



Festive Sweets – A Taste of Culture





The Eternal Bond of Sweets and Festivals

Not just a delicacy; Sweets are our emotions, love, and part of celebration. We may not exchange gifts, but sweets must be shared during any Indian Festivals. But have we ever thought about how deep the connection of sweets runs with our culture and traditions?

Festivals are incomplete without sweets. It represents purity, happiness, and prosperity in everything from temple ceremonies to weddings, regional festivals to nationwide celebrated festivals like Diwali.



Mithai makers (Halwais) are the unsung heroes of festivals

In a sweet shop, making Indian mithai is a daily test of skill and stamina. Huge kadhai of milk bubble for hours, needing non-stop stirring to avoid burning.

Sugar syrup must be prepared in perfect consistency for each sweet—jalebi, gulab jamun, or barfi—any mistake ruins kilos at once. Workers shape hot laddoos with bare hands, enduring heat for uniform size.

Festivals multiply the demand, pushing the team to work day and night. Maintaining freshness, hygiene, and taste at scale is exhausting. Yet, every satisfied customer bite makes the struggle worthwhile, proving sweet-making is no less than a craft of dedication.



Every festival carries a signature sweet:

Diwali: Ladoos is used for religious offerings in Diwali. Soan Papdi is the most common sweet on diwali, whereas Kaju Katli counts as premium sweets.

Holi: Thandai sweets are a major part of holi celebrations, mostly people enjoy thandai and dance with joy and colors. Gujiya, Malpua is prepared for guests and relatives.

Ganesh Chaturthi: Celebrated mainly in Maharashtra, in this, a dumpling-style sweet, which is known as Modak, is prepared to offer to Ganesh ji.

Durga Puja : Sandesh, Rasmalai is a traditional sweet from Bengal. During Durga Puja these sweets are offered to the Goddess, distributed to visitors, and consumed throughout the celebration.





India has a vast array of regional sweets, each using local ingredients and techniques.

Do you know?



Modern twists, sweets like chocolate barfi, fusion cakes, and sugar-free laddoos.

India was called the "country of sugar"

Jaggery, honey, and ghee were offered in rituals during the Vedic era (1500 BCE)



GI Cherished Sweets - Honouring Our Culture and History

Many sweets are recognised by GI Tag for their long history, uniqueness and cultural value.

- Banglar Rosogolla (West Bengal) – A sugary treat from West Bengal, known as Rasogolla, highlights the region's culinary tradition.
- Tirupati Laddu (Andhra Pradesh) – This laddu is the main offering to Lord Venkateswara, known as Naivedhyam.
- Silao Khaja (Bihar) – Silao Khaja is a special treat from Bihar known for its crunch, fluffiness, and sweetness.
- Mysore Pak (Karnataka) – Mysore Pak is a traditional sweet dish originating from the royal kitchens of Mysore, Karnataka, India, made with gram flour (besan), sugar, and ghee.

This festival , Don't Just Celebrate



Choose the hands over machines



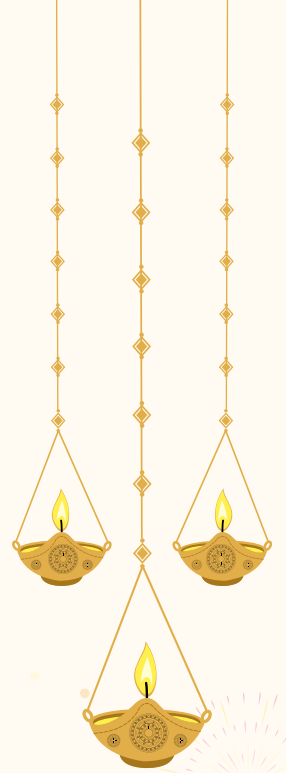
Choose Sweets over any Desserts



Choose local over imports



Choose emotion over money



मिठास भरे त्योहारों की पहचान,
रंग-बिरंगी थालियों में सजी परंपराओं की शान।
गुलाब जामुन से लेकर लड्डुओं की मीठी सौगात,
हर मिठाई में छुपा है अपनों का साथ।



Join the *#MyIndianSweet Movement*



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- ✓ Share a picture with your Sweets
- ✓ Tag your Sweets with

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#BuyIndian

#SweetsForThisDiwali

#DiwaliWithIndia

IF YOU WANT TO SUPPORT THIS
MOVEMENT



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“त्योहारों में रौनक से भर जाए बाज़ार,
मिठाइयों की दुकानों से महके हर त्यौहार।”