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Organoleptic and microbial quality of branded *Shrikhand* sold in Ahmednagar market

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ABSTRACT

During present investigation six branded samples of *shrikhand* evaluated on the basis of sensory attributes viz., colour and appearance, body and texture, flavour and acidity, the overall acceptability and microbial quality of *shrikhand* samples has been estimated. Sample S₁ liked very much by the panel of judges in respect to overall acceptability, while sample S₆ did not liked by judges. The microbial count was also more in local brands may be due to low quality raw materials, unhygienic conditions and post preparation contamination.

Key words : Brand, *Shrikhand*, Market

INTRODUCTION

Shrikhand is highly perishable dairy product with an average shelf life of 1 or 2 days at room temperature under Indian conditions. Its shelf life mainly depends on the initial quality of milk used for its manufacture and post processing contamination, *shrikhand* which was once made only by the halwais is now made by commercial dairies due to the fact that besides popularity and cost effectiveness halwais were not able to meet the quality standards required by consumers and growing demand of the product using age old techniques (Salunke *et al.*, 2005).

Besides the procedure that the halwai/trader uses, only few reports on standardized method of *Shrikhand* manufacture have been published (Bhattacharya *et al.*, 1973; Rangappa and Acharya, 1973; Upadhyay and Dave, 1977; Aneja *et al.* (1977, 1978) brought great change in technology of traditional dairy product manufacturing, coming up with the mechanized process for *Shrikhand* manufacture. Despite so much of market size the *Shrikhand* manufacturing is still unstandardized process. Market studies carried out by Upadhyay *et al.* (1975) and Sharma and Zariwala (1978) have shown great variation in *Shrikhand* quality in terms of chemical and microbiological attributes. In view of current liberalization programme, more dairy units are coming up and *Shrikhand* manufacture being one of the most profitable business as pointed out by Aneja (1992) that is raw material cost is only 29 per cent of sales prices as compared to 90

per cent for milk and 65 per cent for paneer (a traditional product), the demand for traditional products will be maintained.

In 1980, Government of India came up with BIS specifications for *Shrikhand* and only recently (1997) PFA regulations are published. *Shrikhand* has a good market value and manufactured on a large scale with different brands. Although manufacturing process is identical with every brand, but the ingredients and milk used during the process differs. Using friendly bacteria and different yeast/mold ferments either cow or buffalo milk. Different sources of milk can incorporate many unwanted and unhealthy parameters. But now a day's people are becoming more health conscious and also they want quality product. Hence, it is worth while investigating differently branded *shrikhand* for its, microbiological and organoleptic quality parameters.

MATERIALS AND METHODS

Preliminary survey was conducted in the Ahmednagar market, to know the brands and to ascertain the availability to *Shrikhand* throughout the study period. On the basis of survey, six brands of *shrikhand* have been selected and considered for this study and given the code number for avoiding the identity of brand. *Shrikhand* of predetermined brands has been collected from the local market and brought to the laboratory as and when required to complete analysis. The samples were brought in the

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