



## Concept note

# “DIDI KI RASOI” Food Van

### Background

The COVID-19 pandemic has affected the global food industry as governments imposed lockdown/curfew to slow down the spread of the virus. As the pandemic continues, most of the people are afraid to eat out. Working people & students cannot cook food require hygienic and good food during this pandemic. To tackle this situation and provide the good quality, hygienic and homemade food, it has been planned to train the members of self-help groups on quality food preparation and hospitality or serving food to people. These women will prepare & serve hygienic food to the people.

As SHG women have to balance their personal and professional life, it is not possible for them to spend whole day for the preparation & serving of food. So instead of owning a conventional restaurant, a food van is a better option. Food van can be placed at a perfect location as per demand, it is a free advertising vehicle, an experimentation lab, explore catering opportunities, while keeping costs to a minimum. SHG women can prepare food at home or at a common place and with the help of food van they can serve or sell food to people at different locations. “DIDI KI RASOI” food van will provide a unique and traditional dining experience to the customers too.

### Objectives

The **objective** of “DIDI KI RASOI” food cart is to create high standard business models in the field of hospitality or serving food by raising the standards of catering and **food carts** through specialized training, technology and management support and further to bring such individually commissioned projects.

The objective is not only to just earn profit but to set the examples in this field. More specifically the focus is to achieve women empowerment, come out of the parochial mindset, giving more decisional autonomy to the women, raising their income, skilling & providing

the opportunities for exploring their potential, and preserve the diversified cuisine & cultural heritage of Himachal Pradesh.

The current market trend is to focus on the healthy meal with organic content. In “**DIDI KI RASOI**” food cart raw material procured locally from Self Help Groups, where Zero Budget Natural Farming (**ZBNF**) is already in practice. Fresh food with organic content would help us to stand out among our competitors. Later on different varieties of Himachali hygienic food may be provided to the customers, which are rarely available and good for health like Aalam ka Saag, Rambaan ki sabji etc, may.

**More specifically “DIDI KI RASOI” food van would try to achieve:**

- To improve livelihood status of rural women
- To provide quality meal at reasonable price with exemplary service.
- To earn Sufficient Profit.
- To provide social facilities.
- To promote traditional cuisine of Himachal Pradesh
- Contribution in the development of the country.
- Trickle down approach to develop overall economy of the region.
- New avenues for the tourism sector; more specifically to promote eco-tourism.

The mission of “**DIDI KI RASOI**” food van is to provide a unique and traditional dine in experience which would focus on “**Atithi Devo Bhav**”.

**“DIDI KI RASOI” food van will strive to achieve this goal by:**

- Providing traditional Himachali cuisines menu items incorporating quality ingredients at reasonable price.
- Proper hospitality training to the women who would be working for the café.
- Special care must be taken for maintenance of hygiene.
- Food preparation as per the need of customer i.e. customized food, if required.
- Use of good quality of raw material eg. Procurement of raw vegetable directly from the farms associated with zero budget natural farming, use of quality spices and oil etc.
- Focus on the ambience of the food cart.
- Try to include traditional Himacahli food under single roof.

- We would like to provide the comfortable and familiar environment to customers, so that an effective customer relationship management can be achieved.

### **Implementation & operationalization of the initiative “DIDI KI RASOI” food van:**

“DIDI KI RASOI” food van will be operated & managed by the women members of self-help groups. For the purpose SHG members of Sunderam Village organization of Gram Panchayat Neen, Development Block Basantpur, District Shimla has shown the interest, as their family members are in the profession of preparation of food in the local functions. Following **PREPAREDNESS** have been done for the implementation of the food van concept at Shimla (HP):

- Village Organization bhawan, village Neen has been selected for the preparation of food.
- Food will be prepared at native place and bring to the selected location through Food Van.
- SHG members have obtained the “FSSAI” registration.
- Food Van has been arranged through CSR-ICICI bank, Kasumpti Shimla (HP) and community investment fund (CIF) provided to SHGs to start livelihood activities.
- The advertisement and designing of food van will be done from the marketing head of NRLM.
- Training on basic hygiene measures (head caps, gloves, mask and cleanness around food van) has been provided to the SHG members.
- SHG members have also been provided with training on the hospitality and importance of hygiene in preparation and serving food to people.
- Daily menu has been prepared in consultation with the SHG members (**Annexure-I**), in the beginning SHG members have desired to go with short a menu after reviewing the responses received from the people, addition in the menu will be done accordingly.
- Tiffin system will also be introduced for the working people around the area.
- Working people & students will be the prime target group of the food van “**Didi ki Rasoi**”
- “**Didi ki Rasoi**” will serve quality food to the people on competitive rates.
- It has been planned to include doona pattal instead of thermocol and other plastic plates available in the market.

- It has been planned to order food (lunch & snacks) from the SHG operated food van in the meetings will organized by the department. Other department will also be requested to order food from the SHG's food van "**Didi ki Rasoi**". It will create and extra opportunity and income for the SHG members.

- The food van "**Didi ki Rasoi**" is independently managed and operated by the SHG members and concerned village organization. HEPSRLM will only provide the institutional support to the SHG members for the better of the concept.

- The income generated from the food van equally distributed in to the women SHG members involved in the preparation & serving foods.

Once the outcomes of the initiative received same may be replicated in the other parts of the state.

Later on online ordering through whatsapp & Facebook may be introduced asps.