



## A STUDY ON PRODUCTION AND MARKETING OF HALWA IN TIRUNELVELI AREA

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### **Abstract**

*Halwa business is very famous in Tirunelveli. But it is not a native sweet. Therefore the researcher has decided to find out why halwa is famous in Tirunelveli and what is the secret behind it. Another need for the study is to find out the opportunity for expanding the business and export opportunity for halwa. The researcher observed that halwa is sold in large quantity and large numbers of people are buying every day.*

*Halwa is a common item find in every traveler's bag to be presented to their near and dear ones when they meet occasionally. Again, the researcher understands that no systematic study has been done in this field. This has motivated the researcher to make this study.*

**Key words:** *Halwa, Export, Quantity.*

### **INTRODUCTION**

Sweets serve as a symbol of happiness and sharing. People in all civilization have made use of sweets to express their joy. North Indians give 'jangery' to express their joy but the south Indians give halwa to express their joy and happiness.

Sweets are distributed on the occasions of festivals and celebrations. It varied from place to place and country to country. Its preparation and use can be related to the social and cultural life of the people. Many sweets are familiar to certain regions. Sweets present in north India are different from south India. However, modern means of communication and invention with people made sweets more universal. For the word 'Tirunelveli' we can able to remember the 'halwa'. Tirunelveli is famous for halwa. Tirunelveli halwa is a continuous love affair between the halwa and saliva.

### **STATEMENT OF THE PROBLEM**

At present one could find a lot of retailing halwa shops in Tirunelveli. As the number of Lala sweet shop has been increasing in Tirunelveli. The tasks of producing halwa are very difficult and tedious. In spite of this, large quantity of halwa is being produced and sold everyday. Production and sales were going up, without affecting the quality of it. Thus, the researcher was tempted to find out the secrets of producing halwa and the method adopted for pricing and selling halwa in Tirunelveli

### **OBJECTIVES OF THE STUDY**

1. To examine the key dimensions relating to the manufacture of Halwa in Tirunelveli area.
2. To assess the production and quality related matters of halwa production.
3. To analysis the marketing pattern and others issues connected with marketing.
4. To estimate the level of competition in this business and the role of pricing in this aspect.
5. To evaluate the possibility of expansion and future scope of this business.
6. To offer suitable suggestions on the basis of the findings of the study.

### **SCOPE OF THE STUDY**

This study covers Tirunelveli area. The researcher has taken 30 respondents for his study. Among the 30 respondents, 15 respondents belonged to the manufacturing units and 15 respondents belonged to the marketing unit. The study was confined to identify the secrets of producing halwa.

### **METHODOLOGY OF THE STUDY**

This study is based on primary data collected through an interview schedule. The researcher understood from the preliminary study that no documentation was available on this subject. Initially the respondents refused to give details about the business. The researcher had to convince them by explaining the basic purpose of the present study.

After convincing them, the researcher was able to get full co operation from the respondents and conducted the interviews successfully by the researcher. Methodology of the study includes construction of interview schedule, sampling design, data collection and analysis of data.

### Construction of Interview Schedule

The interview schedule which is needed for collecting primary data was constructed by the researcher after conducting a pilot study.

### Sampling Design

In this study, the researcher had adopted convenience sampling technique. The convenience sample was based on the availability of the respondent at the time of the visit of the researcher.

An interview schedule was prepared to collect the data from the respondents. The interview schedule was modified after the pilot study. Thus, different variables were identified and included in the interview schedule.

### Data Collection

The researcher himself carried out field work for the study. The researcher had used an interview schedule for collecting data from the respondents. The clarification of questions was quite informal through natural conversation in their vernacular language and was recorded by the researcher in English. Enough care was taken to ensure completeness.

### Data Analysis

After having collected the primary data the researcher has thoroughly verified the data. Afterwards the data was edited. SRM University Statistical tools such as percentages, diagrams are used for analyzing the data and for drawing inferences, appropriate tables are prepared and presented in the analysis part of this work.

## DATA ANALYSIS AND INTERPRETATION

**Table 1, Classification of respondents by members involved in preparing Halwa**

Members	No. Of respondents	Percentage
Family members only	8	27
Workers only	5	16
Both the family and workers	17	57
Total	30	100

Source: Primary Data

The above table shows that out of the 30 respondents, (8) 27% of the respondents are completing their work with the help of their family members only, (5) 16% of the respondents are completing their work with the help of the workers only and (17) 57% of the respondents are completing their work with the help of both the family members and the workers. It is evident from the above table that majority of the respondents are completing their work with the help of both the family members and the work

**Table 2 ,Reason for choosing Halwa Trade**

Reason for trade	No. of respondents	Percentage
Family business	8	27
Long experience in these trade	7	23
Gives more profit	15	50
Total	30	100

Source: Primary Data

The above table shows that out of the 30 respondents, (8) 27% of the respondents have selected halwa trade for family business, (7) 23% of the respondents have selected halwa trade for long experience in these trades and (15) 50% of the respondents have selected halwa trade because it gives more profit. It is evident from the above table that majority of the respondents have selected halwa trade because it gives more profit.

**Table 3, Costs of production of per kg Halwa**

Cost of production	No. of respondents	Percentage
Rs.40 – 50	8	27
Rs.50 – 60	15	50
Above Rs.60	7	23
Total	30	100

Source: Primary Data

The above table shows that out of the 30 respondents, (8) 27% of the respondents told that the cost of production of per kg halwa is from Rs. 40 to 50, (15) 50% of the respondents told that the cost of production of per kg halwa is Rs. 50 to 60 and (7) 23% of the respondents told that the cost production of per kg halwa is above Rs.60. It is evident from the above table that the cost production of per kg halwa is between Rs.50 and 60.

**Table 4, Monthly sales of Halwa (in Kgs)**

Sales (in Kgs)	No. of respondents	Percentage
Below 3000 kgs	8	27
3000 – 5000 kgs	12	40
5000 – 7000 kgs	6	20
Above 7000 kgs	4	13
Total	30	100

Source: Primary Data

The above table shows that out of the 30 respondents, (8) 27% of the respondents are selling halwa below 3000 kgs on monthly basis, (12) 40% of the respondents are selling the halwa 3000 to 5000 kgs, (6) 20% of the respondents are selling the halwa 5000 to 7000 kgs and (4) 13% of the respondents are sell the halwa above 7000 kgs. It is evident from the above table that majority of the respondents are selling halwa at 3000 to 5000 kgs on a monthly basis

**Table – 5, Average annual income derived from Halwa business**

Average annual income	No. of respondents	Percentage
Below 2,00,000	9	30
2,00,000 –7,00,000	14	47
Above,7,00,000	7	23
Total	30	100

Source: Primary Data

The above table shows that out of the 30 respondents, (9) 30% of the respondents are annual average income derived from halwa business are below Rs.2,00,000, (14) 47% of the respondents are annual average income derived from the halwa business are Rs.2,00,000 to 7,00,000 and (7) 23% of the respondents are annual average income derived from halwa business are above Rs.5,00,000 . It is evident from the above table that majority of the respondents are annual average income derived from halwa business are Rs.2, 00,000 to 7, 00,000

**Table - 7, Reason for buying halwa in your shop**

Reason for buying	No. of respondents	Percentage
Quality and Taste	14	46
Shop Name	8	27
Cheap	8	27
Total	30	100

Source: Primary Data

The above table shows that out of 30 respondents, (14) 46% of the respondents said that the reason for buying halwa in their shop is quality and taste, (8) 27% of the respondents said that reason for buying halwa in their shop is shop name and (8) 27% of the respondents said that the reason for buying halwa in their shop that it is cheap. It is evident from the above table that majority of the respondents said that the reason for buying halwa in their shop is quality and taste.

## FINDINGS AND SUGGESTIONS

This study has been done with the specific objective of assessing the marketing strategies followed by Halwa traders. The necessary primary data were collected through personal interview method. The collected data were analysis with the help of statistical tools like tables, percentage and finally inferences were made. This chapter deals with the findings and suggestions.

### FINDINGS

The following are the major findings of the study

- Majority of the respondents are belonging to the age between 31 to 40 years.



- Majority of the respondents have completed their higher secondary education only.
- Many of the traders are doing their work with the help of both the family members and their workers.
- Large numbers of respondents are having 10 to 15 years experience.
- Majority of the respondents are purchasing their raw materials from the wholesaler.
- Large numbers of the respondents are purchasing their raw materials by credit.
- The cost of production of per kg halwa is works out to Rs.40 to 50.
- Majority of the respondents are fixing their rate according to the standard rate prevailing in the market.
- Large numbers of respondents are selling the halwa through direct sales. There is no middle man involved in the halwa business.
- Majority of the respondents are selling the halwa immediately after manufacturing.
- Large numbers of the respondents are using cellophane paper for packing.
- Large numbers of respondents told that the sale of halwa was not uniform throughout the year.

### **SUGGESTIONS**

After this interesting study the researcher takes pleasure in placing the following suggestions to improve the business.

- There is a large scope for expanding this business by implementing modern techniques in the production process.
- The package must be attractive, hygiene and eco-friendly.
- Advertising may be used by the producers to improve their sales.
- Research and development should be done in the product to reduce the health hazards and longevity of packed halwa.
- The stores should be made more attractive and convenient for the customers.
- The halwa business is generally an unorganized sector therefore the researcher suggests that the Government may form a taskforce study this trade and provide training to the prospective and existing labour on various issues like production techniques, hygiene methods etc.,
- The Government must provide loans at a cheaper rate of interest to the producers who need financial assistance.

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