



"Educating hearts and minds"

HOLY CROSS COLLEGE

ACCREDITED BY NAAC WITH 'A+' GRADE (CYCLE:2)

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NOTICE

Date: 27 September 2023

This is to inform that there will be an assignment for 3rd Semester Sociology Honours students on the topic **"Exploring the Cultural Significance and Beer Brewing Techniques of Tribal Communities in Tripura"** Submission Date: **4 December 2023**, Submission Method: Google Doc/Microsoft Word.

This assignment provides a unique opportunity for you to delve into the rich cultural heritage of the tribal communities in Tripura and understand their traditional beer brewing techniques. We encourage you to conduct research, gather information, and present your findings in a comprehensive manner.

Please refer to questionnaire and the guidelines provided for further details on the assignment. We believe this assignment will not only enhance your knowledge but also contribute to preserving and appreciating the cultural diversity of our region.

Wishing you all the best for a successful completion of the assignment.

Joel Lalengliana Darlong
Assistant Professor
Holy Cross College



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Exploring the Cultural Significance and Beer Brewing Techniques of Tribal Communities in Tripura

Date: 27 September 2023

Introduction:

The indigenous tribes of Tripura, in Northeast India, have a long history of manufacturing and enjoying native beers from materials that can be found nearby. These beers, which range greatly in flavour, aroma, and strength, are frequently an important component of social events, rites, and ceremonies. Tribal beers in Tripura have received comparatively little attention from academics and researchers despite their importance to the local culture. With a focus on a few indigenous tribes in Tripura, our study aims to record and examine the brewing processes, ingredients, and cultural importance of tribal beers produced there.

Objectives:

1. To identify and document the types of tribal beers consumed in Tripura and their respective brewing techniques.
2. To examine the cultural relevance of tribal beers and their function in social and ritual contexts among a few indigenous tribes in Tripura.
3. To explore potential economic and tourism possibilities associated with tribal beer and Tripura's cultural heritage.

Methodology:

A combination of qualitative and quantitative research approaches will be used to carry out the study. Key informants from a few indigenous tribes, such as elders, brewers, and community members, will be interviewed to gather data. Additionally, we will survey members of the community to learn more about their brewing preferences and consumption habits. Additionally, we will gather samples of tribal beers from various places and use laboratory studies to examine their components and brewing processes.

Expected Outputs:

The research findings will be presented in the form of a report and a research paper. The research will include a thorough understanding of the brewing processes used to produce the tribal beers used in Tripura, as well as their cultural value and potential economic and tourism opportunities.



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Conclusion:

The cultural importance and brewing methods of tribal beers in Tripura will be significant insights from this study. The research results will not only be an addition to the scholarly literature but will also aid in promoting awareness of the historical significance of tribal brews. The study might also have useful ramifications for fostering cultural tourism and regional economic growth.

Joel Lalengliana Darlong
Assistant Professor
Holy Cross College

QUESTIONNAIRE: Exploring the Cultural Significance and Beer Brewing Techniques of Tribal Communities in Tripura

1. Name:
2. Age:
3. Gender? **(Write it yourself as you interview them)**
4. Education Qualification:
5. Your occupation:
6. How did you first become interested in brewing beer?
7. What kind of traditional beer do you typically brew?
8. What is your favourite beer style to brew and why? **(optional)**
9. Where is the set-up of your beer making farm?
 - a) Near my home
 - b) It's far from my place
 - c) I don't have any set-up
 - d) I can't disclose the place
 - e) No response
10. Can you walk me through the brewing process that you typically follow?
 - a) Yes
 - b) No
11. What kind of equipment and ingredients do you use in your brewing process? **(Identify them in local dialect and translate to English if there is any)**
12. How long does it typically take you to brew a batch of beer? **(options)**
13. What are some of the challenges that you have faced while brewing beer?
14. Are you satisfied with the quality of your product?
 - a) Yes
 - b) No
 - c) No response
15. What is your customer feedback regarding the taste and quality of your beer production? **(Only if he sell)**
 - a. Very positive
 - b. Good
 - c. Average
 - d. Sometime positive
 - e. Sometime negative
16. How do you ensure that your beer is of high quality?

17. What are some of the most important factors that affect the taste and quality of beer?
18. What kind of traditional ingredient/yeast do you use in your brewing process and how do you ensure that it is healthy and active?
19. Do you have any tips or advice for someone who is just starting out in home brewing?
20. How do you come up with new beer recipes or experiment with different ingredients?
(If they have any)
21. What kind of brewing-related resources (books, websites, etc.) do you recommend for others? (If they have any)
22. What is your favourite beer memory or experience?
23. Do you have any plans to start a commercial brewery or take your brewing to the next level? (only if in commercial)
 - i. Do you have a specific target market in mind for your brewery? If yes, please describe it.
 - ii. What are the legal requirements and permits necessary to start a brewery in your location?
 - iii. Are you planning to operate your brewery from a home-based facility or a separate commercial space?
 - iv. If you plan to sell beer directly from your location, how do you intend to set up a taproom or retail space?
 - v. Have you considered the distribution process for your beer? Will you be selling directly to consumers, or do you plan to work with distributors?
 - vi. If you plan to work with distributors, how do you intend to select and collaborate with them?
 - vii. What are the factors you will consider when pricing your beer for retail or wholesale?
 - viii. Have you thought about branding and marketing strategies for your brewery?
24. Do you think traditional tribal brewing techniques should be preserved?
25. What is your opinion on the cultural significance of tribal beers in Tripura?
26. What do you think distinguishes tribal beers from other types of beers?
27. Do you think the government should support the promotion and preservation of tribal brewing techniques?
28. What is your opinion on the potential economic benefits of promoting tribal beers as a tourist attraction?
29. How important do you think it is to preserve traditional cultural practices such as tribal brewing techniques?
30. Do you think there should be regulations in place to ensure the safety and quality of tribal beers?
31. What do you think can be done to raise awareness about tribal beers and their cultural significance?