

A STUDY OF BAKERY BUSINESSES IN THE STATE OF GOA

Trupti Shankar Raut

Assistant Professor

Department of Accountancy,

Dnyanprassarak Mandal's College and Research Centre, Assagao, Goa.

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ABSTRACT

The attempt of this research paper is to overview the most crucial and traditional bakery business in Goa. Data is collected by interviewing and visiting bakery units in the state of Goa. Though the state is seeing a lot of modern changes there are a few places and people who are still involved in local traditional businesses. Bakery business is the oldest form of business in Goa which is livelihood of thousand of Goans. Bakery business in Goa is there since the Portuguese rule in Goa.

Keywords:

1. Introduction

Goa is the land of generous people, delicious sea food and beautiful beaches. Here in Goa business industries are growing rapidly and also infrastructure is getting better day by day. Though Goa is one of the developed states in India there are still some people who are involved in traditional local businesses like farming, fishing and toddy tapping. These businesses are mostly passed down from generation to generation. The bakery business in Goa is one such business which is close to the heart of many Goans due to people's love for bread and other bakery products. The art of bread making is a legacy vouchsafed Goans by the Portuguese. Pao is Portuguese name for bread, and the Goan bread maker is locally known as 'poder'. Somewhere in the month of October, a festival celebrating poders is held in Goa. The Poderanchem Fest is like a bread maker's carnival with stalls of bakery products. Main varieties of Goan bread are the soft and chewy pao (cube), the crisp undo (round), and the poi (whole wheat pockets). For centuries bread making in Goa has been the province of the Catholic community. Every village mostly has one or two bakeries. Goan bakeries offer scrumptious snacks, cakes and all sorts of irresistible food.

2. Importance of Bakery Business to Society

Bakery business is very crucial to Goans as people of Goa buys bakery products on daily basis and bakery items are loved by all the people. They are becoming prominent day by day. Bakery products are very tasty, soft and also easy to digest. Nowadays people have become very busy in their lives and they have literally no time to make breakfast and hence they have to depend on bread and other bakery items. In many occasions like in parties there is a need to serve a number of people foods, and bakery products are a must to be served. Whether it is any occasion or anyone's birthday it is incomplete without cake and bakery products. Now a day's people are coming up with new ideas of making bakery products. These businesses have created lot of employment opportunities to the local people. Besides directly employing people by starting up the business, bakeries have also opened indirect employment opportunities mainly those who outsource the products in retail stores.

3. Types of Goan Bakery Products

1. Cakes

Cake is often served as a celebratory dish on ceremonial occasions, such as weddings, anniversaries, and birthdays. There are countless cake recipes. Typical cake ingredients are flour, sugar, eggs, butter or oil or margarine, a liquid, and leavening agents, such as baking soda or baking powder.

2. Bebinca

Painstakingly prepared with each layer being baked separately, garnished with almonds this traditional pudding is a slice of soft, yummy goodness.

3. Dodol

A sticky, sweet and thick pudding made from coconut, jaggery and rice flour, Dodol is another popular dessert in Goa. Its preparation takes few days to complete.

4. Baath

Baath is a yummy coconut cake made from freshly grated coconut and semolina. Traditionally prepared in a clay oven making it rich and moist with fabulous texture.

5. Serradura

It is a creamy Portuguese dessert made from sweetened, vanilla whipped cream and serradura. Serradura literally means “sawdust” which is nothing but crushed tea biscuits (Marie biscuits).

6. Cocada

Cocada is a coconut cookie with an exquisite contrast between the crunchy, barfi-like exterior and the soft, sweet inside, with hints of vanilla

7. Perad

A well-loved delicacy in Goa, Perad is nothing but traditionally made guava cheese. It is reddish brown in colour, it is delectably soft sweet has a heady aroma.

8. Doce

Doce is a coconut and gram delight that leaves a nice sugar crust on the outside with a slightly gooey centre within. This diamond-shaped sweet is one of the oldest traditional desserts of Goa.

9. Croquettes

Croquette is a well-known Goan snack and is an essential part of the Goan cuisine. They are prepared mostly in functions and weddings. This non-veg light snack can also be eaten at every meal.

10. Pattice

Pattice is loved by almost every Goan. It's a popular snack not just available in bakeries but you will see people crowding the local tea shops for pattice and other snacks. It is also a very popular snack nowadays for litany celebrations.

11. Bread/ Sandwich Roll

Bread/ Sandwich Roll is also a common Goan snack. This soft bread comes in both veg (cabbage, onions) and non-veg (prawns, chicken), and also in cream filled mayonnaise.

12. Chops

Chops are a soft delicate potato patty stuffed with seasoned cooked meat or boiled egg. It is very similar to the Cuban Papas Rellenas with a couple of twists. They use cream of wheat instead of bread crumbs as coating and shallow fry the disk shape patty instead of deep-frying the potato balls.

4. Types of Goan Breads**1. Pao**

Usually square-shaped and with a golden brown crust, the pao, which is a hugely popular bread variety, is famed for its pillow soft texture. The bread has a fine crumb and a natural spring to it that makes it an ideal accompaniment to soak up all gravies and curries. It lends itself just as well to being stuffed with meats and veggies of one's choice.

2. Katro pao

This bread, usually a breakfast favourite, is characterized by its distinctive butterfly shape. Interestingly, the bread gets its name from the Konkani word for scissor, 'kator' which is used to cut the dough into its shape.

3. **Godd poi**



Unlike the kunddeachi poi, this one is made with all-purpose flour (maida) thus giving it a soft texture. Bigger in size as compared to the husk variety, this one has an element of sweetness which makes it a top choice on the breakfast table or for evening tea.

4. **Kankonn**



This donut-shaped bread, which gets its name from the Konkani word for bangle, 'kankonn', has a crusty exterior and is relished as a tea-time snack.

5. **Poi**



This one's a top favourite with the health conscious and those told to stay off rice for medical reasons. The poi has two defining features - its flat, disc-like shape and hollow inside and its wheat bran outer coating.

6. **Unddo**



Slightly smaller in size than the pao, the differentiating factors between the two varieties is the round shape of the bread, its coarse crumb and its crust. The unddo is usually baked at a low temperature on the floor of

the oven and this gives it a crunchy crust which shatters when you bite into the bread, only to reveal its soft insides which can soak up gravies like a sponge while allowing the bread to retain its shape.

5. Difficulties faced by the Goan Bakery Industry

450-year-old legacy of the Portuguese, the poi (popularly known as pao bread), is struggling for existence at its Indian birthplace that is Goa. Today, many bakeries mostly traditional bakeries have closed down due to social and economic problems like unavailability of skilled labour, increased prices of raw materials, and low profit margin. Goan bakers have been constantly demanding to government to increase the price of bread to cover their increased cost, but the government has not yet responded to their demands. They are also facing a huge competition from modern bakeries like Monginis. The bakers are trying their level best to keep the heritage of bread making alive in Goa.

Now days the younger generation don't want to take up this profession and hence many bakers have been forced to lease the business to outsiders. Hundreds of home-grown bakers, locally known as podders, are shutting shop, no longer firing up earthen ovens around midnight to produce poi early in the morning. Now you can find mostly outsiders involved in this business.

As per All Goa Bakers Association (AGBA), most of the traditional bakers in the state have quit this profession. The reason being inability to adapt to modern changes, rise in prices of raw materials, low selling price and competition from sliced bread produced by big brands. Government has to take the initiative to keep this business alive in Goa. Though government have introduced subsidies and schemes but only few have availed these benefits. The reason could be the huge paper work, also the subsidies are not enough to cover up their cost.

6. Objectives of the Study

1. To know the socio economic status of bakers under study.
2. To study the factors affecting the production and sales of bakery business.
3. To know the problems and difficulties faced by Goan bakery businesses.
4. To know the performance of bakery business under study.

7. Research Methodology

The sources of data include both primary data and secondary data. Primary data was collected by preparing questionnaires and personally interviewing the owners and employees of selected bakeries in Goa. Secondary data was collected by gathering information from the latest articles from different websites.

8. Findings of Study

1. Most of the bakeries in Goa produce almost all types of bakery products (mostly Goan types) and few bakeries produces single type of bakery product. Many of the bakeries earn an annual income ranging from Rs.2,00,000 and more. Although the new generation is lacking interest in the business, most of the bakery units owned were said to be family businesses. The capital invested to start up the bakery business is below Rs.1,00,000 by most of the bakery units.
2. Most of the bakery units have used their own source of finance to start up the business. Finance was also borrowed from banks and from family and friends by few of the bakeries. Problem of demand fluctuation is the major concern for many of the business while carrying out their business. A larger number of the bakeries uses both traditional and modern techniques for making their bakery products. While there are remaining equal numbers of bakeries using traditional and modern techniques.
3. Comparing from the option of buying the raw materials locally, within state and outside state, majority of the bakeries make purchases within state, and a slight majority even purchase locally and very few purchase from outside state of Goa. Many of the bakery units do not get concessions for the purchase of their raw materials. Many of the bakeries do not get any subsidy from the government. Reasons are due to the long procedure and the lower beneficial impact of the schemes.
4. Majority of the bakery units choose to sell their finished products in their locality. While a few number sell their products taluka wise. The bakery units mostly market their products in their shops at the counter and few units distribute their products with help of poder.
5. Most of the bakery units agree that their customers, labours and the supply of water and electricity are the main factor which affects their business and is needed for their success.

6. The bakeries mostly consist of less than 5 employees which include skilled and unskilled labours. Here majority of the bakeries agreed that the number of skilled labour is more than the unskilled. A comparatively lesser percentage of the bakeries advertise their products, and they prefer using newspapers and magazines as their mode of advertisement.
7. Most of the bakeries have their marketing strategy as providing quality products to their customers. A large number of the bakeries do face competition in their locality. More than 50% of the bakery units say that they are members of the bakery association in Goa. The amount of annual licence fee paid to the government by the bakery units is more than ₹500. This mostly includes an amount ranging from ₹500- ₹1000.

9. Conclusion

From the study it can be concluded that most of the bakery businesses operating Goa are family businesses and the owners of these bakeries are mostly male. Both the methods are used to make the products i.e. modern as well as traditional techniques. The bakery businesses in the state have a huge influence on the society as bread is a staple food for most of the people in the state. Besides that the other bakery products like cake, pattice, dodol, bibinca, etc. are a part of the Goan people festive treats. Therefore the demand of the bakery businesses is usually high during the festive season and other traditional events in the local areas. Although the bakery business is a profitable one, many of the bakeries mainly traditional bakeries are closed and the existing still faces tough competition from the bigger bakery brands. Even the government's assistance through its financial schemes for the bakeries is not beneficial enough to survive in the competition.

10. Suggestions

- The current schemes for the bakery units should be upgraded so that more number of bakeries can avail those schemes. Special schemes should be made available by the government to the traditional bakery units in Goa so that they can survive in the existing competition.
- Institutions should be set up relating to bakery where people mainly youngsters can learn about both modern and traditional techniques of making bakery products. The bakeries units should give importance in promoting their business through different media especially through the internet which will help them to increase their sales.
- The bakeries should also keep in check in their quality control measures through recognised authority so business can provide quality products to their customers.
- The Goa Bakery Association should take initiative to boost trade and commerce between the bakery industry and allied industries connected to the bakery industry, such as raw materials, manufacturers and suppliers of bakery machinery and manufacturers of packing, etc.
- Proper training should be given to the new and existing bakers regarding the current operation and knowledge of bakery industry of Goa.

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