

# A STUDY ON THE POPULARITY OF MALWANI CUISINE IN NAVI MUMBAI

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**Abstract** *Malwani cuisine is a very popular food cuisine among maharashtrians. It's being liked now by people from other parts of the country as well. This is seen in the increased number of restaurants that are sprouting all over Maharashtra, and the country as well. It is difficult to give the number of such restaurants as it's an unorganised sector.*

*The present study was conducted with the view to understand why people are going to restaurants that serve authentic Malwani food. The findings of the study reveal that authenticity of food and ambience of restaurant play a role in why people enjoy this food.*

**Keywords:** *Malwan, Cuisine, Malvani, Murg, Kombadi Wade, Maharashtra*

## INTRODUCTION

Malvan is a town in Sindhudurg District, the southernmost district Maharashtra. This culturally and historically important town is a taluka place in Sindhudurg District. Malvan taluka consists of villages like Aangnechi wadi, Achra, Khalchi Devli, Jamdul, Juva, Pankhol and Sarjekot. Malvan is well-known for its historical monument, the Sindhudurg fort, which is beautiful and vast in area. Several invented and some more plausible stories related to the name Malvan exist. Salt was produced in large quantity in the Malvan region. Salt producers use term Mahalavan to describe a region rich in salt, a compound word from "Maha" meaning great, and "lavan" meaning plantation (or salt). Another possibility is a phonetic derivative of the compound of "Mad" and "Ban", Malvani for coconut trees and garden respectively, relating to the large number of coconut trees in the region.

Malvan is easily accessible by road. Malvan is 514 km away from Mumbai, 200 km from Ratnagiri. When arriving from

Mumbai or Goa, take National Highway NH-17 till Kasaal and then take a State Transport bus or Rickshaw for an approximately 35 km ride to Malvan.

The dietary food patterns of Malvan have their regional peculiarities pertaining to Konkan distinguishing them from the general pattern of Maharashtra.

Among the well-to-do, rice is the staple food supplemented now-a-days because of food rationing with a quantity of wheat. Meals are taken at noon and after sunset. With the rice is taken some ghee (clarified butter), a curry or amti of split pulse, onions, spices and a tamarind or kokam dressing, and vegetables fried in sweet oil, spiced and preferably added with some fresh coconut scraping. Buttermilk (taka) is so indispensable with Brahmins that almost every house, except the poorest, keeps a cow or buffalo. Catanis, koshimbirs, lonace, Papad, and Sandage are the usual adjuncts to a meal among the well-to-do

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## MALVANI CUISINE

Kombdi Vade or Murgh Malvani is a non-vegetarian dish, which is quite popular in Maharashtra. The dish consists of the traditional Malvani chicken curry (including chicken pieces with bones), vade (like a puri, which is a fluffy, fried bread of wheat and nachni flour), onion, lemon and solkadhi.

Mori Masala or Shark curry is a highly popular dish along the Konkan coast.

Solkadhi is an energizing curry drink, highly popular in Konkan. It is made from coconut milk and kokam. It is usually served with Kombdi Vade, various fish delicacies and Mutton Malvani.

Bangda Fry is a popular dish, especially in Mumbai. The head of the Bangda (mackerel) fish is removed and discarded and the other part is fried as a whole.

Malvani Mutton Curry is a highly popular dish throughout the Konkan region. It is similar to Murgh Malvani except that the spices are slightly different.

Kavda Curry is an extremely delicious dish made from a local Konkani bird called “Khavda”.

Bombil Fry or Bombay Duck Fry is an immensely popular dish, especially in north Konkan regions such as Mumbai and Raigad.

Paplet Saar is a dish consisting of Pomfret cooked in traditional Malvani fish curry. This dish is especially popular in Mumbai.

Phanasachi Bhaji is an exotic vegetarian dish, made from Jackfruit, chillies and spices.

Kaju Chi Aamti is a spicy curry of caju (cashews). It is a spicy preparation and is savoured by the Malvani populace.

### Objectives of Study

- To understand why people visit speciality malvani restaurant.
- To know the factors responsible for acceptance of malvani cuisine.

## METHODOLOGY

A survey of guests visiting the restaurant was conducted over a period of two months.

A restaurant serving authentic malvani cuisine was chosen for the survey. The restaurant located in Belapur was chosen for the ease in accessing the respondents.

This speciality Malvani restaurant serves refreshments like Solkadi, Solkadi khamba, fruit juices and also they serves spirits.

The Non-Veg menu is consist of all speciality malwani dishes which includes, kombdi vade,Chicken Sukka, Mutton Sagoti, Mutton Sukka, Tawa fry bombil, Tawa fry Surmai, Tikhalyacha kalvan, Shimplya curry, Shimplya fry , Kolambi bhatt with malwani chicken Thali, Fish Thali, Mutton Thali is also available.

The Restaurant also serves malvani vegetarian recipes which includes bharali vangi, bharale tomatar, kala vatana usal, Methi batata, malvani vegetable korma etc.

In starter kothmir wadi is vouch for with varieties of Pakoras. In breads they serve rice bhakri and vade which the speciality of malvani cuisine.

In dessert menu is only the frozen desserts they serve.

Pricing of the Chicken thali is 280/-, fish thali is 380/-, Mutton thali is 380/- Also chicken main course pricing is between 250- 300rs, fish dishes as per season and availability.

A feedback form was made and presented on a sample of 100 respondents. The feedback form consisted of statements covering the background data of the respondent, Quality of food, ambience of the restaurant, value for money and overall experience of eating at the restaurant.

### FINDINGS OF THE STUDY

I have done a review of one of the famous malwani restaurant located in Belapur named “Malwan Katta”. This survey is just to understand the popularity of malwani cuisine in Navi Mumbai and also to know the feedback of guest about food as well as other aspects which makes lot of difference in complete experience of enjoying each moment spent in the restaurants. I have requested owner of the restaurant to help me as well as him to understand the guest views of overall experience in his restaurant, accordingly we have made feedback form and given to the guest.



The following tables are the feedback of 100 Guest who visited restaurant.

#### Age Criteria

Age	20-30	30-40	40-50	50+ above
No/%	28	36	20	16

First age group 20-30 age, this are new generation which generally prefers junk food but still this age group visit speciality restaurant to experience the authentic malwani food and also gives their opinion about the restaurant.

Mainly the age group between 30-40 is the middle age people who are working entire week in the office and eat normal meal everyday prefers to go to places on weekend to enjoy the authentic meal and other age group member prefers to accompany the family member to enjoy the speciality meal.

Malwani cuisine is not only preferred by malwani and Konkani people but also by different communities because of the simplicity and even variety of seafood preparations along with accompaniments like vade, rice, solkadi etc. The place Malwan katta is operating in Belapur from last 10 years maintaining authenticity of malwani cuisine with considering all the factors which attracts all the group clientele to visit and experience the best Malwani meals.

## Quality

Quality plays an important role in acceptability of cuisine in a restaurant, particularly when it comes to speciality food. A survey was done to ascertain the same.

Criteria Quality	Excellent	Very Good	Good	Ok	Not Satisfactory
Quality	48	32	20	00	00
Authenticity in Food	46	34	20	00	00
Preparations	28	60	12	00	00
Selection of menu	36	34	10	00	00

From the above table it is clear that the restaurant offers excellent food. 100 percent customers are satisfied with it and no one has even remarked it as average. That's probably the reason why this is being accepted by people.

## Food Related Review

The above table is the review of the guest given by different aged people in different categories by getting explored by the meal eaten in the restaurant. The first criteria was the quality of food rated mainly in three categories. 48% of the guest find quality of food was excellent followed by 27% guest found food quality were good and 25% guest reviewed that the food quality was good.

By overall calculation the quality and even authenticity of food is well maintained by the restaurant chefs. Even all the preparations (dishes) by review we understood that is up to good standards.

Even the review of selections and options in the menu card was generous, so that guest was offered good options for the meal.

## Value for Money

Criteria	Excellent	Very Good	Good	Ok	Not Satisfactory
Value for Money	50	38	12	00	00

By examining the Feedback given by the guest, we can conclude that the pricing of the food is appropriate. Guest feels the money they are paying for the dishes is not very high as even maintaining the quality of the food ingredient taken into consideration.

## Service Review

Criteria	Excellent	Very Good	Good	Ok	Not Satisfactory
Waiting intervals	36	30	20	04	00
Friendliness and professionalism of the waiters	58	42	00	00	00
Promptness of services	48	50	02	00	00

The feedback given about service which includes following aspects covers waiting intervals, friendliness, and professionalism of the waiter and promptness of services.

Guest find that waiting intervals meaning the time taken by the restaurant staff when he enters the restaurant, takes a table for meal, giving the food order and then serving of food, all were very prompt. Enough of staff is allotted so that there should not be any delay in the service. Also waiters and servers are very friendly and polite in the nature so that guest will get a homely feeling. It ensures repeated visits. Promptness of services and asking about any requirement of anything in intervals during the meal showed concern for the guest. This was genuinely appreciated by guest and ensured repeated visits.

## Review on Ambience

Criteria	Excellent	Very Good	Good	Ok	Not Satisfactory
Decoration of restaurant	28	48	04	00	00
Seating plans	46	48	06	00	00
Comfortable lighting and music	42	48	10	00	00

The décor of the restaurant is aesthetic and appealing. Seating arrangements were comfortable to them. Proper lighting - There was a sense of malwani theme in all small fixtures includes food served in typical plates, bowls and glasses and also serving utensils like handi made from steel, copper and brass.

## Overall Ratings

Criteria	Excellent	Very Good	Good	Ok	Not Satisfactory
Overall Experience	44	36	20	00	00

As per the feedback guest find the overall experience was good. They were very happy and satisfactory with food and also other facilities provided by the restaurant.

## CONCLUSION

“Malvan katta” in Belapur offers authentic malvani cuisine and excellent ambience. No wonder it is popular among the old and the young alike. The standards of service are also good and so customers seem to be enjoying visiting it again.

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