

Consumption pattern of Sweetmeat in Cumilla District



**This Production report is submitted for partial fulfillment of the degree of
Doctor of Veterinary Medicine (DVM)**

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September, 2018

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A production report submitted as per approved style and content

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Acknowledgement

I would like to express the deepest sense of gratitude and all sorts of praises to the God, the omnipresent, omnipotent whose blessings have enabled the author in successful materialization and fulfillment of this study.

I would like to express my sincere heartfelt gratitude, profound respect, and immense indebtedness to reverend teacher and internship supervisor Prof. Goutam Kumar Debnath, Dept.of Dairy & Poultry Science,Chittagong Veterinary and Animal sciences University for his scholastic guidance, simultaneous inspiration, valuable suggestions and encouragement during study period and also preparing the production report.

The Author

ABSTRACT

The study has been designed to investigate the consumption pattern of sweetmeat in different sweetmeat shops of Cumilla district in Bangladesh. The Report performed mainly based on sweetmeat consumption and data were collected from several sweetmeat shops by direct interview and open ended questionnaire. Both tabular and statistical methods were used for collected data analysis. Shopkeepers of different sweetmeat shops received raw milk from farmers (75%) and Local bazar (15%) and others source (10%). The highest amount of whole milk was required in per unit production of Rasomalai (45%) and Kalojaum (25%) whereas the lowest amount in Motiladdu (8%) and others (22%). Sweetmeat prices vary in time to time due to fluctuation of raw milk availability and their price. Different festivals like Eid, Durga Puja, Pahela Baishakh and after publishing educational results may increase sweetmeat selling especially Rasomalai, kalojam, rosogolla, dahi. The investigation reveals young people in urban and rural area liked Rasomalai nearly 25.37% and kalojaum liked nearly 20.29% whereas the old people liked Rasomalai, Kalojam, lalmisti approximately 61.89%. In context of type of choice in urban and rural area, the young group preferred special type 50.29% of sweetmeat while the aged groups choose normal type 43.76%. In sense of color, the both young group and aged group liked white color sweetmeats. Finally, The study will have great contribution on production, distribution pattern and marketing of different types of sweetmeat in Cumilla district.

Keywords: Sweetmeat, Consumption pattern, Rural and urban area, Cumilla.

CHAPTER: 1

INTRODUCTION

Bangladesh is a densely populated country and the population is near about 158.5 million (UNFPA, 2014) out of which 76% lives in the rural areas, rest of them lives in urban areas and 51.69% of them being engaged in agriculture (ArthonoitikSomikkha, 2013). Bangladesh has 64 districts and among them Cumilla is one of the biggest district of Bangladesh which covers an area of around 3146 square kilometers. The population is around 6.2 million and the literacy rate is about 72.3%. Sweetmeat is considered an ideal milk product. Variants people of our country like sweetmeats very much. Among people of Cumilla, Sweetmeats are very popular. Sweetmeats consumption pattern of Cumilla certified based on consumption of different sweetmeats like Rasomalai, Kalojaum, Rasogolla, Lalmisti, Dahi are being produced from milk in this area. Indigenous sweetmeats are delicious, wholesome, pleasant, nutritious, charming and very popular dairy products in Bangladesh. In this era of industrialization, food habit of common people is changing day by day and increases consumption pattern of milk products demand due to rapid growing of population as well as income. That's why a good number of entrepreneurs have already come forward to deal with sweetmeat business by involving sweetmeat production and marketing. Akanda (2000) and Roy et al. (2002) also carried out a research work based on processing and marketing of sweetmeats in some selected areas of Bangladesh. Again, there is no specific and systematic study in the district based on uses, consumer preferences and marketing of sweetmeats. Consumption behavior of sweetmeat consumer depends upon income, prices and availability of the sweetmeats. The main objective of this study is to analyze the consumption pattern of sweetmeats in selected rural and urban areas. However, this study will help to measure the present level of consumption pattern of sweetmeats of rural and urban people of Cumilla District.

Objectives of the study:

- To know the consumption pattern of different sweetmeats in Cumilla.
- To know age group influence on sweetmeat consumption pattern.
- To know consumption rate of sweetmeats in people of different sex.

CHAPTER: 2

MATERIALS AND METHODS

2.1. Study place:

Cumilla is a district that located in the north-eastern part of Bangladesh. It is a part of Chittagong division. Cumilla district has 17 upazillas that is the highest in Bangladesh under any district, 452 mouzas and 458 villages. There are lots of sweetmeat shops throughout the district. The study was based on the consumption pattern of sweetmeat of different categories of peoples and data were collected from different sweetmeat shops at different locations of Cumilla district. Cumilla sadar, Brahmanpara, Burichong were selected for data collection. These areas considered as main representative units of Cumilla district's consumption pattern.

2.2. Study time:

The present study was conducted at the different areas of Cumilla district in Bangladesh and data were collected by the researcher himself from June to September, 2018.

2.3. Collection of data:

The whole study was performed by the researcher after the preparation of the final questionnaire. The study was based on sweetmeats and data were collected from several sweetmeat shops by direct interview. Before making actual interview, the aims and objectives of the study were explained to the respondent so that they could be convinced as to the purpose of the study and talked freely. Then the questions were asked in a very simple manner with explanation of questions whenever necessary. Reaching to every respondent several questions were asked in a logical sequence so that the respondents could recollect facts easily. To attain accuracy and reliability of data, care and caution were taken during data collection. Attention was paid to the mood of the respondents and a friendly relationship was maintained between the respondents and the researcher. After completion of each interview the schedule was checked to be sure that all the answers of the questionnaire were collected or not. In order to minimize errors data were collected in local units and these were subsequently converted into appropriate standard units. So, data collection was completed having direct interview followed by detail briefing about the purpose of the study to the

respondents. Several sweetmeat shops namely MatreeBhandar, Porabari, Banoful, Modhuban, Fulkoli were selected for collection of data. The data were randomly collected through personal interviewing by using open-ended questionnaire.



Data Collection



Different sweetmeat shop

2.4. Statistical analysis:

After collection of data by direct interview and open-ended questionnaire from several sweetmeat shops Cumilladistrict those data were analyzed with the help MS excel .

CHAPTER: 3

RESULTS

Table-1: Pattern of sweetmeats consumption based on different age groups in urban area:

Parameters	Category	Age (years)		
		01 – 25	26 – 50	> 50
Present consumption level(%)	Rasomolai	37.54	33.09	24.15
	KaloJaum	15.79	24.31	26.67
	Dahi	8.53	9.07	13.74
	LalMisti	20.05	14.22	9.70
	KachaSandesh	10.00	15.26	20.74
	Others	8.09	4.05	5.00
Type(%)	Normal	21.69	23.25	45.66
	Special	48.47	47.32	18.77
	Dry	29.84	29.43	35.57
Color(%)	Black	25.67	28.54	31.66
	White	62.45	45.56	42.44
	Red	11.88	25.90	25.09

According to table-1 in urban areas young age group first choice was Rasomalai mostly but the old age group liked kalojaum among the different types of sweetmeat. The middle age people preferred to take both Rosomalai and kalojaum among different choice level. The young age group like special type mostly rather than the old age group chooses normal type. The middle age people like to take special type mostly. According to color, All the age groups like white color abundantly.

Table-2: Pattern of consumption sweetmeats of different sex in urban areas:

Parameters	Category	Sex	
		Male	Female
Present consumption level(%)	Rasomalai	34.55	22.76
	KaloJaum	21.66	4.55
	Dahi	10.56	10.13
	LalMisti	10.00	33.12
	KachaSandesh	8.91	17.00
	MotiLaddu	12.32	8.34
	Others	2.00	4.10
Type(%)	Normal	30.90	8.09
	Special	45.43	37.80
	Dry	23.67	54.11
Color(%)	Black	28.63	28.34
	White	46.94	62.22
	Red	24.43	9.44

In urban areas among the categories of sweetmeat malelike to take both Rasomalai and kalojaum with equal choice level whereas female choose lalmisti mostly. Male prefer special type mostly whereas female choose dry type. Both male and female prefer white color mostly.

Table-3:Pattern of sweetmeats consumption based on different age groups in rural area:

Parameters	Category	Age (years)		
		01 – 25	26 – 50	> 50
Prefer Regularly(%)	Rasomalai	13.21	26.32	20.09
	KaloJaum	24.79	20.14	12.74
	Dahi	14.54	8.58	10.53
	LalMisti	12.75	16.67	27.43
	Rosogolla	18.18	19.06	10.08
	MotiLaddu	9.53	6.03	16.08
	Others	7.00	3.20	3.05
Type(%)	Normal	35.35	24.24	44.87
	Special	52.12	49.45	29.60
	Dry	12.53	26.31	25.53
Color(%)	Black	15.87	24.64	21.72
	White	67.34	52.76	53.21
	Red	16.79	22.60	25.07

In rural areas among the categories of sweetmeat young age group prefer Kalojaum mostly whereas the old age group chooses lalmisti. The middle age people prefer to take Rasomalai mostly. The young age group prefers special type and normal type mostly whereas the old age group chooses normal type. The middle age people prefer to take special type mostly. All the age groups prefer white color mostly.

Table-4: Pattern of consumption sweetmeats at different sex in rural areas:

Parameters	Category	Sex	
		Male	Female
Prefer Regularly(%)	Rasomalai	16.52	21.97
	KaloJaum	32.54	10.11
	Dahi	11.34	9.50
	LalMisti	10.88	36.32
	Rosogolla	17.51	9.12
	MotiLaddu	6.11	8.01
	Others	5.10	4.97
Type(%)	Normal	28.81	11.03
	Special	47.32	35.21
	Dry	23.87	53.76
Color(%)	Black	22.69	17.32
	White	54.00	72.11
	Red	23.31	10.57

In Rural areas among the categories of sweetmeat male prefer to take Kalojaum mostly whereas female choose lalmisti. Male prefer special type mostly whereas female choose dry type. Both male and female prefer white color mostly.

Table-5: Percentage of purchasing preferred sweetmeat to visit relative based on age group

Parameters	Category	Age (years)		
		01 – 25	26 – 50	> 50
Prefer to Visit Relative(%)	Sweetmeat	93.74	93.10	68.57
	Fruit	6.26	6.90	31.43
Which Item(%)	Roso-molai	29.65	27.65	22.43
	KaloJaum	16.84	17.84	18.43
	Dahi	12.32	7.32	10.04
	LalMisti	15.79	16.79	15.04
	Rosogolla	15.79	18.79	18.39
	Fruit	5.26	6.26	12.67
	Others	4.35	5.35	3.00
Why Prefer(%)	Cheap	74.68	56.90	44.48
	Tasty	14.79	25.14	44.48
	Nice to Look	10.53	17.96	11.04

Upper table shows that among fruit and sweetmeat all age groups prefer sweetmeat mostly. Among the categories of sweetmeat all age groups prefer to take Rosomolai mostly. The young and middle age groups choose sweetmeat according to cheap price mostly. The old age group choose sweetmeat according to cheap price and tasty with equal choice level.

Table-6: Percentage of purchasing preferred sweetmeat visit relative at different sex:

Parameters	Category	Sex	
		Male	Female
Prefer to Visit Relative(%)	Sweetmeat	88.64	91.91
	Fruit	11.36	8.09
Which Item(%)	Raso-malai	26.55	25.32
	KaloJaum	21.46	19.20
	Dahi	14.84	9.09
	LalMisti	11.61	22.18
	KachaSandesh	13.35	9.15
	Fruit	10.24	10.09
	Others	2.00	4.16
Why Prefer(%)	Cheap	54.06	71.73
	Tasty	28.09	16.18
	Nice to look	17.85	12.09

Upper table shows that among fruit and sweetmeat both male and female prefer sweetmeat mostly. Among the categories of sweetmeat both male and female prefer to take Rasomalaimostly. Male and female choose sweetmeat according to cheap price mostly.

Table-7: Sweetmeats consumption during falling the price of fruit based on age group:

Parameters	Category	Age (years)		
		01 – 25	26 - 50	>50
Prefer When Fruit Price	Fruit	54.64	55.03	67.77
Lower(%)	Sweetmeat	2.00	3.45	6.70
	Both Fruit and Sweetmeat	43.26	41.52	25.53

Upper table shows that during fruit price is lower than sweetmeat all age groups prefer to take fruit mostly.

Table-8: Sweetmeats consumption according to group during falling the price of fruit:

Parameters	Category	Sex	
		Male	Female
Prefer When Fruit Price	Fruit	61.06	45.32
Lower(%)	Sweetmeat	9.53	3.21
	Both Fruit and Sweetmeat	29.41	51.47

Upper table shows that during fruit price is lower than sweetmeat male prefer to take fruit mostly. Female prefer to take both fruit and sweetmeat mostly.

CHAPTER: 4

Discussion

4.1. Information about the obtained milk for making various milk products

From this study, it was observed that the shopkeepers of different sweetmeat shops received their raw milk from farmers (75%) and Local bazar (15%) and others source (10%) and all of the raw milk was derived from cow milk. There was no preservation technique was followed by the sweetmeat shopkeepers due to regular milk receive.

4.2 Whole milk requirement for individual sweetmeats

Milk was utilized in various amounts to prepare different sweetmeats which were usually depends upon the preparing nature of the products. Some of the sweetmeats required more milk for preparation than the other products due to less utilization of sugar, flour, oil, sugar syrup, powder milk etc. The highest amount of whole milk was required in per unit production of Rasomalai (45%) and Kalojaum (25%) whereas the lowest amount in Motiladdu (8%) and others (22%) which are contradicts with the findings of Islam and Basak (2013).

4.3. Production status and selling amount of different sweetmeat shops in Cumilla District

Quantity of sweetmeat produced by a shop directly depends on the daily milk used by the shops and types of sweetmeat produced depending upon the preferences of the consumers, profit margin, methods of production and degree of demand against season etc.

4.4. Availability of different types of sweetmeats at urban area

Availability status of different types of sweetmeats at the sweetmeat shops in urban area were identified. Results revealed that Rosomalai and kalojaum were available in 100% sweetmeat shops whereas kachasandesh remained 15.79% in sweetmeat shops in urban area.

4.5. Sweetmeats consumption based on different age groups in urban area

According to table 1 in urban areas young age group first choice was Rasomalai mostly but the old age group liked kalojaum among the different types of sweetmeat. The middle age people preferred to take both Rosomalai and kalojaum among different choice level. The young age group like special type mostly rather than the old age group chooses normal type. The middle age people like to take special type mostly. According to color, All the age groups like white color abundently.

4.6. Sweetmeats consumption based on different age groups in rural area

Availability status of different types of sweetmeats at the sweetmeat shops in rural area were identified by researcher research. Results revealed that lalmisti and kalojaum were available in 100% sweetmeat shops whereas Motiladdu remained 23% in sweetmeat shops in rural area.

4.7. Sweetmeats consumption based on different age groups in rural area

In Table 3 rural areas among the categories of sweetmeat young age group prefer Kalojaum mostly whereas the old age group chooses lalmisti. The middle age people prefer to take Rasomalai mostly. The young age group prefers special type and normal type mostly whereas the old age group chooses normal type. The middle age people prefer to take special type mostly. All the age groups prefer white color mostly.

4.8. Percentage of purchasing preferred sweetmeat to visit relative based on age group

Table-5 shows that among fruit and sweetmeat all age groups prefer sweetmeat mostly. Among the categories of sweetmeat all age groups prefer to take Rosomolai mostly. The young and middle age groups choose sweetmeat according to cheap price mostly. The old age group choose sweetmeat according to cheap price and tasty with equal choice level.

4.9. Sweetmeats consumption during falling the price of fruit based on age group

Table no-7 shows that during fruit price is lower than sweetmeat all age groups prefer to take fruit mostly.

4.10. Consumers attitude towards milk and milk products

Young people in urban and rural area liked Rasomalai nearly 25.37% and kalojaum liked nearly 20.29% whereas the old people liked Rasomalai, Kalojam, lalmisti approximately 61.89%. Occasions such as Eid, Puja, Pahelabaishakh, exam results enhances milk products selling abundantly. It is believed that people from different cultural backgrounds have different perceptions and experiences related to food (Lennernas *et al.*, 1997). Hence, it can be noticed that some consumers are more oriented towards food quality, whereas for others food safety is a primary concern. Consumer behavior is also affected by the socioeconomic conditions of the markets namely income, mobility and media access (Tset *et al.*, 1989). As more resources become available, consumers may desire more emotional image attributes in products or brand (Kim *et al.*, 2002).

CHAPTER: 5

CONCLUSION

The investigation on consumption pattern of sweetmeat was conducted in the Cumilla district of the Chittagong division to look into different pattern of sweetmeat consumption at rural and urban level. The district is one of the potential milk producing districts where dairying has come in a big way as thrust area to provide and generate income. The district comprises of rural and urban sectors having wide variations in socio-economic characteristics such as expenditure, occupation and education in both sectors. The study was conducted in both rural and urban areas. From the each area a sample of 10 sweetmeat shops were drawn by simple random sampling method representing different expenditure categories made after complete enumeration. Though it is believed that the sweetmeat items are liked by people of almost all age and sex but this study has shown that consumption pattern of sweetmeat differed among various age groups and sex. So it can be said that types of sweetmeat, price, age and sex of consumer, price of other substitute products etc play in complex way to determine the consumption pattern of sweetmeats. The investigation reveals young people in urban and rural area liked Rasomalai nearly 25.37% and kalojam liked nearly 20.29% whereas the old people liked Rasomalai, Kalojam, lalmisti approximately 61.89%. In urban and rural area, the young group preferred special type 50.29% of sweetmeat while the aged groups choose normal type 43.76%.

CHAPTER: 6

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Biography

Name	Dayal Chandra Bhowmik
Present position and affiliation	Intern student, 18 th Batch, FVM, Chittagong Veterinary and Animal Science University.
Educational background and year	Doctor of Veterinary Medicine in 2017 (appeared), Chittagong Veterinary and Animal Science University.
Research interest	Dairy Science
Aim	Establish a Dairy plant in field level.

Questionnaire

চট্টগ্রাম ভেটেরিনারি ও এনিম্যাল সাইন্সেস বিশ্ববিদ্যালয়

ডেইরী ও পোল্ট্রি সাইন্স অনুশদ

Questionnaire(বিক্রেতা)

১)দোকানের নাম:

২)মালিকের নাম:

৩)আপনার দোকানে কি কি ধরনের মিষ্টিজাত পণ্য পাওয়া যায়?

৪)মিষ্টিজাত পণ্যের চাহিদা কাদের মধ্যে বেশি?

- ১-২৫বছর/২৬-৫০বছর/৫০বছর বা তদুর্ধ

৫)আপনি দুধ কোথায় থেকে সংগ্রহ করেন?

- কৃষক/গোয়াল/অন্যভাবে।

৬)আপনি দৈনিক কি পরিমাণ দুধ সংগ্রহ করেন?

৭)মিষ্টিজাত পণ্যের দাম নিয়ে কি আপনি সন্তুষ্ট?

- হ্যা/না

স্বাক্ষর:

Questionnaire(ভোক্তা)

১)ভোক্তার নাম:

২)ভোক্তার বয়স: ১-২৫ বছর/২৬-৫০বছর /৫০ বছর বা তদুর্ধ

৩)লিঙ্গ: -পুরু- /মহিলা

৪)আপনি নিয়মিত কি ধরনের মিষ্টিজাত পণ্য খেতে পছন্দ করেন?

৫) আপনি এখন কোন ধরনের মিষ্টিজাত পণ্য খাচ্ছেন?

৬)আপনি এই মিষ্টিজাত পণ্যকে কেন অগ্রাধিকার দিচ্ছেন?

৭)আপনি আপনার পরিবারের জন্য কি ধরনের মিষ্টিজাত পণ্য ক্র: করেন?

৮)আপনার পরিবারে এই ধরনের মিষ্টিজাত পণ্যের চাহিদা বেশি কেন?

৯)আপনি কি মিষ্টিজাত পণ্যের গুণগত মান নিয়ে সন্তুষ্ট?

- হ্যা /না

১০)ফলের দাম কম থাকলে আপনি কোনটি কিনেন?

-মিষ্টিজাত পণ্য/ফল

11)আস্বীয়ের বাড়িতে বেড়ানোর সময় আপনি কোনটি নিয়ে যান?(কেন?)

-মিষ্টিজাত পণ্য/ফল.

স্বাক্ষর: