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G.I. APPLICATION NUMBER – 859

Application Date: 28-03-2022

Application is made by **Banaras Mishthan Vikas Samiti** at S.28/177, Panchcroshi Road, Shivpur, District: Varanasi – 221 003, Uttar Pradesh, India for Registration in Part A of the Register of **Banaras Lal Peda** under Application No. 859 in respect of Peda - Milk Product falling in Class – 29 is hereby advertised as accepted under Sub-section (1) of Section 13 of Geographical Indications of Goods (Registration and Protection) Act, 1999.

- A) **Name of the Applicant** : Banaras Mishthan Vikas Samiti
- B) **Address** : Banaras Mishthan Vikas Samiti,
S.28/177, Panchcroshi Road, Shivpur,
District: Varanasi – 221 003, Uttar Pradesh,
India.

Facilitated by:

1. Department of Dairy and Food,
Government of Uttar Pradesh,
2. NABARD, Uttar Pradesh

- C) **Name of the Geographical Indication:**

BANARAS LAL PEDA



- D) **Types of Goods** : **Class 29 – Peda - Milk Product**

- E) **Specification:**

Varanasi is not only world famous for Gods and deity, Art and Culture and versatility in Food products. Most of traditional dairy product of Varanasi contains high fat and high sugar. Lal Peda is a major Khoa based sweet, which is highly popular among Banarasi, mainly because of their delicious taste and high nutritional value.

Lal Peda is an indigenous, Khoa based, heat desiccated milk sweet prepared from the combination of both buffalo milk 80% and cows milk 20%. Lal Peda is a regional variant of Peda is major specific combination at Varanasi.

Lal Peda is offered at religious places as Prasad and as an item of menu at many ceremonial functions in Varanasi and nearby districts. A large amount of Lal Peda is offered at temples in Kal Bhairave and Kashi Vishwanath temple at Varanasi.

According to the consumer demand, newly developed low sugar, low calorie and fibre enriched Lal Ped is being prepared which constitutes an important attribute of its worthiness. A fresh lot of low sugar, low calorie and fibre enriched Lal Peda was prepared for consumer acceptability.

- Lal Peda is produced and marketed has shelf-life of 15 to 20 days in rainy season and 35 to 45 days winter season and 25 to 30 days summer seasons. It is consumed fresh. For making it popular outside the traditional manufacturing region, there is a need to have its much higher shelf-life also.
- Consumer response of low sugar, low calorie and fibre enriched Lal Peda:
- Lal Peda is a sweet prepared from Danedar variety of khoa by the addition of sugar.
- Lal Peda is a higher shelf life because of lower moisture content and sugar in it.
- Lal Peda is religious importance as they are offered as “Prasad” during worship of God and Goddess in the temples.
- Lal peda also used at the time of Vrat (fast) in various festivals at Varanasi and Easter UP.
- Lal Peda is characterized as a circular slightly flattened ball with low moisture content and brownish in colour and smooth texture.

F) Description:

Varanasi, the city of gallis and ghats is not only famous for its Banarasi sari and Banaras Paan, but also famous for the Lal Peda loaded with high sugar and loaded with Ghee. Lal Peda is a popular heat desiccated traditional dairy delicacy of Varanasi since very long time and offered as Prasad also in various ancient temples by devotees.

Banaras ka Lal Peda: This is a very special sweet dish from Varanasi made from cooking milk for hours or directly from Danedar Khoa. It is known as lal peda (lal means red color and peda is a category of sweet made by cooking milk). Lal peda is an indigenous dairy product of Varanasi. Its acceptance by consumers depends on its quality and shelf life. The producers (Halwai) are not using any type of color in this sweet nor any type of other ingredients. Only they used Khoa of Baffallo and Cow mixing in a appropriate manner like 80% + 20% respectively and Sugar(chini).

In the old time, they used Desi Chini (made from Khandsari) and even that period also many people at the time of vrat (fast period) are using Desi chini.

Lal Peda is a popular heat desiccated traditional dairy delicacy of eastern India specially Uttar Pradesh. It is prepared by blending of Khoa and sugar followed by heat desiccation until characteristic reddish brown colour appears.

1. Khoa used for Lal peda making is granular (danedar)
2. Khoa used for making Lal Peda has natural sweetness and softness.
3. Lal Peda is an indigenous, Khoa based, heat desiccated milk sweet prepared from the combination of both buffalo milk khoa 80% and cows milk howa 20%.

The Lal Peda is deficit in fibre so the developed Lal Peda was prepared with addition of oat. This product is manufactured since long time yet not glamorized as other Khoa based sweet products.

Qualitative Characteristics

Lal Peda is offered at religious places as “Prasad” and as an item of menu at many ceremonial functions in Varanasi. A large amount of peda is offered at temples in Varanasi daily. It is made of

either dried or whole milk thickened by heating it in an open iron Karahi or directly use Khoa as a base material with chini for production of Lal peda.

Classification of khoa:

Danedar type of Khoa is used for the making of Lal Peda and other important characteristics of Lal peda khoa are:

Total solids percent by mass, Minimum	:	60
Fat, percent by mass (on dry basis), Minimum	:	37
Total ash, percent by mass (on dry basis), Maximum	:	6.0
Titrateable acidity, (as lactic acid) per cent by mass basis, Maximum	:	0.9
Coliform count per gram, Maximum	:	90
Yeast and Mould count per gram, Maximum	:	50

Composition of Lal Peda: Constituents as %

Moisture	-	10.20
Fat	-	20.10
Proteins	-	19.00
Lactose	-	18.30
Ash	-	2.40
Sucrose	-	30.00

The process for the manufacture of low calorie, low sugar and fibre enriched Lal Peda was standardized. Optimization of product stages and levels of addition of maltodextrin, sorbitol, oat, sugar and aspartame were used with help of sensory evaluation score.

The formulation with buffalo milk with 3 per cent fat, 2 percent maltodextrin, 0.50 per cent oat on the basis of milk and 20 per cent sugar and 0.10 as partame on the basis of Khoa were considered to be the most appropriate formulation for preparation of low sugar, low calorie and fibre enriched Lal Peda.

Chemical quality of Lal peda depends on the following factors:

- The type of milk and its quality
- Quality of khoa used
- The amount of sugar that is added
- The process and method of manufacture
- The Storage conditions of finished product

G) Geographical area of Production and Map as shown in page no:

The Geographical Area of production of Banaras Lal Pedha is Varanasi district of Uttar Pradesh, India.

Varanasi District is situated 25°.20'N latitude and 83°.00'E longitudes.

H) Proof of Origin (Historical records):

Varanasi one of the ancient cities and seat of learning in India is located on the left bank of the most sacred river Ganga. Varuna and Assi are the two streams bounding it from north and south. The city seems to have acquired its name from the combination of the names of these two streams and the district has been named after it. In medieval times, this name was corrupted to Banaras and it remained as such till May 1956, when it was changed to Varanasi. Being a great religious centre of

Hindus, it is visited by millions of people every year and so is the reason that it finds a mention in several ancient sacred texts like Purans, Mahabharat and Ramayana. Besides Hinduism, Buddha and Jain dharma have also flourished on this sacred place. Sarnath, hardly 12 kms, from the city is the place where Lord Buddha preached his first sermon revealing the eight fold path that leads to the attainment of inner piece enlightenment and ultimate Nirvana.

Lal peda is one of the most popular indigenous heat desiccated dairy products of Varanasi region of Uttar Pradesh. It has been traditionally made on small scale by local sweetmeat makers. It is made from khoa obtained from cow milk and buffalo milks combination.

Lal peda has a characteristic brown-red colour developed during heat processing due to caramelization of khoa along with sugar. The shelf life of lal peda as 15 to 45 days in room temperature at 37°C and 4°C, respectively.

The Lal Peda samples were stored under different combinations of N₂ and CO₂ (98 % N₂: 0 % CO₂; 70 % N₂: 30 % CO₂) and effects on microbial status, textural and physico-chemical attributes were studied during storage.

The shelf life of a Lal Peda can be altered by changing its composition and form, the environment to which it is exposed, or by the packaging system. The deteriorating agents of the food quality are oxygen contained in the air and microorganisms such as bacteria and mold. Oxygen promotes several types of deteriorative reactions in foods including oxidation of fat, browning reactions and pigment oxidation.

Most of the common spoilage bacteria and fungi require oxygen for growth. Therefore, to increase the shelf life of Lal Pedas, the package atmosphere should contain a low concentration of residual oxygen.

In order to increase the shelf life of perishable products, different techniques could be applied, among them modified atmosphere packaging (MAP) could be an interesting possibility because of the high demand for additive-free products.

The city of gallis (mohalla) and ghats is not only famous for its Lal Peda. Like most pedas, it is made from Khoa with sugar. it's allowed to brown, giving the peda its reddish appearance. Loaded with ghee, the peda is shaped by hand and dusted with semolina and pistachios as a finishing touch.

References Banaras Lal Peda:

- 1. Food & Nutrition Journal, Advances in Processing of Heat Desiccated Traditional Dairy Foods of Indian Sub-Continent and Their Marketing Potential** By Dipesh Aggarwal, P.N. Raju, Tanweer Alam, Latha Sabikhi, Bindvi Arora, Department of Food and Nutrition, Lady Irwin College, New Delhi – lal peda (Eastern Uttar Pradesh). Lal Peda is generally prepared by mixing khoa and sugar in the ratio 3:1, the mixture is heated on gentle fire, stirred till the mixture attains a relatively firm texture. The content is mixed thoroughly and made into balls of 15-25g size by rolling between the palms. The balls are flattened to give the disc shape.
- 2. Consumer responsibility of low sugar, low calorie and fibre enriched Lal Peda** By B.C. Andhare, D.C. Rai and Tanweer Alam, Banaras Hindu University, Varanasi (U.P.) India – Varanasi, the city of gallis and ghats is not only famous for its Banarasi saree and Banarasi paan, but also famous for the Lal Peda loaded with higher amount of sugar and loaded with Ghee, the Peda is shaped by hand and dusted with semolina and pistachios as a finishing touch. Lal Peda is a popular heat desiccated traditional dairy delicacy of eastern India specially Uttar Pradesh. It is prepared by blending of Khoa and sugar followed by heat desiccation until characteristic reddish brown colour appears. The Lal Peda is deficit in fibre so

the developed Lal Peda was prepared with addition of oat. This product is manufactured since long time yet not glamorized as other Khoa based sweet products.

3. **Reading Manual for Peda Processing under PMFME Scheme, National Institute of Food Technology Entrepreneurship and Management Ministry of Food Processing Industries**
– Lal peda: It is a very brown peda with an intense cooked flavour due to the browning with a lot of free fat present and is mainly prepared in some parts of Eastern Uttar Pradesh such as Varanasi with the addition of cardamom.

I) **Method of Production:**

Lal Peda is offered at religious places as “Prasad” and as an item of menu at many ceremonial functions in Indian society. A large amount of peda is offered at temples in Varanasi daily. However, no investigation has been carried out to evaluate the textural and sensory quality of peda sold in Varanasi markets.

Raw Material: Ingredients: Cow and Buffalo Milk, Sugar, Desi Chini,

Tools: Karaha, Chholani, Cotton cloth, Bhatti, Kishti, Knife.

Chemical quality of Lal peda depends on -

- Type and quality of milk,
- Quality of khoa if used
- Amount of sugar added,

Process of Preparation:

A variety of sweets are prepared from khoa. Danedar khoa are used in the preparation of Lal peda.

Traditional method:

Lal peda making from milk

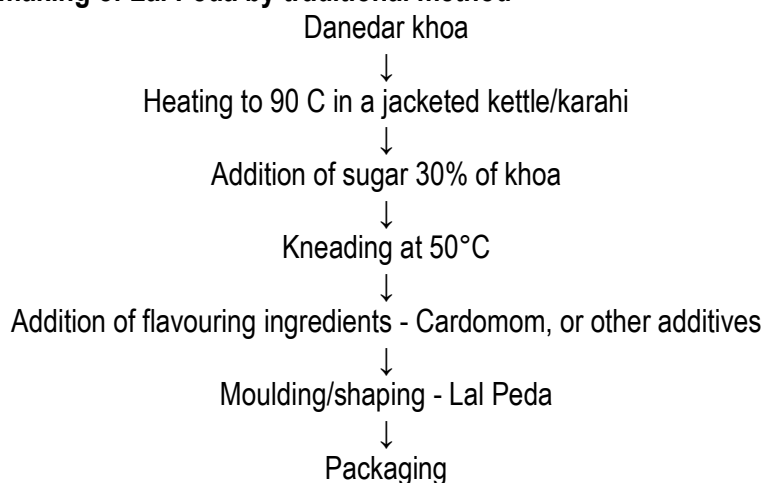
- About 5 litres of buffalo milk is taken in an open pan and heated on a brisk non smoky, fire. When the milk reaches a rabri stage, about 400 - 450 gm sugar is added and stirring and scraping continued until a pasty consistency is obtained.
- During the last stages of heating, the paste is worked up into a smooth mass. The heating is then stopped;
- The paste is spread on the walls of the pan for cooling. Then the product is shaped in to either flattened circular balls or rectangular shapes.
- Optional ingredients and flavors added.

Manufacturing Process of making Khoa from Milk for Lal Peda:

Khoa is manufactured by using standardized milk (6% fat and 9% SNF) procured from local market of Varanasi, and Milk is concentrated with continuous stirring up to 67% TS for making khoa. Khoa is cooled to $25 \pm 3^{\circ}\text{C}$ for 15 min and Khoa is ready. Khoa and sugar (35% of khoa) is taken in a vessel and heated for desiccation with continuous stirring till the product attained a reddish brown colour. Lal peda is cooled to $25 \pm 3^{\circ}\text{C}$. Then khoa is laid in the Kishti (Tin Tray) and after cooling, they are cut into pieces by using sharp edged knife by hand and Lal Peda is packed in paper board boxes.

The other shape of Lal peda in varanasi, made by hand into balls of 15-25g size by rolling between the palms. The balls are flattened to give the disc shape and then after packing in the box for the delivery.

Flow diagram of making of Lal Peda by traditional method



Packaging:

Lal peda can be packed in Paper Boxes and stored at two different temperatures 4 and 37 degree C. But at 37 °C there can be continuous loss in its moisture.

- a) It is generally packed in paper board containers lined with parchment paper or grease proof paper.
- b) Plastic trays, tubs are used to pack peda to enhance its marketability.
- c) For polythene bags or parchment paper lined paper board advocated with oxygen scavengers can be used.

The food packaging materials shall be inspected before use to avoid using damaged, defective or contaminated packaging, which may lead to contamination of the product.

The wrapping and packaging of dairy products like Lal Peda shall take place under satisfactory hygienic conditions and in rooms provided for that purpose.

The rooms for storing the packaging material shall be free from vermin and from dust which could constitute an unacceptable risk of contamination of the product and shall be separated from rooms containing substances which might contaminate the products. Packaging shall not be placed directly on the floor.

J) Uniqueness:

Lal Peda is one of the most popular indigenous dairy products of Varanasi region since generations. From procurement of milk to preparation of khoa and then after making of Lal Peda is very traditional and unique. Cultivators community and farmers residing in the coastal areas of the Holy Ganga River keep some milch cattle but this industry is mainly in the hands of Ahirs who are professional cow and buffalo keepers all over the Uttar Pradesh and Varanasi & Ghazipur districts as well supply Khoa for Lal peda preparation. 80% buffalo and 20 % cow milk khoa is utilized for the manufacturing of Lal Peda.

1. Many Gazetteers of British period and Independent India have exclusively mentioned the products existence and importance in food as well as rituals in Varanasi and nearby districts. Many scholars, researchers news papers, electronics media and visitors have mentioned Lal Peda because of its texture, taste, color, durability, self life and nutritional components.
2. Lal Peda is a regional variant of Peda. Lal Peda is offered at religious places as prasad and as an item of menu at many ceremonial functions in Varanasi and nearby districts. A large

amount of Lal Peda is offered at temples in Kal Bhairave and Kashi Vishwanath temple at Varanasi.

3. Lal Peda is a sweet prepared from Danedar variety of khoa by the addition of sugar. Since Lal peda contains sugar and lower moisture content it has a better keeping quality than khoa.
4. Lal Peda have religious and cultural importance Lal Peda is also offered to guests at the time of ceremonial celebration like marriages etc.
5. Lal Peda is characterized as a circular slightly flattened ball with low moisture content and brownish in colour and smooth texture.
6. The color of Banaras Lal Peda is Red/Brownish.
7. If any ingredient will mixed in Khoa the Banaras Lal Peda will loose its softness, texture, color and taste.
8. Lal Peda consists adhesive. Due to this character, it has softness in summer season and hardness in winter season. In the rainy season due to moisture its durability suffer.
9. The shelf life of a Lal Peda can be altered by changing its composition and form, the environment to which it is exposed, or by the packaging system.
10. The deteriorating agents of the food quality are oxygen contained in the air and microorganisms such as bacteria and mold. Oxygen promotes several types of deteriorative reactions in foods including oxidation of fat, browning reactions and pigment oxidation.
11. Banaras Lal peda (Eastern Uttar Pradesh) is heat desiccated traditional dairy products characterized by a semi brown to brown color, soft body and grainy texture.
12. Lal peda is a traditional dairy delicacy of Varanasi since generations.
13. It is prepared by blending of khoa and sugar followed by heat desiccation until characteristic reddish brown colour appears.
14. It is a nutritive, palatable and a very good source of energy.
15. Shelf-life of Lal Peda were considered to be very important and due to this it is highly demanded in the market by consumers for carrying one place to another place and use for a long period without refrigerator or fridge.
16. If the consumer will put the Lal peda in the fridge, then automatically the original quality and taste will be detriate, so the producers and sweets of owner are suggesting that do not put this Lal peda of Banaras in the freeze and put in the room temperature for better quality and taste.

K) Inspection Body:

1. One Representative from the Department of Foods & Dairy, Government of U.P.
2. One Representative from Department of Small Scale Industries
3. One Representative from District Administration.
4. One Representative from DDM-NABARD, Varanasi
5. One Representative from Traders and Producers Association of GI Product.
6. Representative of related Applicant organization and local Facilitator of this product.

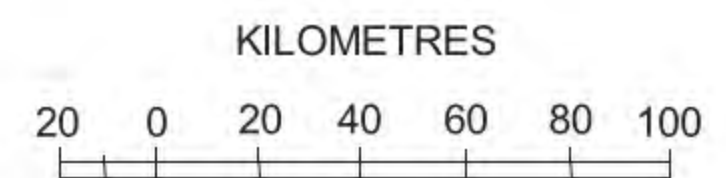
L) Others:

A much popular traditional sweet of Varanasi, Lal Peda is highly demanded by the visitors, consumers, pilgrimage, tourist who visited Varanasi, carry this unique Peda to their home and for their relatives and friends. Many people are carrying it abroad due to the long duration stability, quality, special feeling of eating and chewing. The children like it because their chocolate feeling.

GEOGRAPHICAL AREA OF PRODUCTION OF BANARAS LAL PEDA



UTTAR PRADESH
ADMINISTRATIVE DIVISIONS 2011



- JPN - JYOTIBA PHULE NAGAR
- GBN - GAUTAM BUDDHA NAGAR
- KRN - KANSHIRAM NAGAR
- AMB - AMBEDKAR NAGAR
- SID - SIDDHARTH NAGAR
- SKN - SANT KABIR NAGAR
- KUS - KUSHINAGAR
- SRNB - SANT RAVIDAS NAGAR (BHADOHI)

BOUNDARIES:

- INTERNATIONAL.....
- STATE.....
- DISTRICT.....
- TAHSIL.....

- 1 - Chandausi
- 2 - Garhmukteshwar
- 3 - Sikandra Rao
- 4 - Bakshi Ka Talab
- 5 - Chakamagar
- 6 - Ramsanehighat
- 7 - Sirauli Gauspur
- 8 - Sohawal
- 9 - Domariyaganj
- 10 - Shohratgarh
- 11 - Campierganj
- 12 - Chauri Chaura
- 13 - Tamkuhi Raj
- 14 - Bhatpar Rani
- 15 - Nizamabad
- 16 - Ghosi
- 17 - Madhuban
- 18 - (Maunath Bhanjan)
- 19 - Muhammadabad Gohna
- 20 - Belthara Road
- 21 - Sikanderpur
- 22 - Mohammadabad

Varanasi District is situated 25°.20'N latitude and 83°.00'E longitudes.

HEADQUARTERS:

- STATE.....★
- DISTRICT.....●
- TAHSIL.....•

Where the district name differs from its headquarters name, the latter is given within brackets.