

A STUDY OF FOOD: BIRYANI BUSINESS

Assit. Prof. Kavita Sikder

T.J.College,Khadki,Pune

Dr.Tejaswinii V.Shende

T.J.College,Khadki,Pune

Dr. Shailendra Pandharinath Kale

T.J.College,Khadki,Pune

Mr. Aashique Ali Shah

T.J.College,Khadki,Pune

INTRODUCTION:

Biryani is one of the most popular dishes in South Asia, as well as among the diaspora from the region. Similar dishes are also prepared in other parts of the world such as in Iraq, Myanmar, Thailand, and Malaysia. Biryani is the single most-ordered dish on Indian online food ordering and delivery services, and has been labelled as the most popular dish overall in India.

One theory states that it originated from birinj (Persian:), the Persian word for rice. Another theory states that it is derived from biryan or beriyan (Persian:), which means "to fry" or "to roast". It may alternatively be related to the Persian word bereshtan (Persian) which also means "to roast (onions)", as the dish is often prepared by flavouring rice with fried onions and meat, besides mild spices.

The exact origin of the dish is uncertain. In North India, different varieties of biryani developed in the Muslim centres of Delhi (Mughlai cuisine), Rampur, Lucknow (Awadhi cuisine) and other small principalities. In South India, where rice is more widely used as a staple food, several distinct varieties of biryani emerged from Hyderabad Deccan (where some believe the dish originated[10]) as well as Tamil Nadu (Ambur, Thanjavur, Chettinad, Salem, Dindigal), Kerala (Malabar), Telangana, and Karnataka (Bhatkal) where Muslim communities were present.

According to historian Lizzie Colling ham, the modern biryani developed in the royal kitchens of the Mughal Empire (1526–1857) and is a mix of the native spicy rice dishes of India and the Persian pilaf. Indian restaurateur Kris Dhillon believes that the dish originated in Persia, and was brought to India by the Mughals. Another theory claims that the dish was prepared in India before the first Mughal emperor Babur conquered India.[14] The 16th-century Mughal text Ain-i-Akbari makes no distinction between biryanis and pilaf (or pulao): it states that the word "biryani" is of older usage in India. A similar theory, that biryani came to India with Timur's invasion, appears to be incorrect because there is no record of biryani having existed in his native land during that period.

INGREDIENTS:

Ingredients for biryani vary according to the region and the type of meat and vegetables used.

Meat (of either chicken, goat, beef, lamb, prawn or fish) is the prime ingredient with rice. As is

common in dishes of the Indian subcontinent, vegetables are sometimes also used when preparing biryani. Corn may be used depending on the season and availability. Navratan biryani tends to use sweeter, richer ingredients such as cashews, kismis and fruits, such as apples and pineapples. The spices and condiments used in biryani may include fennel seeds, ghee (clarified butter), nutmeg, mace, pepper, cloves, cardamom, cinnamon, bay leaves, coriander, mint, ginger, onions, tomatoes, green chilies, and garlic. The premium varieties include saffron. The main ingredient that usually accompanies the spices is chicken or goat meat; special varieties might use beef or seafood instead. The dish may be served with dahi chutney or raita, korma, curry, a sour dish of aubergine (brinjal), boiled egg, and salad.

OBJECTIVE:

To Study the Biryani Dish and business.

To expand the knowledge of Biryani Business.

IMPORTANCE:

- Biryani is one of the most popular dishes in South Asia, as well as among the Diaspora from the region.
- Biryani is difficult to make but most of population is like,
- Biryani is a healthy food and tasty.

SCOPE:

- Biryani is one of the most popular dishes in South Asia, as well as among the Diaspora from the region.
- Dishes are also prepared in other parts of the world such as in Iraq, Myanmar, Thailand, and Malaysia and India.
- Biryani is the single most-ordered dish on Indian online food ordering and delivery services, and has been labelled as the most popular dish overall in India.



Hypothesis:

- Biryani Dish is very popular all over the world.
- Most of people like Biryani in the world.

RESEARCH METHODOLOGY:

- This data is completely depend upon the secondary data. Books , Journal, Magazine , Internet.

OBSERVATION:**VARIETIES OF BIRYANI IN INDIA :**

- Ambur/Vaniyambadi biryani Ambur/Vaniyambadi biryani is a variety cooked in the neighbouring towns of Ambur and Vaniyambadi in the Tirupattur district of the north eastern part of Tamil Nadu, which has a high Muslim population. It was introduced by the Nawabs of Arcot who once ruled the area. It is typically made with jeera samba rice. The Ambur/Vaniyambadi biryani is accompanied by dhalcha, a sour brinjal curry, and pachadi or raitha (sliced onions mixed with plain yogurt, tomato, chilies, and salt). It has a distinctive aroma and is considered light on the stomach. The usage of spice is moderate and curd is used as a gravy base. It also has a higher ratio of meat to rice. Ambur-style biriyani is popular as street food all across South India

- Beef biryani, as the name implies, uses beef as the meat. In Hyderabad, it is famous as Kalyani biryani, in which buffalo or cow meat is used. This meal was started after the Kalyani Nawabs of Bidar came to Hyderabad sometime in the 18th century. The Kalyani biryani is made with small cubes of beef, regular spices, onions, and many tomatoes. It has a distinct tomato, jeera and dhania flavour. In Kerala, beef biryani is well known.

- This is an integral part of the Navayath cuisine and a specialty of Bhatkal, a coastal town in Karnataka. Its origins are traced to the Persian traders who left behind not only biryani but a variation of kababs and Indian breads. In Bhatkali biryani, the meat is cooked in an onion and green chili-based masala and layered with fragrant rice. It has a unique spicy and heady flavour, and the rice is overwhelmingly white with mild streaks of orange. Its variations include beef, goat, chicken, titar (Partridge), egg, fish, crab, prawn, and vegetable biryani. Though similar to those in Thalassery, this biryani differs with lingering after-notes of mashed onions laced with garlic. A few chilies and spices littered with curry leaves lends a unique flavour to Bhatkal biryani. No oil is used.

- Bohri biryani, prepared by the Bohris is flavoured with lots of tomatoes. It is popular in Karachi.

- Chettinad biryani is famous in the Indian state of Tamil Nadu. It is made of jeeraka samba

rice, and smells of spices and ghee. It is best taken with nenju elumbu kuzhambu, a spicy and tangy goat meat gravy[citation needed]. The podi kozhi is usually topped with fried onions and curry leaves.

- Desh ki biryani is a typical biryani made from small cubes of beef or mutton. This biryani is famous in Parbhani and generally served at weddings. The meat is flavoured with ginger, garlic, red chili, cumin, garam masala, fried onion and curd. This biryani is also known as kachay gosht ki biryani or dum biryani, where the meat is marinated and cooked along with short grain and fine rice. It is left on a slow fire or dum for a fragrant and aromatic flavour.

- The Delhi version of biryani developed a unique local flavour as the Mughal kings shifted their political capital to the North Indian city of Delhi. Until the 1950s, most people cooked biryani in their home and rarely ate at eateries outside of their homes. Hence, restaurants primarily catered to travellers and merchants. Any region that saw more of these two classes of people nurtured more restaurants, and thus their own versions of biryani. This is the reason why most shops that sold biryani in Delhi, tended to be near mosques such as Jama Masjid (for travellers) or traditional shopping districts (such as Chandni Chowk). Each part of Delhi has its own style of biryani, often based on its original purpose, thus giving rise to Nizamuddin biryani, Shahjahan Abad biryani, etc. The city of Dhaka in Bangladesh is known for selling Chevon Biryani, a dish made with highly seasoned rice and goat meat. The recipe includes: highly seasoned rice, goat meat, mustard oil, garlic, onion, black pepper, saffron, clove, cardamom, cinnamon, salt, lemon, doi, peanuts, cream, raisins and a small amount of cheese (either from cows or buffalo). Haji biryani is a favourite among Bangladeshis living abroad. A recipe was handed down by the founder of one Dhaka restaurant to the next generation. Haji Mohammad Shahed claimed, "I have never changed anything, not even the amount of salt". Dhakaiya Kacchi Biryani is accompanied by borhani, a salted mint drink made of yogurt, coriander, mint and salt.

- The Dindigul town of Tamil Nadu is noted for its biryani, which uses a little curd and lemon juice for a tangy taste

- Hyderabadi biryani is India's most famous biryani; some say biryani is synonymous with Hyderabad.[48] The crown dish of Hyderabadi Cuisine, Hyderabadi biryani developed under the rule of Asaf Jah I, who was first appointed as the governor of Deccan by the Mughal Emperor Aurangzeb. It is made with basmati rice, spices and goat meat. Popular variations use chicken instead of goat meat. There are various forms of Hyderabadi biryani, such as kachay gosht ki biryani or dum biryani, where goat meat is marinated and cooked along with the rice. It is left on a slow fire or dum for a fragrant and aromatic flavour.

- Memoni biryani is an extremely spicy variety developed by the Memons of Gujarat-Sindh

region in India and Pakistan. It is made with mutton, dahi, fried onions, and potatoes, and fewer tomatoes compared to Sindhi biryani.

- Kalyani biryani is a typical biryani from the former state of Hyderabad Deccan. Also known as the "poor man's" Hyderabadi biryani, Kalyani biryani is always made from small cubes of buffalo meat. The meat is flavoured with ginger, garlic, turmeric, red chili, cumin, coriander powder, and much onion and tomato.

Calcutta or Kolkata biryani evolved from the Lucknow style, when Awadh's last Nawab Wajid

Ali Shah was exiled in 1856 to the Kolkata suburb of Metiabruz.[16] Shah brought his personal chef with him. The Kolkata biriyani is characterized by the unique presence of potato in it, along with meat and egg ('dim' in Bengali). It is said that the Nawab, having lost his kingdom, could not afford meat, so his chefs tried to compensate by adding potatoes. But serious historians have rejected this as a myth. When Wajid Ali Shah arrived in Kolkata, the potato was an exotic vegetable in India and the former Nawab of Awadh, being a connoisseur of great food encouraged their chefs to try new ingredients in the dish. The Kolkata biryani is much lighter on spices but high on flavours.

- This type of biryani is popular in the Palakkad and Coimbatore regions. This was most commonly prepared by Rather families in Kerala and Tamil Nadu. This type of biryani is cooked in a different style. Goat meat is most commonly used and it is entirely different from Malabar biryani.

A Biryani Business point of view :

Pune districts Area:

Total Hotels in Pune district	10 plate Biryani dish sold per day with their price	Total
2623 hostels	26230 Biryani dish 10plates sold per day per hotels X 200 Rs.	5246000/- Rs.
Dhaba 201	Min.2010 plate X 80	16080/- Rs
local market 500 Stall	Min 5000 plate X 40	200,000/- Rs.

CONCLUSION AND SUGGESTION:

Biryani isn't something anyone can throw together in a flash. Not only for the most famous Hyderabadi biryani, but it is for the others as well, there is a very detailed and long method of making it to get the best tasting product. A great biryani necessitates precisely measured ingredients and a well-honed technique. Biryani was traditionally prepared using the dum pukht process (slow breathing oven in Persian). The ingredients are loaded into a pot and cooked slowly over charcoal, often from the top as well, to allow the dum or steam to do its job. The steaming meat becomes tender in its juices while flavouring the rice in the pot, which is sealed around the edges with dough. The interweaving of the white and coloured rice grains, as well as the chicken pieces or vegetable, is a wonderful sight as layers of freshly prepared biryani are gently mixed.

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