass produced kinds are just plain yuk.

Home made sweets are more refined than the shop bought. Nevertheless, sweets are an effective form of baksheesh (tips/ bribe/ sweetener) and make popular gifts.

Apart from Bengalis, Indians only eat sweets on festive occasion. However, such occasions come around so often that there is not much willpower require. Every Indian has their own favorite sweets shops, some of which are so famous we will be lucky to get through the door during festivals times.

Hindu festivals are Holi, Pongal, Sankranti, Diwali, Dusserha, Durga Puja, Ganesh Chaturthi, Janmashtami, Raksha Bandhan, Onam.

Non Hindu festivals are Navroj (Parsi new year, Ramadan and Id- Ul-Fitr, Id- Ul- Zuhara, Christmas,

Ghevar: It sweet dish shaped dessert dipped in sugar syrup and topped with mawa, specially made in the month of august in Rajasthan.

Gajjar ka halwa: Grated carrots cooked in milk and with lots of desi ghee, specialty prepared in Lohri.

Sandesh: Made with cottage cheese, cardamom and saffron in Dussera, from west Bengal

Modak: Sweet rice flour dumplings filled with a delicious paste of coconut, condenses milk, sugar and cardamom) prepared in ganesh Chaturthi in Maharashtra.

Shrikhand: Hung curd sweetened and flavored with kesar and cardamom, famous in Maharashtrian and Gujratis

Payasam: Rice pudding, prepared in Onam, famous in Kerala.

Shahi tukra: Fried breads soaked with sweetened milk and topped with mawa from Lucknow.

Puran puli: Flat bread stuffed with a sweet lentil filling made from Chana dal and sugar, prepared in Ganesh Chaturthi, Maharashtra

Karanjis: Crescent shaped flour percel with sweet mawa, prepared in Holi, in north India

Pongal: A rice preparation with the first rice along with jiggery, nuts, raisin, and spices, prepared in Pongal in Tamilnadu.

Gulab jamoon: Made with khoya, paneer, kesar and cardamom etc, made into balls and dipped in sugar syrup), Diwali special.

Rasgolla: Ball shaped chhena pudding poached in light sugar syrup, from west Bengal, special sweets of durga puja

Ravo: made with Semolina, milk and sugar, navroj, Parsis favorite

X mass pudding: Assorted soaked fruit cake, specialty of x- mass

Mysore pak: Main ingredients are besan, sugar and lots of desi ghee, prepared in Diwali in Karnataka.

Til pitha : made from sesame seeds in Assam, especially in Bihu

Parsi sev : preparaed with vermiselli , served in Parsis Navjoz.

Palathalikulu : cooked rice flour dough , broken in pieces with thump, cooked in milk, coconut , jiggery etc, specially prepared in Diwali in Andhrapradesh.

Chennapora : burnt cottage cheese cake , prepared usually on Durgapuja in Orissa.

Thekua : Prasad made in famous chat puja performed by biharis all over india.

Phirnee : in Kashmir phirnee is prepared with suji, usually flavored with saffron.

Pazham parippu pradaman : it is kheer prepared with banana, moong dal, coconut and jiggery in onam at Kerala.

Malpua : small round pancake cooked in ghee, soaked in sugar syrup and served with rabdi from Rajasthan, served in Holi.

Gheeyar : Sindhi jalebi served in Holi.

Sevaiyo ka muzzafar: a sweet preparation based on vermicelli on Eid

Main objective:

- To understand how festivals and fairs are interrelated with indian sweets.
- To know which sweets contrast which indian festivals

The tradition of making mithai during festivals probably comes from the ritual of preparing Bhog or Prasad which is offer to god.

Lord Shree Krishna likes Doodh ki barfi and Ganesha likes motichoor laddoos.

Festivals play an important role in the cultural development of individual as well as provide health rejuvenation. Celebration leads to effective socialization. It keeps us closer to our religion and tradition.

Holi is the most boisterous Hindu festival and falls on the full moon in the Hindu month of Phalgun(usually around march). People greet each other with color.

Pongal: it is the major harvest festivals of the south and take place on or around 14 January each year. During this time people worship gods responsible for the weather.

Sankranti: this is the northern version of Pongal and takes place on the same date.

Diwali: the festival of lights, is the most widely celebrated national festival, takes place during October or November.

Dussehra: it is another fascinating festival celebrated in different ways throughout the country but always lasting for 10 joyous days around September and October.

Durgapuja: in west Bengal, Dussehra takes the form of Durga puja, a jamboree of merriment and feasting that last for 10 days.

Ganesh Chaturthi: the smiling elephant headed god, Ganesh is a most popular deity and his festival (in September) is celebrated with cheer through the country.

Janmashtami: this festival commemorates the birth of Lord Krishna.

Navroj : Parsi New Year

Ramadan and Id-ul-Fitr : Ramadan is the Muslim month of fasting. Id-ul-Fitr is the final day of Ramadan. Id-ul-Zuraha : this festival commemorates Abraham's obedience to Allah.

Christmas: December 25 is the national holiday because of the biggest festival among Indian's Christian population.

Conclusion: Sweets are designed as per the festivals. Whatever be the festivals, Durgapuja, Diwali, Onam, Id-ul-Fitr, sweets are common offerings as they are considered to be symbolic of the sweetness in relation among people of India. Sweets dominate the preparations for all fairs and festivals. Concisely there is great relationship between festival and Indian sweets.

Bibliography :

- World Food India, 1st edition
- Google.com
- NDTVcooks.com