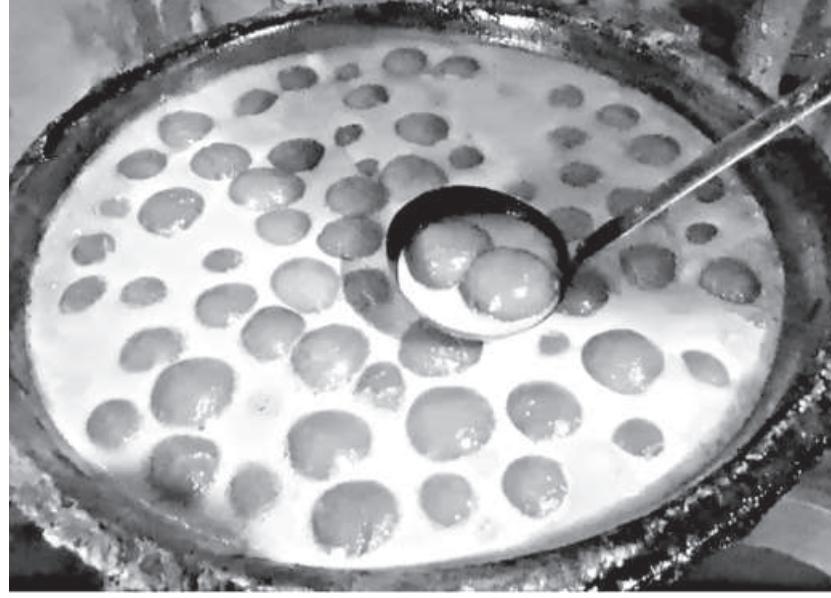


40 YEARS OF TRADITION AND GOODWILL

How Chunilal's rosogolla became Sarail's identity



MASUK HRIDAY, Brahmanbaria

At one end of the remote Aruail Bazar in Sarail upazila of Brahmanbaria, a small sweet shop has been drawing visitors for over four decades.

The reason: Chunilal's rosogolla, a delicacy that has become as much a cultural emblem as it is a treat for the taste buds.

Made by Sunil Mallik, who is better known as Chunilal, these rosogollas have long captured the hearts of locals and sweet lovers from afar. Crafted from pure, fresh cow's milk, they stand apart from the usual variety made from cottage cheese. Soft, spongy and perfectly balanced in sweetness, each piece weighs around 150 grammes.

Now 70, Sunil still prepares the sweets in front of customers, with the help of his son Gopal Mallik. The simple act of watching them being made has become part of the charm, drawing visitors to the

shop day after day.

For more than 40 years, the shop has offered only one product -- the rosogolla.

Sarail UNO Md Mosharaf Hossain said, "I went there with my wife and children, and we were amazed. I have never tasted such a large and delicious rosogolla



anywhere else. What makes it even more special is the dedication and tradition behind it."

Iqbal Hossain Mridul, principal of Aruail Abdus Sattar Degree College, added, "Chunilal's rosogolla has become an identity for Sarail."

Sanjib Kumar Debnath,

convenor of the Sarail History and Culture Preservation Council, noted, "Chunilal's rosogolla is now inseparably linked with our heritage. People from across the country visit Aruail just for this sweet. We want to preserve this legacy for future generations."

Salatur Rahman Sobuj, an assistant teacher at a local primary school, said, "Even my students know about Chunilal Dada's rosogolla. Many families send it to relatives living far away."

At Tk 60 apiece, the price is higher than the average rosogolla, but customers rarely complain. For them, the size, quality, and taste justify the cost.

"We use no artificial ingredients," Sunil said. "Our rosogolla is made with care and pure, natural ingredients, which people can taste and appreciate."

The magic, perhaps, lies in the sweet's very simplicity -- chhana, cooked with just the right amount of sweetness, and served with devotion.

Now 70, Sunil still prepares the sweets in front of customers, with the help of his son Gopal Mallik. The simple act of watching them being made has become part of the charm, drawing visitors to the

shop day after day.

For more than 40 years, the shop has offered only one product -- the rosogolla.

Sarail UNO Md Mosharaf Hossain said, "I went there with my wife and children, and we were amazed. I have never tasted such a large and delicious rosogolla



anywhere else. What makes it even more special is the dedication and tradition behind it."

Iqbal Hossain Mridul, principal of Aruail Abdus Sattar Degree College, added, "Chunilal's rosogolla has become an identity for Sarail."

Sanjib Kumar Debnath,

convenor of the Sarail History and Culture Preservation Council, noted, "Chunilal's rosogolla is now inseparably linked with our heritage. People from across the country visit Aruail just for this sweet. We want to preserve this legacy for future generations."

Salatur Rahman Sobuj, an assistant teacher at a local primary school, said, "Even my students know about Chunilal Dada's rosogolla. Many families send it to relatives living far away."

At Tk 60 apiece, the price is higher than the average rosogolla, but customers rarely complain. For them, the size, quality, and taste justify the cost.

"We use no artificial ingredients," Sunil said. "Our rosogolla is made with care and pure, natural ingredients, which people can taste and appreciate."

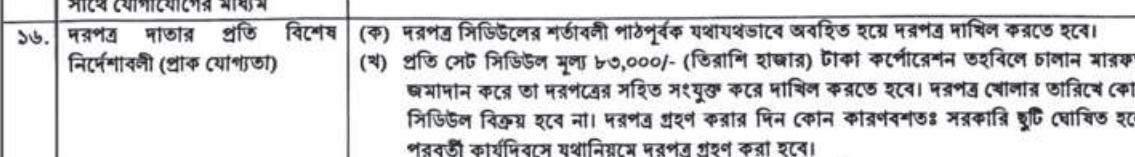
The magic, perhaps, lies in the sweet's very simplicity -- chhana, cooked with just the right amount of sweetness, and served with devotion.

Now 70, Sunil still prepares the sweets in front of customers, with the help of his son Gopal Mallik. The simple act of watching them being made has become part of the charm, drawing visitors to the

shop day after day.

For more than 40 years, the shop has offered only one product -- the rosogolla.

Sarail UNO Md Mosharaf Hossain said, "I went there with my wife and children, and we were amazed. I have never tasted such a large and delicious rosogolla



anywhere else. What makes it even more special is the dedication and tradition behind it."

Iqbal Hossain Mridul, principal of Aruail Abdus Sattar Degree College, added, "Chunilal's rosogolla has become an identity for Sarail."

Sanjib Kumar Debnath,

convenor of the Sarail History and Culture Preservation Council, noted, "Chunilal's rosogolla is now inseparably linked with our heritage. People from across the country visit Aruail just for this sweet. We want to preserve this legacy for future generations."

Salatur Rahman Sobuj, an assistant teacher at a local primary school, said, "Even my students know about Chunilal Dada's rosogolla. Many families send it to relatives living far away."

At Tk 60 apiece, the price is higher than the average rosogolla, but customers rarely complain. For them, the size, quality, and taste justify the cost.

"We use no artificial ingredients," Sunil said. "Our rosogolla is made with care and pure, natural ingredients, which people can taste and appreciate."

The magic, perhaps, lies in the sweet's very simplicity -- chhana, cooked with just the right amount of sweetness, and served with devotion.

Now 70, Sunil still prepares the sweets in front of customers, with the help of his son Gopal Mallik. The simple act of watching them being made has become part of the charm, drawing visitors to the

shop day after day.

For more than 40 years, the shop has offered only one product -- the rosogolla.

Sarail UNO Md Mosharaf Hossain said, "I went there with my wife and children, and we were amazed. I have never tasted such a large and delicious rosogolla

anywhere else. What makes it even more special is the dedication and tradition behind it."

Iqbal Hossain Mridul, principal of Aruail Abdus Sattar Degree College, added, "Chunilal's rosogolla has become an identity for Sarail."

Sanjib Kumar Debnath,

convenor of the Sarail History and Culture Preservation Council, noted, "Chunilal's rosogolla is now inseparably linked with our heritage. People from across the country visit Aruail just for this sweet. We want to preserve this legacy for future generations."

Salatur Rahman Sobuj, an assistant teacher at a local primary school, said, "Even my students know about Chunilal Dada's rosogolla. Many families send it to relatives living far away."

At Tk 60 apiece, the price is higher than the average rosogolla, but customers rarely complain. For them, the size, quality, and taste justify the cost.

"We use no artificial ingredients," Sunil said. "Our rosogolla is made with care and pure, natural ingredients, which people can taste and appreciate."

The magic, perhaps, lies in the sweet's very simplicity -- chhana, cooked with just the right amount of sweetness, and served with devotion.

Now 70, Sunil still prepares the sweets in front of customers, with the help of his son Gopal Mallik. The simple act of watching them being made has become part of the charm, drawing visitors to the

shop day after day.

For more than 40 years, the shop has offered only one product -- the rosogolla.

Sarail UNO Md Mosharaf Hossain said, "I went there with my wife and children, and we were amazed. I have never tasted such a large and delicious rosogolla

anywhere else. What makes it even more special is the dedication and tradition behind it."

Iqbal Hossain Mridul, principal of Aruail Abdus Sattar Degree College, added, "Chunilal's rosogolla has become an identity for Sarail."

Sanjib Kumar Debnath,

convenor of the Sarail History and Culture Preservation Council, noted, "Chunilal's rosogolla is now inseparably linked with our heritage. People from across the country visit Aruail just for this sweet. We want to preserve this legacy for future generations."

Salatur Rahman Sobuj, an assistant teacher at a local primary school, said, "Even my students know about Chunilal Dada's rosogolla. Many families send it to relatives living far away."

At Tk 60 apiece, the price is higher than the average rosogolla, but customers rarely complain. For them, the size, quality, and taste justify the cost.

"We use no artificial ingredients," Sunil said. "Our rosogolla is made with care and pure, natural ingredients, which people can taste and appreciate."

The magic, perhaps, lies in the sweet's very simplicity -- chhana, cooked with just the right amount of sweetness, and served with devotion.

Now 70, Sunil still prepares the sweets in front of customers, with the help of his son Gopal Mallik. The simple act of watching them being made has become part of the charm, drawing visitors to the

shop day after day.

For more than 40 years, the shop has offered only one product -- the rosogolla.

Sarail UNO Md Mosharaf Hossain said, "I went there with my wife and children, and we were amazed. I have never tasted such a large and delicious rosogolla

anywhere else. What makes it even more special is the dedication and tradition behind it."

Iqbal Hossain Mridul, principal of Aruail Abdus Sattar Degree College, added, "Chunilal's rosogolla has become an identity for Sarail."

Sanjib Kumar Debnath,

convenor of the Sarail History and Culture Preservation Council, noted, "Chunilal's rosogolla is now inseparably linked with our heritage. People from across the country visit Aruail just for this sweet. We want to preserve this legacy for future generations."

Salatur Rahman Sobuj, an assistant teacher at a local primary school, said, "Even my students know about Chunilal Dada's rosogolla. Many families send it to relatives living far away."

At Tk 60 apiece, the price is higher than the average rosogolla, but customers rarely complain. For them, the size, quality, and taste justify the cost.

"We use no artificial ingredients," Sunil said. "Our rosogolla is made with care and pure, natural ingredients, which people can taste and appreciate."

The magic, perhaps, lies in the sweet's very simplicity -- chhana, cooked with just the right amount of sweetness, and served with devotion.

Now 70, Sunil still prepares the sweets in front of customers, with the help of his son Gopal Mallik. The simple act of watching them being made has become part of the charm, drawing visitors to the

shop day after day.

For more than 40 years, the shop has offered only one product -- the rosogolla.

Sarail UNO Md Mosharaf Hossain said, "I went there with my wife and children, and we were amazed. I have never tasted such a large and delicious rosogolla

anywhere else. What makes it even more special is the dedication and tradition behind it."

Iqbal Hossain Mridul, principal of Aruail Abdus Sattar Degree College, added, "Chunilal's rosogolla has become an identity for Sarail."

Sanjib Kumar Debnath,

convenor of the Sarail History and Culture Preservation Council, noted, "Chunilal's rosogolla is now inseparably linked with our heritage. People from across the country visit Aruail just for this sweet. We want to preserve this legacy for future generations."

Salatur Rahman Sobuj, an assistant teacher at a local primary school, said, "Even my students know about Chunilal Dada's rosogolla. Many families send it to relatives living far away."

At Tk 60 apiece, the price is higher than the average rosogolla, but customers rarely complain. For them, the size, quality, and taste justify the cost.

"We use no artificial ingredients," Sunil said. "Our rosogolla is made with care and pure, natural ingredients, which people can taste and appreciate."

The magic, perhaps, lies in the sweet's very simplicity -- chhana, cooked with just the right amount of sweetness, and served with devotion.

Now 70, Sunil still prepares the sweets in front of customers, with the help of his son Gopal Mallik. The simple act of watching them being made has become part of the charm, drawing visitors to the

shop day after day.

For more than 40 years, the shop has offered only one product -- the rosogolla.

Sarail UNO Md Mosharaf Hossain said, "I went there with my wife and children, and we were amazed. I have never tasted such a large and delicious rosogolla

anywhere else. What makes it even more special is the dedication and tradition behind it."

Iqbal Hossain Mridul, principal of Aruail Abdus Sattar Degree College, added, "Chunilal's rosogolla has become an identity for Sarail."

Sanjib Kumar Debnath,

convenor of the Sarail History and Culture Preservation Council, noted, "Chunilal's rosogolla is now inseparably linked with our heritage. People from across the country visit Aruail just for this sweet. We want to preserve this legacy for future generations."

Salatur Rahman Sobuj, an assistant teacher at a local primary school, said, "Even my students know about Chunilal Dada's rosogolla. Many families send it to relatives living far away."

At Tk 60 apiece, the price is higher than the average rosogolla, but customers rarely complain. For them, the size, quality, and taste justify the cost.

"We use no artificial ingredients," Sunil said. "Our rosogolla is made with care and pure, natural ingredients, which people can taste and appreciate."

The magic, perhaps, lies in the sweet's very simplicity -- chhana, cooked with just the right amount of sweetness, and served with devotion.

Now 70, Sunil still prepares the sweets in front of customers, with the help of his son Gopal Mallik. The simple act of watching them being made has become part of the charm, drawing visitors to the

shop day after day.

For more than 40 years, the shop has offered only one product -- the rosogolla.

Sarail UNO Md Mosharaf Hossain said, "I went there with my wife and children, and we were amazed. I have never tasted such a large and delicious rosogolla

anywhere else. What makes it even more special is the dedication and tradition behind it."

Iqbal Hossain Mridul, principal of Aruail Abdus Sattar Degree College, added, "Chunilal's rosogolla has become an identity for Sarail."

Sanjib Kumar Debnath,

convenor of the Sarail History and Culture Preservation Council, noted,